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2007 Chrysler 300C SRT8: Ultimate Sedan Performance

August 31, 2006, Auburn Hills, Mich. - In a market with many performance sedans to choose from, one stands out from the rest. There's simply no other sedan that delivers the performance, amenities and outstanding value that the 2007 Chrysler 300C SRT8 delivers.

"The Chrysler 300C SRT8 offers the ultimate in American sedan performance, with ride and handling characteristics suitable for everyday traffic as well as spirited driving," said Kipp Owen, Director – Street and Racing Technology (SRT), Chrysler Group. "Chrysler 300C SRT8 exemplifies the SRT formula of all-around performance at a very attractive price, and builds on the momentum of the Chrysler 300, HEMI® and SRT."

Powered by the Street and Racing Technology-engineered, 425-horsepower (317-kW), 6.1-liter HEMI V-8, the 2007 Chrysler 300C SRT8 boasts performance-tuned ride and handling, world-class braking and premium appointments.

The 2007 Chrysler 300C SRT8 is a complete package for the customer who wants awesome performance – 0-60-mph in the low five 5-second range, 0-100-0 mph in under 17 seconds, 0.89 g on the skid pad – in an award-winning sedan loaded with comfort and style.

"WHAT'S NEW FOR 2007"

Exterior

- New colors: Steel Blue Metallic Clear Coat and Inferno Red

Interior

- Optional Rear-Seat Video system, including Kicker Mobile Surround Sound

Packages

- SRT Track Experience—Standard

DESIGN

Trevor Creed, Senior Vice President – Design, Chrysler Group: *"There's a subtle muscularity to the 2007 Chrysler 300C SRT8 that speaks to the character of the car. The design combines elegance and near-luxury refinement with enhancements that accentuate its sporting capabilities."*

Modified front and rear fascias on the 2007 Chrysler 300C SRT8 direct air flow through unique ducts that cool the brakes. In addition, a specially designed rear deck spoiler increases rear downforce by 39 percent without increasing drag.

Other unique touches to the Chrysler 300C SRT8's exterior include body-color front and rear bumper inserts, body-color mirrors and door handles, and unique SRT badging.

Inside, befitting its high-performance character, the 2007 Chrysler 300C SRT8 offers power-adjustable front sport seats that are fitted with performance suede inserts (matched in the rear seats), a power-adjustable pedal cluster, full instrumentation, automatic temperature-control system with dual-zone controls and infrared temperature sensing, and an electronic vehicle information center with 128 customer-programmable features.

ENGINEERING

Kipp Owen, Director – Street and Racing Technology, Chrysler Group: *"The 2007 Chrysler 300C SRT8 exemplifies the SRT formula. It was engineered as a total package: functional, performance-oriented styling; world-class ride and handling across a dynamic range; race-inspired interior appointments; benchmark braking; and an SRT-engineered, 425-horsepower, 6.1-liter SRT HEMI engine."*

The Chrysler 300C SRT8's 425-horsepower (317-kW), normally aspirated, 6.1-liter HEMI produces 420 lb.-ft. (569 N•m) of torque, achieved by adding cubic inches, increasing the compression ratio, and redesigning the cylinder head, intake and exhaust systems for better flow and increased engine speed.

Power for the SRT 6.1-liter HEMI is channeled through a five-speed automatic transmission with specially calibrated driver-selectable Auto Stick, which offers fully automatic or manual shifting selection.

Chassis setup for the 2007 Chrysler 300C SRT8 is aimed at all-around performance with a number of enhancements, including tuned dampers, specially tailored spring rates and suspension bushings, and large-diameter anti-sway bars. Revised front and rear suspension knuckles contribute to a ride height that's lowered one-half inch from the Chrysler 300C. In addition, the Electronic Stability Program (ESP) has been tuned for the Chrysler 300C SRT8's performance-handling characteristics.

The stopping performance results from a four-wheel, disc-brake system featuring performance calipers developed by Brembo, each equipped with four pistons for even clamping. Up front, the Chrysler 300C SRT8 has 360 mm x 32 mm vented rotors, with 350 mm x 28 mm vented rotors in the rear.

PRODUCT HIGHLIGHTS

- Powered by a 6.1-liter HEMI V-8 producing 425 horsepower (317 kW) and 420 lb.-ft. (569 N•m) of torque, the Chrysler 300C SRT8's powertrain represents a higher level in HEMI performance, with 85 additional horsepower – 25 percent more than the 5.7-liter HEMI
- Chrysler 300C SRT8 offers the ultimate in American sedan performance, and builds on the momentum of Chrysler 300 and HEMI
- The SRT formula endows the 300C SRT8 with sophisticated ride and handling characteristics, suitable for conditions ranging from everyday traffic to spirited driving on challenging routes
- The Chrysler 300C SRT8 is part of a broad lineup of Street and Racing Technology vehicles developed under the credo "Race inspired, street legal"

MODEL LINEUP

2007 Chrysler 300C SRT8

Standard Features

- Modified front fascia with integrated brake-cooling ducts
- Rear deck spoiler
- Body-color front and rear bumper inserts
- Body-color mirrors
- Body-color door handles
- Unique SRT badging
- High-intensity discharge (HID) headlamps
- Power-adjustable sport seats with performance suede inserts, heat and memory functions
- Adjustable pedal cluster with memory
- Full instrumentation with 180-mph (300-kph) speedometer, tachometer and temperature gauge
- AM/FM radio with six-disc CD changer
- Boston Acoustics speaker system
- Steering wheel-mounted audio controls
- Automatic temperature-control system with dual-zone controls and infrared temperature sensing
- Advanced multi-stage air bag system
- Occupant Classification System
- 425-horsepower (317-kW), 6.1-liter HEMI engine with five-speed automatic transmission with Auto Stick
- SRT-tuned dampers

