

Contact: Rick Deneau

Dan Reid

## **2012 Chrysler 300 SRT8® Offers the Ultimate Combination Of World-Class Luxury and Performance**

- All-new Chrysler 300 SRT8® with its 6.4-liter HEMI® V-8 offers ultimate combination of world-class luxury and performance in Chrysler's most powerful, best-handling sedan ever
- Fuel Saver Technology with all-new active valve exhaust system improves fuel efficiency by 21 percent on the highway
- New, exclusive SRT heated steering wheel features mounted paddle shifters for hands on the wheel shifting both on road and at the race track
- New, two-mode adaptive damping suspension allows for selectable suspension tuning and also automatically adapts to road and driver inputs for optimal vehicle control
- 19-speaker Harman Kardon® audio system with innovative GreenEdge® technology is available with 900 watts of power

September 1, 2011, Auburn Hills, Mich. - The success of the modern Chrysler 300 launched in 2005 can be attributed to its broad appeal. People of all ages, incomes and lifestyles were attracted to the sedan's dramatic styling, power and performance.

As the king of the E-segment lineup, the 2012 Chrysler 300 SRT8® adds high-performance hardware to the elegant proportions and head turning design to provide the ultimate combination of world-class luxury, power and handling. With 470 horsepower (351 kW) and 470 (637 N•m) lb.-ft. of torque, the 300 SRT8 is targeted at customers that seek heart pounding, adrenaline-filled excitement, but don't want to sacrifice comfort and innovative features to get it.

### **2012 Chrysler 300 SRT8**

The Street and Racing Technology (SRT) performance engineering team builds upon the all-new 2011 Chrysler 300 sedan already executed for a world-class luxury experience, to deliver Chrysler's most powerful and best handling model ever.

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 evokes 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 2012 Chrysler 300 SRT8, the new 6.4-liter HEMI® V-8 makes its debut in the Chrysler brand product lineup delivering 470 horsepower (351 kW) and 470 (637 N•m) lb.-ft. of torque, up 45 horsepower and 50 lb.-

ft. over the 6.1-liter HEMI V-8 it replaces.

The improved torque output – including an additional 80 lb.-ft. at 2,900 rpm – allows for inspired standing starts and improved straight-line performance while new, 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.

Even with the elevated power numbers, a 21-percent fuel economy increase (up to 23 mpg) on the highway is achieved by use of a new-for-2012 active valve exhaust system that allows the standard Fuel Saver Technology (four-cylinder mode) to engage over a wider rpm range. The new 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 features new, standard steering wheel mounted paddle shifters that join 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 “Sport”. 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 “Sport” 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 2012 is an adaptive damping suspension (ADS) system that is tuned specifically for the Chrysler 300 SRT8 to offer a compliant and comfortable ride.

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 lateral/vertical accelerations – automatically tune the suspension for specific conditions.

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

The performance SRT-tuned, fully hydraulic steering system also has been improved with a new, heavy-duty pump and revised gearing to give drivers more direct feel and on-center response.

New seven-spoke, 20-inch lightweight forged aluminum wheels and available three- or four-season 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 exclusive new front fascia has a modern, yet timeless appearance that is carried through with the all-new grille and new Chrysler wing badge. The new black chrome upper and lower grille surrounds, rear valance strip and Black Vapor Chrome wheels are part of the Black Chrome Package.

The 2012 Chrysler 300 SRT8 sits a half inch lower than non-SRT models and features new 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.

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

### **Race-inspired and high-performance interior**

The all-new interior environment combines world-class luxury accommodations with performance-oriented technology and appointments.

An all-new 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 new 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 new instrument panel, door spears and shifter bezel and new racing style brake and gas pedal pads are standard.

The new 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 new 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 all-new 2012 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 2012 Chrysler 300 SRT8 and packages many first-time-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® Touch 8.4N system provides all of the next-generation mobile infotainment and multimedia items to keep passengers connected between any destination. 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 Touch 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 Touch 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 Touch, steering-wheel controls and familiar center-stack controls all work in synergy to make the experience intuitive and simple for the driver.

New for 2012, 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 new 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 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

The 2012 Chrysler 300 SRT8 is built at the Brampton Assembly plant in Brampton, Ontario, Canada. The Manufacturer's Suggested Retail Price is \$47,170 (plus \$825 destination).

### **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 and skills on the street or track. Sessions are held throughout the year at selected tracks.

### **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 expansion of the SRT vehicle lineup in 2012 features four new products that are world-class performance contenders and bring the latest in safety technologies and creature comforts. These products include the Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8.

### **About Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, groundbreaking technology, craftsmanship and intuitive innovation – all at an extraordinary value – since the company was founded in 1925.

The Chrysler brand continues that tradition in 2011 with a rejuvenated, stylish, well-crafted product lineup. Every 2011 vehicle the brand sells is all-new or significantly redesigned and engineered from the ground up. This succession of innovative product introductions propels the brand's standing as the leader in design, engineering and value. "Design with purpose" puts the premium for the Chrysler brand in the product, not the price.

The new Chrysler Town & Country minivan, the best-selling minivan in the United States in 2010, leads the way with a new powertrain offering best-in-class horsepower; an all-new, exquisitely crafted interior that includes improved Stow 'n Go® seating; an updated, elegant exterior design and over 40 standard safety and technology features on every model, including SafetyTec which includes blind spot monitoring, rear cross path detection, ParkSense® rear

park assist, ParkView® rear back-up camera, rain-sensing wipers and SmartBeam® headlamps. The Chrysler Town & Country minivan has won the R.L. Polk Loyalty award an unprecedented 10 times in-a-row.

The new 2011 Chrysler 200 sedan and Convertible offer elegant styling within a vehicle segment often noted for its “sea of sameness.” A stylish new exterior and all-new interior will wow consumers with its craftsmanship, high-quality materials and understated elegance. The new powertrain and major suspension overhaul provides a confident, spirited driving experience. Every safety feature is standard on the 200 sedan and 200 Convertible, and all models are packed with standard features at a price that offers customers a remarkable value.

With its elegant proportions and head-turning style, the all-new 2011 Chrysler 300 takes the “most award-winning new car ever” to new heights – combining the best of the nameplate’s 56-year history with world-class craftsmanship, execution and upscale materials. Unmistakable proportions with added design, refinement and a more tailored appearance provides the all-new Chrysler 300 sedans with distinctive styling. By combining world-class accommodations with American style, the all-new Chrysler 300's interior features an expressive and elegant design with authentic materials, passenger comfort features and precise fit and finish. The 2011 Chrysler 300 sedans deliver grand-touring performance and world-class handling with efficient powertrains and new second-generation E-segment chassis architecture. Customers will feel connected, comfortable and secure with state-of-the-art connectivity, infotainment and more than 70 safety and security features. The iconic vehicle of the Chrysler brand sets the new standard for American sedans.

**Follow SRT and Chrysler Group news and video on:**

**SRT site:** <http://drivesrt.com>

**Chrysler media site:** <http://media.chrysler.com>

**YouTube:** <http://www.youtube.com/pentastarvideo>

**Chrysler Connect blog:** <http://blog.chryslergroupllc.com>

**Twitter:** [www.twitter.com/chrysler](http://www.twitter.com/chrysler)

**Streetfire:** <http://members.streetfire.net/profile/ChryslerVideo.htm>

**Corporate website:** <http://www.chryslergroupllc.com>

-###-

Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>