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## **2009 Dodge Challenger SRT8®: The Ultimate Modern American Muscle Coupe Offers More Options that Consumers Want**

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The 2009 Dodge Challenger SRT8® builds on the excitement of the return of the Challenger by offering an all-new six-speed manual transmission option, a limited-slip differential and a classic B5 Blue exterior that harkens back to the original Dodge Challenger.

"The 2009 Dodge Challenger SRT8 builds on the enthusiasm that started with the 2008 model, thanks to a host of new features designed to delight pure driving enthusiasts," said Mike Accavitti, Director – Dodge Brand and SRT Global Marketing, Chrysler LLC. "While staying true to the original Challenger formula, Dodge and SRT have added a six-speed manual transmission, a limited-slip differential, new colors, a new look for the hood stripes and a classic 'pistol-grip' shifter. The result is a Dodge muscle car packed with modern amenities and features any enthusiast will love."

Developed by Chrysler's in-house performance engineering organization, Street and Racing Technology, the 2009 Dodge Challenger SRT8 was engineered with a focus on the five pillars of every SRT vehicle: bold exterior design that resonates with the brand image, a race-inspired interior, world-class ride and handling across a dynamic range, a standout powertrain and benchmark braking.

"At SRT, we take pride in always engineering benchmark performance, and then building on it, never resting on our laurels," said Kipp Owen, Director – SRT Engineering. "With a limited-slip differential and a new six-speed manual transmission in the 2009 Challenger SRT8, we've proven once again that SRT always raises the bar in the performance vehicle marketplace."

### **WHAT'S NEW FOR 2009**

#### **EXTERIOR**

- Two new exterior colors – High Performance Red Clear Coat and B5 Blue (late availability)
- Black hood stripes

#### **INTERIOR**

- Red accent seat stripe with accent stitching on the steering wheel
- LED cup holder standard
- New optional package that includes uconnect, electrochromatic inside mirror, security alarm and remote start available on vehicles with automatic transmissions

#### **FUNCTIONAL**

- All-new Tremec TR-6060 six-speed manual transmission with hill start assist and bright pedals optional
- Limited-slip differential standard
- New 32-tooth rear hub and bearing assembly

#### **DESIGN**

The new 2009 Dodge Challenger SRT8 offers exterior styling cues that are unmistakably Dodge. Exterior proportions evoke a bold, instantly recognizable vehicle that has a wide, stable stance on the road. A full-width grille and fog lamps, reminiscent of the original Challenger, are married to the modern "Dodge attitude." The result is an aggressive face that is unmistakably a muscle car. The hood — with a raised center, new-for-2009 black stripes and

functional dual scoops — stays true to the Dodge Challenger heritage, as does the A-line and belt line.

The Challenger SRT8 front end incorporates numerous functional design features. A lower front fascia chin spoiler has integrated functional brake cooling ducts. The chin spoiler improves front stability of the vehicle by reducing front lift. The additional front wheel spats further improve aerodynamic performance of the Dodge Challenger SRT8. The Challenger SRT8 utilizes full bellypan closures under the engine compartment for improved aerodynamics and reduced engine box temperatures. Dual hood scoops allow engine bay venting for the 6.1-liter HEMI® V-8.

The rear spoiler is not only reminiscent of the original Dodge Challenger T/A model, but is a functional part of the Dodge Challenger SRT8, generating significant rear downforce.

New colors for the 2009 version of the Challenger SRT8 are classic B5 Blue (late availability) and High Performance Red Clear Coat — in addition to HEMI® Orange, Brilliant Black Crystal Pearl Coat and Bright Silver Metallic Clear Coat.

The race-inspired interior of the 2009 Dodge Challenger SRT8 also utilizes the original Dodge Challenger — and the more recent Challenger concept car — for inspiration, while offering consumers a wide array of modern amenities and interior finishes.

New for the 2009 Dodge Challenger SRT8 is a classic pistol-grip shifter. Reminiscent of the original Dodge Challenger shifter, the new pistol-grip shifter is the finishing touch for the modern interior in the Dodge Challenger SRT8.

