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2013 Chrysler 300 SRT8 Provides Ultimate Combination of Luxury and High-Performance

- SRT engineered 6.4-liter HEMI® V-8 drives Chrysler brand's most powerful, best-handling sedan ever
- New for 2013, expanded adaptive damping suspension allows for three-mode selectable suspension tuning
- New for 2013, standard launch control provides enhanced straight-line acceleration
- New exterior colors for the 2013 include: Billet Silver Metallic Clear Coat, Granite Crystal Pearl Coat, Jazz Blue Pearl Coat, Pewter Grey Pearl Coat and Phantom Black Tri-coat Pearl
- Fuel Saver Technology with active valve exhaust system delivers up to 23 mpg on the highway
- Exclusive SRT heated steering wheel features mounted paddle shifters for hands on the wheel shifting both on road and at the race track
- 19-speaker Harman Kardon audio system with innovative GreenEdge technology is available with 900 watts of power

August 31, 2012, Auburn Hills, Mich. - The 2013 Chrysler 300 SRT8 sedan is targeted at customers that seek heart pounding, adrenaline-filled excitement, but don't want to sacrifice comfort and innovative features to get it. With head turning designs inside and out, the 300 SRT8 provides the ultimate combination of world-class luxury, power and handling.

Performance numbers include 0-60 mph acceleration in the high 4-second range; quarter mile in high 12-second range; 0-100-0 mph in less than 16 seconds, top speed of 175 mph and stopping power from 60-0 mph in 120 feet.

The return of the 300 SRT8 to the Chrysler lineup in 2012 evoked a strong comparison to the original high-performance production car of its time – the 1955 Chrysler 300. Known for simple, strong lines, excellent engineering, high levels of luxury and outstanding performance with the first modern American V-8 engine to produce 300 horsepower, the first Chrysler 300 (C-300) was styled by Virgil Exner, who radically redesigned the entire Chrysler line and created what they called "The Forward Look" in 1955. Without much chrome on the sides, his designs were simple, but strong. Exner is credited with creating the illusion of fast, forward movement.

The Chrysler C-300 won on both the road course and the "flying mile" at Daytona in 1955. In 1956, the Chrysler 300B model won both events again. In fact, the Chrysler 300s dominated NASCAR competition in 1955 and 1956, taking the overall championship in both years. A legendary and luxurious performance car was born. The "letter cars" quickly became the most desirable of the Chrysler lineup and became known as the "Beautiful Brutes."

Awe-inspiring powertrain

Under the hood of the 2013 Chrysler 300 SRT8, the 6.4-liter HEMI® V-8 delivers 470 horsepower (351 kW) and 470 lb.-ft. (637 N•m) of torque.

The high torque output allows for inspired standing starts and straight-line performance while performance-tuned motor mounts improve idle stability and ride control at any speed. An active intake manifold and high-lift camshaft with cam phasing provides maximum low-end torque while optimizing high-end power.

On the highway, up to 23 mpg is achieved by use of an active valve exhaust system that allows the standard Fuel Saver Technology (four-cylinder mode) to engage over a wide rpm range. The active exhaust system also allows for straight-through mid and rear mufflers for a throaty exhaust note under engine load.

The proven five-speed automatic transmission is controlled through standard steering wheel mounted paddle shifters or the center-console mounted Auto Stick, allowing for a choice of spirited shifting on both the road and the racetrack. Both methods give the driver the ability to manually select specific gears on the transmission.

In “Drive,” the transmission controller will automatically shift the vehicle. The aggressiveness of the shifting is defined by the mode chosen – either “Normal” or “Track”. Fully adaptive electronic control of all shifting makes the powertrain more responsive while minimizing harshness.

In “Manual,” the shift method is defined by the driver choosing to use either paddle shift or Auto Stick. The “Track” mode adds a hold function to the calibration in all gears, allowing the driver full control of the shifting schedule.

Outstanding ride, handling and capability

New for 2013 is an improved adaptive damping suspension (ADS) system that is expanded to three modes and tuned specifically for the Chrysler 300 SRT8 to offer a compliant and comfortable ride on the street yet easily can be switched to handle on-track conditions.

In “Auto” mode, a wide range of on-road and driver inputs – such as vehicle speed, steering angle, steering speed, brake torque, throttle position and longitudinal/lateral/vertical accelerations – automatically tune the suspension for specific conditions.

