

Contact: Amy Knight

Todd Goyer

## **2007 Chrysler 300C SRT8: Market Position and Advantages**

August 31, 2006, Auburn Hills, Mich. -

### **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

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>