Other 2009 Challenger SRT8 interior highlights include race-inspired leather seats with added bolstering and an exclusive red accent stripe, exclusive stitched accents on the seats and steering wheel, four-bomb gauges with tachometer and 180-mph speedometer in the center, and an SRT-exclusive Reconfigurable Display (RCD) with Performance Pages that provide drivers instant feedback on zero to 60 mph time, 60 to zero mph braking, gforces and 1/4-mile time.

The trapezoidal theme of the door and gauge cluster, the dark headliner and the slanted shifter console are all based directly on the original Dodge Challenger.

## ENGINEERING

The 2009 Dodge Challenger SRT8's 425 horsepower (317 kW) and 420 lb.-ft. of torque (569 N•m) are the result of SRT's exclusive, proven 6.1-liter HEMI® V-8 engine.

The normally aspirated 6.1-liter HEMI® V-8 is the highest naturally aspirated specific-output V-8 engine ever offered by Chrysler. Its 69.8 horsepower-per-liter rating exceeds even that of the legendary 1966 "Street HEMI."

The Challenger SRT8's powerful HEMI® is mated to either an all-new six-speed manual transmission, or the proven five-speed automatic with Auto Stick. The all-new six-speed — the Tremec TR-6060 — is matched with a race-inspired dual-disc clutch and was first offered on the 2008 Dodge Viper SRT10®.

The TR-6060 is the latest evolution of the Tremec T56 six-speed manual. The TR-6060 manual transmission is a six speed with dual overdrive. Fifth and sixth gears both feature overdrive ratios. First and second gears have triple synchronizing cones, while the remaining gears have double synchronizing cones. A remote shifter connects the transmission to a classic "pistol-grip" shifter.

New for the 2009 Dodge Challenger SRT8 is a limited-slip differential, resulting in even more on-track performance for the ultimate American muscle coupe.

Carbon clutch packs are built into each side of the differential. When torque is transmitted through the differential, the clutch packs engage to prevent wheel slip. The greater the torque going to the wheels, the greater the "locking effect," sending torque to the side that is needed. The limited-slip differential is a more efficient transmittal of torque because it senses the torque and transfers it quicker, before wheel slip occurs. The result is a better handling vehicle on the track.

The limited-slip differential housing is a lightweight aluminum die casting offering improved thermal and weight savings advantages. The final drive ratio is 3.91.

With a ride height one-half inch lower than the Challenger R/T and SE models, SRT-tailored spring and shock rates, sway bars and a uniquely tuned Electronic Stability Program (ESP), Dodge Challenger SRT8 delivers the ultimate in

ride and handling for both the street and the race track.

The 2009 Challenger SRT8 rides on SRT-exclusive 20-inch fully-forged Alcoa aluminum wheels. They wear either standard four-season Goodyear Eagle RS-A tires or optional three-season Goodyear F1 Supercar tires.

Benchmark braking, one of the pillars of SRT, is delivered via an SRT-engineered braking system for the 2009 Dodge Challenger SRT8 that will slow and stop the car quickly, safely and predictably.

All four wheels are equipped with red painted Brembo calipers that feature four opposing pistons on a fixed caliper for even clamping performance. 360 x 32 mm vented rotors are found up front and 350 x 26 mm vented rotors are in the rear. With a 60–0 mph stopping distance of approximately 110 feet, the all-new Dodge Challenger SRT8 offers customers renowned SRT benchmark braking.

The SRT-exclusive braking system includes brake knockback mitigation software for even better track response. The system senses lateral acceleration and effectively primes the system in anticipation for the next brake application.

#### PRODUCT HIGHLIGHTS

Dodge Challenger SRT8® reinvents the American muscle coupe with its Street and Racing Technology attributes of functional styling enhancements, performance-tuned ride and handling, race-inspired interior appointments, benchmark braking and an SRT-engineered 425-horsepower 6.1-liter HEMI® engine.

