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2005 Chrysler Crossfire SRT-6 - Market Position/Market Advantages

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MARKET POSITION

The new 2005 Chrysler Crossfire SRT-6 is a performance-infused version and the ultimate expression of the Chrysler brand's breathtaking icon. It features race-inspired benchmark performance, thanks to a hand-built 330-horsepower (246 kW) 3.2-liter supercharged engine, performance tuned ride-and-handling characteristics, world-class braking, functional performance-themed exterior design elements, and interior appointments designed to delight the performance enthusiast.

MARKET ADVANTAGES

- Offered as a two-seat sports coupe and roadster, the Chrysler Crossfire SRT-6 boasts performance targets unlike any vehicle in the history of the Chrysler brand: 0-60 mph in approximately five seconds; 60-0 mph braking in about 115 feet; and the SRT-signature test of 0-100-0 mph in under 16 seconds
- From a performance standpoint, Chrysler Crossfire SRT-6 beats the Porsche Boxster S (0-100-0 mph, 0-60 mph), and competes with the Porsche 911 (Carrera automatic/Tiptronic) at a significantly lower price
- As the first Chrysler vehicle to wear the coveted SRT badge, the Crossfire SRT-6 offers maximum performance with sophisticated, refined performance technology

The Crossfire SRT-6's hand-built supercharged 3.2-liter V-6 engine delivers 330 horsepower (246 kW), a 53 percent power enhancement from the original Crossfire.

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