- Specially tailored spring rates
- Electronic Stability Program tuned for SRT performance handling
- 20-inch forged-aluminum wheels
- Tire Pressure Monitoring display system
- Four-wheel Brembo performance disc brakes with four-piston Brembo calipers
- Anti-lock brake system

Optional Features

- Power sun roof
- Four-season tires (245/45/20)
- Rear Seat Video system with Kicker Mobile Surround Sound
- 13-speaker Kicker audio system with 322-watt amplifier and 100-watt subwoofer

2007 Chrysler 300C SRT8 with SRT Package 1

In addition to the standard features on the Chrysler 300C SRT8, the SRT Package 1 adds:

- Supplemental side air bags
- Air filtering

2007 Chrysler 300C SRT8 with SRT Package 2

In addition to the standard features on the Chrysler 300C SRT8, the SRT Package 2 adds:

- Radio with DVD-based navigation system and integrated display
- SIRIUS Satellite Radio
- UConnect® Hands-free Communication System with Bluetooth® technology

SAFETY AND SECURITY

Please refer to the Safety Glossary for descriptions of the following features:

- Advanced Multi-stage Air Bag System
- All-speed Traction Control System
- Anti-lock Brake System
- Auto-reverse Sun Roof
- Auto-reverse Windows
- BeltAlert
- Brake Assist
- Brake/Park Interlock
- Child-protection Rear Door Locks
- Constant Force Retractors
- Crumple Zones
- Electronic Stability Program
- Energy-absorbing Steering Column
- Enhanced Accident Response System
- Height-adjustable Seat Belts
- HID Headlamps
- HomeLink Universal Home Security System Transceiver
- Inside Emergency Trunk Release
- Interior Head-impact Protection
- Lower Anchors and Tethers for CHildren (LATCH)
- Low-risk Deployment Air Bag
- ParkSense® Rear Back-up System
- Power-adjustable Pedals
- Remote Keyless Entry
- Seat Belt Pretensioners
- Sentry Key® Engine Immobilizer
- Supplemental Side-curtain Air Bags
- Side-impact Door Beams

- Tire Pressure Monitoring Display System

COLOR AVAILABILITY

- Bright Silver Metallic
- Brilliant Black Crystal Pearl Coat
- Steel Blue Metallic Clear Coat
- Inferno Red

MANUFACTURING INFORMATION

- 2007 model year production start: July 2006
- 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 1 in Kokomo, Ind.

MARKET POSITION

The Chrysler 300C SRT8 exemplifies the SRT formula of all-around performance at an attractive price, with expressive yet functional design, stunning performance and near-luxury refinement.

Demographics

- Gender: 75 percent male/25 percent female
- Age: 35-50
- Median Annual Household Income: $100,000
- Education: 45 percent to 60 percent college degrees
- Household: 73 percent married; 16 percent with children at home
- Occupation: 45 percent to 50 percent professional/technical/managerial

MARKET ADVANTAGES

- Offers the ultimate in American sedan performance
- Powered by an SRT-engineered, 6.1-liter HEMI V-8 producing 425 horsepower (317 kW) and 420 lb.-ft. (569 N•m) of torque
- Functional, performance-oriented styling
- World-class ride and handling across a dynamic range
- Race-inspired interior appointments
- Benchmark braking
- Benchmark performance at the best price

PRODUCT CHRONOLOGY

2006 Model Year

Introduction of new high-performance version of the Chrysler 300 with new 6.1-liter HEMI® engine featuring performance-tuned ride and handling and premium amenities

Exterior

- Colors: Bright Silver, Brilliant Black, Silver Steel, new for 2006
- Modified front fascia with integrated brake-cooling ducts
- Rear deck spoiler
- Body-color front and rear bumper inserts
- Body-color mirrors
- Body-color door handles
- Unique SRT badging
- High Intensity Discharge (HID) headlamps

Interior

- Colors: Light Graystone/Dark Slate
- Power adjustable sport seats: Seats have performance suede inserts, front and rear seats include heat and memory functions
- Adjustable pedal cluster with memory
- “Technical” leather-trimmed steering wheel
- Trim includes special finishing on center stack, door pulls, door trim, shifter, steering wheel
- Full instrumentation with 180-mph (300-kph) speedometer, tachometer and temperature gauges. Tire Pressure Monitoring display included in instrument panel
- AM/FM radio with six-disc CD changer
- Boston Acoustics speaker system
- Steering wheel-mounted audio controls
- Available 13-speaker Kicker Audio System with 322-watt amplifier and 100-watt subwoofer
- Available DVD system with center console-mounted flip-up screen
- Available SIRIUS Satellite Radio
- Available UConnect™ Hands-free Communications System with Bluetooth™ technology
- Automatic temperature control system with dual-zone controls and infrared temperature sensing
- Advanced multi-stage air bag system
- Occupant Classification System (OCS)

Powertrain

- New 425-horsepower 6.1-liter HEMI® engine
- Five-speed automatic transmission
- Specially calibrated driver-selectable AutoStick®
- Heavy-duty four-flange prop shaft
- Upgraded differential and axles
- Orange-painted cylinder block and black valve covers

Chassis

- SRT-tuned dampers
- Specially tailored spring rates
- Specially tailored suspension bushings
- Electronic Stability Program tuned for SRT performance handling
- New 20-inch forged aluminum wheels
- High-performance Goodyear F1 three-season 245/45/20 tires, front, and 255/45/20, rear, with asymmetrical tread
- Available four-season tires
- Tire Pressure Monitoring System
- Four-wheel Brembo performance disc brakes with four-piston calipers; 360 x 32 mm vented rotors, front; and 350 x 28 mm vented rotors, rear
- Anti-lock brake system

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