True to both its historical and modern concept car roots

- A two-door, HEMI V-8 powered, rear-drive coupe: an authentic Dodge muscle-car formula
- This is the Challenger most people see in their mind's eye — a modern muscle car without the limitations of the original
- The quality, technology, fit and finish, and performance are all part of a modern muscle coupe

First two-door coupe produced from a successful rear-drive platform

- Complements the four-door Chrysler 300C and the Dodge Charger

Dodge Challenger SRT8 is the ultimate modern American muscle coupe

- SRT numbers: 0–60 mph in 4.9 seconds, 0–100–0 in under 17 seconds, 60–0 mph in approximately 110 feet
- Performance begins with the 6.1-liter HEMI V-8 producing 425 horsepower (317 kW) and sending 420 lb.-ft. (569 N•m) of torque through either a new six-speed manual transmission or a performance-tuned five-speed automatic transmission with Auto Stick
- Acceleration, braking, ride and handling are civilized enough for everyday commuting, but fully capable in more challenging situations
- Race-inspired interior with seats designed for performance enthusiasts with added bolstering, center-mounted tachometer and performance pages
- Equipped with a wide array of 21st century technology, including uconnect tunes, uconnect gps, uconnect phone and Keyless Go

Dodge Challenger SRT8 formula: a balanced approach

- Functional exterior design, featuring a front fascia with air dam and functional hood scoop, plus a rear deck-lid spoiler; race-inspired interior appointments that include deeply bolstered seating and prominent instrumentation including Performance Pages; benchmark braking; and performance-tuned ride and handling characteristics

The Dodge Challenger SRT8 is part of a broad lineup of Street and Racing Technology (SRT) vehicles developed under the credo: "Race inspired, street legal"

- Delivers on the SRT mission of "best performance for the best price"
- Builds on the momentum of Dodge, HEMI® and SRT

#### SAFETY AND SECURITY

- Advanced Multi-stage Air Bags
- All-speed Traction Control
- Anti-lock Brake System (ABS)
- Auto-reverse Sun Roof

- BeltAlert
- Brake Assist
- Brake/park Interlock
- Child Seat Anchor System: Lower Anchors and Tethers for Children (LATCH)
- Constant Force Retractors (CFR)
- Crumple Zones
- Electronic Stability Program (ESP)
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- High-intensity Discharge (HID) Headlamps
- Hill Start Assist (HAS)
- HomeLink Universal Home Security System Transceiver
- Interior Head-impact Protection
- Inside Emergency Trunk Release
- Knee Bolsters
- Low-risk Deployment Air Bag
- Remote Start
- Remote Keyless Entry
- Safety Cage Body Structure
- Seat Belt Guide
- Seat Belt Pretensioners
- Sentry Key® Engine Immobilizer
- Side Guard Door Beams
- Supplemental Side-curtain Air Bags
- Tire Pressure Monitoring (TPM)
- uconnect phone
- Vehicle Theft Security Alarm

#### COLOR AVAILABILITY

- High Performance Red Clear Coat
- HEMI® Orange
- Bright Silver Metallic Clear Coat
- Brilliant Black Crystal Pearl Coat
- B5 Blue (late availability)

#### MANUFACTURING INFORMATION

- 2009 model year production start: September 2009
- Production location: Brampton Assembly Plant in Brampton, Ontario, Canada
- 6.1-liter HEMI® V-8 engine: Saltillo Engine Plant in Saltillo, Mexico
- Five-speed automatic transmission: Indiana Transmission I in Kokomo, Ind.
- Six-speed manual transmission: Tremec transmission plant, Queretaro, Mexico

#### DEMOGRAPHICS

- 80 percent male
- 65 percent married
- Average age: 45 years old
- Median Annual Household Income: \$86,000
- More than half college educated
- Majority will have no children at home (pre- or post-family)
- Primary purchasers will be Boomers or Gen X
- Significant interest from Millennials as secondary customers

## MARKET ADVANTAGES

- Challenger is a true throwback design that exudes the power and speed customers expect
- Challenger is a sophisticated muscle car that employs all of today's modern technologies: ESP, traction control, ABS, Satellite Radio, Navigation, uconnect tunes, uconnect gps, uconnect phone
- Interior size and useable rear seat for a true five-passenger muscle coupe, combined with both easy ingress and egress and passenger comfort

## PRODUCT CHRONOLOGY

### 2008 MODEL YEAR

- New vehicle introduction in 2008

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