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2009 Chrysler 300C SRT8®: Elegant Performance

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A benchmark performance/value equation, premium amenities and race-inspired styling make the 2009 Chrysler 300C SRT8® unique in the marketplace. Powered by the Street and Racing Technology-engineered, 425-horsepower (317-kW), 6.1-liter HEMI® V-8, the 2009 Chrysler 300C SRT8 boasts performance-tuned, world-class ride and handling, benchmark braking performance and premium appointments.

The 2009 Chrysler 300C SRT8 offers consumers the reknowned SRT performance: 0-60 mph in the low five-second range, 0-100-0 mph in under 17 seconds, 0.89 g on the skid pad, in an iconic, award-winning sedan loaded with comfort and style.

WHAT'S NEW FOR 2009

EXTERIOR

- New front grille
- New exterior color: Deep Water Blue Clear Coat, replaces Steel Blue
- Sun roof now standard

INTERIOR

- uconnect tunes standard
- New front-seat head rest

POWERTRAIN/CHASSIS

- New ABS and Electronic Stability Program (ESP) calibrations
- New suspension tuning involving the knuckle, shock valve and ESP calibrations
- Improved fuel economy results in a lower gas guzzler tax

DESIGN

The "face of Chrysler" sports an all-new front grille for 2009, resulting in a fresh face on the award-winning sedan. The 2009 Chrysler 300C SRT8 also features a new color, Deep Water Blue Clear Coat.

The 2009 300C SRT8's exterior styling combines sophisticated, premium elegance with functional performance enhancements. Front and rear fascias include unmistakable SRT cues, such as air ducting for brake cooling, as well as the specially designed rear deck lid spoiler, which increases rear downforce without increasing drag. Other touches include body-color front and rear bumper inserts, body-color mirrors and door handles, and unique SRT badging.

ENGINEERING

The Chrysler 300C SRT8's 425-horsepower (317 kW), normally aspirated, 6.1-liter HEMI® produces 420 lb.-ft. (569 N•m) of torque. The HEMI® power 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 Chrysler 300C SRT8 is aimed at all-around performance, including SRT-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. For 2009, the Electronic Stability Program (ESP) has been SRT-tuned and brake knockback mitigation software was added to the ABS system. The system senses lateral acceleration and effectively primes the system in anticipation of the next brake application.

Benchmark braking 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, and 350 mm x 28 mm vented rotors in the rear. The result is 60 – 0 mph braking performance of approximately 110 feet. 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.

“The 2009 Chrysler 300C SRT8 was engineered to deliver customers outstanding performance to match the elegant design,” said Kipp Owen, Director, Street and Racing Technology Engineering – Chrysler LLC. “With specific SRT-tuned ride and handling, ESP and ABS, and powered by the 6.1-liter HEMI® V-8 engine, customers will arrive in style after enjoying the ride.”

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 and performance-tuned ride and handling offer a world-class performance sedan experience
- Fuel economy has improved for 2009, resulting in a lower gas guzzler tax
- Chrysler 300C SRT8 offers the ultimate in American sedan performance, and builds on the momentum of Chrysler 300C and HEMI®
- The SRT formula infuses 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”

SAFETY AND SECURITY

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

- Advanced Multi-stage Air Bag System
- All-speed Traction Control System
- Anti-lock Brake System (ABS)
- 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 (EARS)
- Height-adjustable Seat Belts
- High-intensity Discharge (HID) Headlamps
- HomeLink Universal Home Security System Transceiver

- Inside Emergency Trunk Release
- Interior Head-impact Protection
- LATCH (Lower Anchors and Tethers for Children)
- Low-risk Deployment Air Bag
- ParkSense® Rear Park Assist System
- Power-adjustable Pedals
- Remote Keyless Entry
- Seat Belt Pretensioners
- Sentry Key® Engine Immobilizer
- Side-impact Door Beams
- Standard Side-curtain Air Bags
- Tire Pressure Monitoring (TPM) Display
- uconnect phone

COLOR AVAILABILITY

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

MANUFACTURING INFORMATION

- 2009 model year production start: July 2008
- 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, Indiana

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 luxury refinement.

DEMOGRAPHICS

- Gender: 75 percent male/25 percent female
- Median Age: 35-50 years old
- Median Annual Household Income: \$100,000
- Education: 45 percent to 60 percent college graduate
- 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

MODEL YEAR 2008

EXTERIOR

- Deck lid with integrated spoiler
- Taillamps
- Bodyside moldings

INTERIOR

- Available side-curtain air bags
- Available SIRIUS BackSeat TV™
- Available KICKER® premium surround sound system
- SRT-exclusive Reconfigurable Display
- New instrument panel cluster
- New center console
- LED lighting in the front cup holders and front- and rear-door map pockets
- Dark Slate Gray interior color

POWERTRAIN/CHASSIS

- Adaptive Cruise Control with special Electronic Stability Control (ESP) calibration
- Tip start
- Remote start

MODEL YEAR 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

MODEL YEAR 2006

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 lid 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 (TPM) 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 Communication 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 (ABS)

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