In “Sport” mode, the damping system rebound and compression is locked to a higher damping rate. Drivers can easily choose between settings with a press of a button on the center stack to quickly change the shock damping characteristics from “Auto” for everyday commuting to “Sport” for more spirited driving situations.

In “Track” mode, the higher damping rates combine with a performance shifting and gear holding feature that allows the driver full shift control when using the steering wheel mounted paddle controls or AutoStick.

A new for 2013, standard launch control system helps maximize straight-line acceleration.

When the vehicle is at a complete stop, the driver engages the system by pressing the ESC button twice and then with their foot securely on the brake, quickly applies full throttle. Launch control holds the engine at optimal launch rpm (1,825) and waits for the driver to release the brake. Launch control then uses engine torque management to achieve controlled wheelslip for maximum acceleration up to 62 mph (100 kph).

The performance SRT-tuned, fully hydraulic steering system uses a heavy-duty pump and unique gearing to give drivers more direct feel and on-center response.

Seven-spoke, 20-inch lightweight forged aluminum wheels and available three- or four-season Goodyear tires provide great looks with fun-to-drive performance and handling.

Benchmark braking

SRT vehicles are well known for their world-class stopping power and the 2012 Chrysler 300 SRT8 features 14.2 inch (front) and 13.8 inch (rear) vented/slotted rotors with four-piston Brembo calipers painted in silver finish.

The Ready Alert Braking system anticipates when the driver quickly releases the accelerator pedal and may initiate an emergency brake stop, after which the electronic stability control pump engages to set brake pads against rotors in order to decrease the time required for full brake application.

Improved brake cooling and fade performance comes courtesy of wind tunnel designed brake cooling ducts that direct airflow to the vented rotors for consistent stopping power.

Aggressive and functional exterior

An SRT exclusive front fascia has a modern, yet timeless appearance that is carried through the grille and Chrysler wing badge. The black chrome upper and lower grille surrounds, rear valance strip and SRT-exclusive, Black Vapor Chrome wheels are part of the available Black Chrome Package.

The 2013 Chrysler 300 SRT8 sits a half inch lower than non-SRT models and features SRT-exclusive side sill cladding painted in matching body color for the “planted” look of a true sports sedan. Standard wheels are seven-

spoke, 20 x 9 inch, fully forged aluminum with polished face and painted sparkle silver. The available fully forged, Black Vapor Chrome aluminum wheels are the same seven-spoke, 20 x 9-inch design.

Nine exterior colors for 2013 include Billet Silver Metallic Clear Coat, Bright White Clear Coat, Deep Cherry Red Pearl Coat, Gloss Black Clear Coat, Granite Crystal Pearl Coat, Ivory Pearl Tri-coat, Jazz Blue Pearl Coat, Pewter Grey Pearl Coat (late availability) and Phantom Black Tri-coat Pearl.

The rear includes a unique lower fascia with chrome accent bar, 4-inch round dual exhaust tips and a modified SRT8 deck-lid badge with black accent.

Race-inspired and high-performance interior
The interior environment combines world-class luxury accommodations with performance-oriented technology and appointments.

A leather-wrapped, heated, SRT-exclusive steering wheel features a unique satin chrome rim section with a flattened bottom surface showing the SRT logo. Standard paddle shift controls flank both sides of the contoured palm rests while all audio and Electronic Vehicle Information Center (EVIC) controls are accessible from the horizontal spokes on the steering wheel.

For the high-performance look, real carbon fiber interior trim pieces are integrated into the instrument panel, door spears and shifter bezel and racing style brake and gas pedal pads are standard.

The full-color graphic EVIC with exclusive Performance Pages includes timers for 0-60 mph, one-eighth mile and quarter-mile times, 60-0 braking distance, along with lateral and longitudinal g-forces within the touchscreen display.

The instrument panel's 8.4-inch color touchscreen display – the segment's largest standard display – also has all the same Performance Pages data as the EVIC, and is further expanded to include steering angle, horsepower and torque outputs along with engine gauges. The display is customizable to a driver selectable background.

The standard heated and ventilated front seats have active headrests with the SRT logo embroidered in the seat backs. Rear seats also are heated for passenger comfort.

Modified door trim panels feature unique bolster material and accent stitching on armrests to match the seats.

The interior is available with two-tone black and Radar Red treatment including Radar Red door armrests, center console armrest and Nappa leather seats with Axis perforated suede inserts and silver accent stitching throughout.

