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2007 Chrysler 300C SRT8: Market Position and Advantages

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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

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