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## **2008 Chrysler 300C SRT8®: Performance and Elegance Combined**

August 31, 2007, Auburn Hills, Mich. - There's simply no other sedan that delivers the performance, amenities and outstanding value that the 2008 Chrysler 300C SRT8® provides. Powered by the Street and Racing Technology-engineered, 425-horsepower (317-kW), 6.1-liter HEMI® V-8, the 2008 Chrysler 300C SRT8 boasts performance-tuned ride and handling, world-class braking and premium appointments.

The 2008 Chrysler 300C SRT8 is a complete package for the customer who wants awesome performance in a premium sedan – 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 award-winning sedan loaded with comfort and style.

### **“WHAT’S NEW FOR 2008”**

#### Exterior:

- Deck lid with integrated spoiler
- Taillamps
- Body-side 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

## **DESIGN**

The 2008 Chrysler 300C SRT8 features an all-new deck lid with an integrated spoiler and new taillamps for a freshened rear view. Other unique touches to the Chrysler 300C SRT8's exterior include new bodyside moldings, body-color front and rear bumper inserts, body-color mirrors and door handles and unique SRT badging.

For 2008, the Chrysler 300C SRT8 envelopes the driver and passengers in an even richer interior with a dark slate gray palette, revised instrument panel, new center console and LED lighting in the cup holders and door-map pockets.

End-user technology figures prominently in the 2008 Chrysler 300C SRT8 with new features such as the SRT-exclusive Reconfigurable Display (RCD) in the cluster providing performance data, all-new Adaptive Cruise Control, Kicker premium surround- sound system and, all-new SIRIUS Backseat TV™. SIRIUS Backseat TV features three channels of respected children's TV from the most well-known kids' programming: Nickelodeon, Disney Channel and Cartoon Network. SIRIUS Backseat TV operates via an in-vehicle satellite video receiver and two small roof-

mounted antennas.

Befitting its high-performance character, the 2008 Chrysler 300C SRT8 continues to provide power-adjustable front sport seats accented 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

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. In addition, the Electronic Stability Program (ESP) has been tuned for the 2008 Chrysler 300C SRT8's new standard Adaptive Cruise Control.

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, and 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 of 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 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 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
- Height-adjustable Seat Belts
- 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 Display System

## **COLOR AVAILABILITY**

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

## **MANUFACTURING INFORMATION**

- 2008 model year production start: August 2007
- 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 Indianapolis

## **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
- 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**

### **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 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 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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