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Newly Formed SRT® Brand Takes the 2012 SRT Product Lineup to Enthusiasts and Car Clubs Across the Country

August 11, 2011, Auburn Hills, Mich. - Chrysler Group LLC's newly formed Street and Racing Technology (SRT®) Brand is hitting the road with its first-ever, "SRT High Performance Tour" featuring four drivers, four vehicles – the 2012 Dodge Charger SRT8®, Dodge Challenger SRT8, Jeep® Grand Cherokee SRT8 and Chrysler 300 SRT8 – visiting more than 40 clubs and events in the next four months.

The SRT High Performance Tour kicks-off today at the Walter P. Chrysler Museum in Auburn Hills, Mich., and will end in November at the Specialty Equipment Market Association (SEMA) show in Las Vegas.

"We're excited to take our 2012 Chrysler, Dodge and Jeep SRT vehicles directly to our performance fans and loyalists across the country," said Ralph Gilles, President and CEO – SRT Brand, Chrysler Group LLC. "Each of these vehicles is loaded with new technologies and content that SRT customers want to fulfill their need for power, performance, contemporary luxury and safety while maintaining each of the vehicle brand's key design differentiators."

Four drivers will be accompanied by a large display trailer filled with video screens of running vehicle footage, SRT-branded merchandise and apparel, and give-away items for attendees. The team will drive from city to city and be on-hand to answer questions about each of the SRT8 vehicles.

The drivers will be tweeting live from the road and posting video and images along the way. Fans can follow the SRT brand's Twitter handle (@driveSRT) and video can be viewed at the brand's YouTube channel (www.YouTube.com/DriveSRT).

An interactive map http://drivesrt.com/community/srt-high-performance-tour-2011.html will be updated regularly with information on the dates and locations of the program. Various locations will incorporate ride-and-drive opportunities for attendees.

SRT fans and enthusiasts will be able to follow the entire tour at the brand's website (www.DriveSRT.com) and on the SRT Facebook page (www.Facebook.com/DriveSRT).

Tour dates include:

August

12 Walter P. Chrysler Museum, Auburn Hill, Mich.
13 Mopar® Nationals, Columbus, Ohio
13 Evening Cruise, Heath, Ohio
15 Junction Auto Sales, Chardon, Ohio
16 Wauseon Cruise, Wauseon, Ohio
17 Monroville Chrysler Jeep, Monroville, Pa.
19-20 Woodward Dream Cruise, Royal Oak, Mich.
21 Michigan International Speedway, Brooklyn, Mich.
22 Viper Club of Illinois Track Day Autobahn Country Club, Joliet, Ill.
26 Mr. Norms Garage, Rockford, Ill.
27 Jack Wolfe Chrysler, Dodge, Jeep, Ram, Belvedere, Ill.
28 Cruising for Hope, Chicago
30 Tail of the Dragon, Deals Gap, N.C.
31 Deep South Mopars, Anderson, S.C.

31 Lake Keowee Chrysler, Dodge, Seneca, S.C.

September

2 Panama City Friday Fest, Panama City Beach, Fla.
4 Mopar Insanity Auto Show - Don Garlits Museum of Drag Racing, Ocala, Fla.
7 Cruise Night, Cardi's Furniture, Braintree, Mass.
8 NJ Mopar Group Meet and Greet, Springfield, N.J.
9 Chick-fil-A, Dulles, Va.
10 Southern Maryland Mopars, USMopars.com, Lexington Park Dodge, Lexington Park, Md.
11 DC Modern Mopar, Chantilly, Va.
14 Middle Georgia Mopar Club, Robins Chrysler, Jeep, Dodge, Warner Robins, Ga.
15 Cruise Daytona Beach, Daytona Beach, Fla.
16-18 2011 Sebring Thunder Car Show , Sebring, Fla.
17 Cars & Coffee DuPont Registry, St. Petersburg, Fla.
23-25 Denver Oktoberfest, Denver
28 Flashbacks, Omaha, Neb.
29 Baxter Chrysler Jeep Dodge, Omaha, Neb.

