



Platinum chrome fascia accents, exterior mirror caps and door handle accents provide an even more upscale look for the stylish 2012 Chrysler 300C.

By Steve Schaefer

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The Chrysler 300 has been good for Chrysler, and, renewed back in 2011, it has helped return some prestige to the brand.

The 300 series goes all the way back to the 1950s, when the potent Hemi V8 engines were part of the explosion of power and fins that defines that age for us today. The 300 name died out in the mid 1960s, but in 2005, it was brought back to define a new kind of car for Chrysler. After the handsome, softly rounded “cab forward” sedans of the 1990s, it delivered a chunky, traditional feel, more like a Rolls-Royce than the designs that preceded it.

What to do with the new 300? With the company’s revival under Fiat leadership, it got the full beauty treatment. The shape remains, but the windshield is a little bit more reclined, and the surfaces, once edgy and brash, are softly shaped and subtly upgraded. The blocky taillamps now have a gentle curve and edge along their lenses and the deep indent in the lower trunk is minimized. Up front, the once-jutting grille is more smoothly integrated, using the marque’s slightly angled chrome bar theme.

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