The available Premium Leather Interior Package offers Poltrona Frau "Foligno" leather-wrapped upper door trim panels, instrument panel, cluster brow and center console side panels. Nappa leather covers the door bolster, armrest and center console armrest.

Safety and security
The 2013 Chrysler 300 SRT8 features more than 70 advanced safety and security features, including standard Keyless Enter-N-Go and electronic stability control (ESC) with segment-exclusive Ready Alert Braking and Rain Brake Support safety features to improve overall vehicle handling and performance.

Chrysler brand's signature SafetyTec Group is available on the 2013 Chrysler 300 SRT8 and packages many available features including adaptive-forward lighting (AFL), high-intensity discharge (HID) projector high and low beams with automatic headlamp leveling, Forward Collision Warning (FCW) with adaptive cruise control (ACC), Blind-spot Monitoring (BSM) with Rear Cross Path (RCP) detection, ParkSense front and rear park assist system, LED-illuminated rear fog lamps, exterior mirrors with supplemental turn signals and approach lamp.

In addition, standard front-row reactive head restraints, standard full-length side-curtain air bags, driver's knee bag and standard front seat-mounted side-thorax air bags offer enhanced occupant protection to passengers in the event of a collision.

Connectivity and Infotainment
The state-of-the-art Uconnect Media Center 8.4N system provides all of the next-generation mobile infotainment and

multimedia items to keep passengers connected between any destinations. With the segment's largest standard touchscreen display (8.4 inches), the easy-to-use system delivers world-class functionality with an intuitive user interface that was benchmarked against the best E-segment sedans from Europe, Asia and North America.

Segment-exclusive Garmin navigation on the premium Uconnect Media Center 8.4N model provides easy-to-use maps, lane guidance and more than 6 million points of interest. SiriusXM Travel Link on the premium Uconnect Media Center 8.4N provides real-time weather, fuel prices, sports scores and movie theater information to make any trip more efficient and fun. SiriusXM Traffic provides real-time traffic reports where available.

Uconnect Voice Command, Uconnect Media Center, steering-wheel controls and familiar center-stack controls all work in synergy to make the experience intuitive and simple for the driver.

The Chrysler 300 SRT8 features an available 900-watt, 19-speaker premium SRT performance audio surround-sound system from Harman Kardon. The system offers world premier innovation, featuring a 32-volt Tracking Power Supply (TPS) 12-channel Class D amplifier that delivers outstanding acoustics and brings multi-dimensional, quality sound for all interior occupants.

The system uses GreenEdge technology speaker and amplifier technology to offer superior sound quality and high sound pressure level outputs with minimum energy consumption. GreenEdge amplifiers alone outperform traditional amplifier efficiency by up to 55 percent, representing a net efficiency of more than 90 percent in some cases. The speakers are tuned for maximum efficiency and perfectly matched to the amplifier output.

The system's 19 GreenEdge ultra lightweight, high-efficiency speakers include:

- Seven 3.5-inch Unity Coaxial mid-range speakers with seven integrated tweeters located in the front dash, rear doors and rear deck
- Two 6 x 9-inch subwoofers located in the front doors
- Two 6 x 9-inch subwoofers in the rear deck
- One 10-inch subwoofer in the rear deck

SRT Track Experience
Owners of any Chrysler Group SRT vehicle receive one day of professional driving instruction as part of the SRT Track Experience, designed to maximize their driving knowledge, skills and safety on the street or track. Sessions are held throughout the year at selected tracks.

The 2013 Chrysler 300 SRT8 is built at the Brampton Assembly plant in Brampton, Ontario, Canada. The Manufacturer's Suggested Retail Price is $47,820 (plus $995 destination).

About SRT
The Chrysler Group's Street and Racing Technology (SRT) brand uses a successful product development formula featuring five proven hallmarks: awe-inspiring powertrains; outstanding ride, handling and capability; benchmark braking; aggressive and functional exteriors and race-inspired and high-performance interiors to remain true to its performance roots.

The SRT lineup in the 2013 model year features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8 are joined by the SRT flagship Viper and Viper GTS models which are making their highly anticipated return to the high-performance sports car market.

About Chrysler BrandÂ€
The spirit of hard work and the belief that luxury shouldn't be a luxury. Earning your place without forgetting where you're from. Luxury and quality conceived and developed domestically. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2012 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. The 2012 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible — with a power soft or hardtop — offers an open-air experience featuring elegant craftsmanship. The 2012 Chrysler Town & Country minivan is

beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow ‘n Go seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country’s innovative offerings.

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