October

1 St. Louis SRT Club, St. Louis
2 Gateway Viper Club, St. Louis
7-9 NASCAR, Kansas Speedway, Kansas City, Kan.
13 Space City LX, Allen Samuels, Dodge Chrysler Jeep Ram, Katy, Texas
14-16 TORC Series, San Antonio, Texas
21 SRT Track Experience, Firebird Raceway Chandler, Ariz.
22 Tucson Mopar Club, Tucson, Ariz.
28 Bob's Big Boy, Burbank, Calif.
29 Cars & Coffee, Irvine, Calif.
29 Mille Miglia, Santa Barbara, Calif.

November

1-4 SEMA Show, Las Vegas, Nev.

About the 2012 Dodge Challenger SRT8® 392

For 2012, the Dodge Challenger SRT8® 392 adds even more high-tech performance features to solidify its place as the brand's ultimate modern American rear-wheel-drive muscle coupe. With 470 horsepower and 470 lb.-ft. of torque from the 6.4-liter HEMI® V-8, the balanced performance approach of the Challenger SRT8 392 provides outstanding straight-line acceleration, world-class ride and handling, high-performance braking and the most up-to-date technologies that deliver more driver excitement and control. And it still gets up to 23 miles per gallon on the highway.

The 2012 Dodge Challenger SRT8 392 accelerates from 0-60 mph in the high 4-second range; runs the quarter mile in mid-12-second range with the automatic transmission (high 12-second range with the manual); goes from 0-100-0 mph in the low 15s, reaches a top speed of 182 mph with the manual transmission (175 mph with the automatic) and stops from 60-0 mph in just 117 feet.

About the 2012 Dodge Charger SRT8®

The Dodge Charger SRT8® makes a return to the performance car market in 2012 bringing intelligent performance features and more power to the brand's iconic four-door fastback coupe.

New for the 2012 Charger SRT8 is the 470 horsepower 6.4-liter HEMI® V-8 that features 45 more horsepower and 50 more lb.-ft. of torque (up to 470 horsepower/470 lb.-ft. of torque) across a significantly wider rpm range, new exhaust system technology for improved fuel efficiency, along with new paddle shift technology and adaptive damping suspension for optimal driver control.

Performance numbers for the 2012 Dodge Charger SRT8 include 0-60 mph acceleration in the high 4-second range; quarter mile in the 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.

About the 2012 Chrysler 300 SRT8®

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 Chrysler Brand 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 and 470 lb.-ft. of torque from the new 6.4-liter HEMI® V-8, 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.

Performance numbers for the 2012 Chrysler 300 SRT8 include 0-60 mph acceleration in the high 4-second range; quarter mile in the 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.

About the 2012 Jeep® Grand Cherokee SRT8®

The most powerful, technologically advanced, high-performance Jeep® vehicle ever – the all-new 2012 Jeep® Grand Cherokee SRT8® – brings a combination of Jeep's legendary capability and utility, merged with the renowned advanced performance engineering from SRT.

Delivering outstanding driving performance in all conditions, and complemented by key SRT attributes – including functional, performance-oriented styling, world-class ride and handling, benchmark braking and race-inspired interior appointments – the 2012 Jeep Grand Cherokee SRT8 broadens the Jeep vehicle lineup and builds upon the successful launch of the award-winning 2011 Jeep Grand Cherokee.

The new 6.4-liter HEMI® V-8 in the 2012 Jeep Grand Cherokee SRT8 delivers 470 horsepower and 465 lb.-ft. of torque – an improvement of 50 horsepower and 45 lb.-ft. torque over the 6.1-liter HEMI V-8 it replaces. Performance includes 0-60 mph acceleration in 4.8 seconds, 0-100-0 mph in the mid-16 second range, quarter mile in the mid-13 second range, top speed of 160 mph, and braking power from 60-0 mph in 116 feet.

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