

Chrysler 300

The Chrysler 300 has been the buzz on the streets since it first broke on the scene. Looking like a "Baby Bentley" it has made a splash among the hip hop culture. It has been named one of the 2005 Urban Elite Vehicles of the Year By Urban Auto Media Group.

Chrysler's ultra-hip 300 and the go anywhere, do-it-all Land Rover LR3 have been named the 2005 Urban Elite Car and SUV of the Year by Automotive Rhythms Communications, LLC. The Urban Elite Awards were created by Automotive Rhythms President and Publisher Kimatni D. Rawlins to honor manufacturers that include the all-important Urban demographic in the design, marketing and execution of vehicles.

The 2005 Chrysler 300 is the ultimate iteration of Chrysler's Letter Cars. According to Rawlins, "Chrysler has tapped into a niche market which has generated instant street credibility. Anytime your vehicle is referenced as a Baby Bentley, then you automatically know it's worthy. This car was a natural to win the first Urban Elite Car of the Year Award. Automotive Rhythms honored the vehicle because it is blessed with incredible looks, can easily be custom tailored, and is very affordable."

Land Rover, simply put, is the urban Crown Jewel of SUVs. Said Automotive Rhythms Editor-in-Chief Brian Armstead, "The LR3 has inherited big brother Range Rover's style, comes with a strong V8, conquers anything in its path, and still has a well justified price point. When it's time to flex SUV style, it doesn't get much better than the LR3. Congratulations to Land Rover for winning the first Urban Elite SUV of the Year Award."

In selecting Urban Elite awardees, careful consideration was given to a very capable field of competitors. Selection criteria included a five point system with the following parameters:

- * Urban Appeal (Is it suited for both tough and trendy urban environments?)
- * Price Point (Best value in its segment)
- * Ability to Customize (What's the "bling" factor?)

2005 Urban Elite Vehicles

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* Off the Showroom Floor Looks (If bling is not your thing)

* Street Buzz (Is it the real deal?)

The Urban Elite Awards will be presented to DaimlerChrysler and Land Rover during Press Preview Day for the 2005 Washington Auto Show December 20, 2004. Automotive Rhythms worked with the Washington Area New Automobile Dealers Association (WANADA) and the Washington Automotive Press Association (WAPA) to coordinate this special presentation.

For more details on the Land Rover LR3 and Chrysler 300, log onto www.AutomotiveRhythms.com

And talking aabout 'street Credibility", West Coast Customs even "pimped" a 300 to a drop top. Click the [HERE](#) and visit West Coast Customs and check out their work on the 300C.