

Contact: Amy Delcamp

Todd Goyer

## **2008 Dodge Magnum SRT8®: More Menacing Than Ever**

August 31, 2007, Auburn Hills, Mich. - The new 2008 Dodge Magnum SRT8® sports a completely redesigned hood with a new functional performance hood scoop, grille, front fascia and headlamps, making it look more menacing than ever. With the Dodge Magnum SRT8, Chrysler Group's Street and Racing Technology (SRT®) organization delivers its "Race inspired, street legal" mantra to the Dodge Magnum's unique blend of utility and performance.

Powered by a 425-horsepower (317-kW), 6.1-liter HEMI® V-8 and possessing 71.6 cubic feet of cargo space, the 2008 Dodge Magnum SRT8 provides performance, including a 0-60 mph time in the low 5-second range, 0-100-0 mph in under 17 seconds and a 60-0 mph stopping distance of approximately 110 feet.

In addition to its standout powertrain, the 2008 Dodge Magnum SRT8 offers world-class ride and handling across a dynamic range, race-inspired interior appointments, and functional, performance-oriented exterior styling.

### **"WHAT'S NEW FOR 2008"**

#### Exterior:

- Redesigned hood with functional performance hood scoop
- New front fascia and grille
- New headlamps

#### Interior:

- Available side-curtain air bags
- Available SIRIUS BackSeat TV™
- Available SRT-engineered Kicker premium surround sound system
- New instrument panel cluster
- New center console
- SRT-exclusive Reconfigurable Display (RCD)
- LED lighting in the front cup holders and front and rear door-map pockets
- Agate-color accent stitching on shift boot and steering wheel; red accent stitching on seats
- Carbon-fiber leather-trim door steering wheel; carbon-fiber-pattern-door handles

#### Powertrain / Chassis

- Tip Start
- New optional 20-inch aluminum wheel

### **DESIGN**

A redesigned hood with a functional hood scoop, front fascia, headlamps and new grille with a black honeycomb insert highlight the extensive changes on the new 2008 Dodge Magnum SRT8. A functional performance hood scoop has also been added.

The air inlets in the front fascia increases brake cooling and the front fascia itself provides an aerodynamic benefit by reducing lift.

Available exterior colors for the 2008 Dodge Magnum SRT8 are Bright Silver Metallic, Brilliant Black Crystal Pearl Coat, Steel Blue Metallic Clear Coat and TorRed.

On the inside, the new 2008 Dodge Magnum SRT8 maintains its race-inspired environment. Enhancements for 2008

include a new instrument panel and center console, agate-color accent stitching on the shift boot and steering wheel and red-color stitching on the seats, carbon-fiber trim door handles and carbon-fiber leather trim steering wheel, and LED lighting in the front cup holders and front and rear door-map pockets.

The 2008 Dodge Magnum SRT8 continues to feature power-adjustable, deeply sculpted and highly bolstered sport seats with performance suede inserts in the front, and full-performance instrumentation, including a 180-mph (300-kph) speedometer, a tachometer and a coolant temperature gauge.

## **ENGINEERING**

The Dodge Magnum SRT8's HEMI V-8 engine produces 425 horsepower (317 kW) and 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. The 2008 Dodge Magnum's performance roster includes a 0–60 mph time in the low 5-second range and 0–100–0 mph in under 17 seconds.

New for 2008, drivers can receive instant feedback on their personal performance numbers, such as 0-60 mph and quarter-mile times and speeds, from an available SRT-exclusive Reconfigurable Display (RCD) in the cluster.

Chassis setup for the 2008 Dodge Magnum SRT8 is aimed at all-around performance with SRT-tuned dampers, tailored spring rates and suspension bushings, and large-diameter anti-sway bars. For added stability and aerodynamic benefit, the ride height of the Magnum SRT8 is one-half inch lower than the Dodge Magnum, while the Electronic Stability Program (ESP) has been tuned for the 2008 Dodge Magnum SRT8's performance-handling characteristics.

The 2008 Dodge Magnum SRT8 rides on 20-inch aluminum, SRT-designed wheels. A new 20-inch polished, forged-aluminum wheel is available for all 2008 Dodge SRT8 models.

The braking system of the 2008 Magnum SRT8 features performance calipers developed by Brembo and finished in red. Each is equipped with four pistons, gripping 360 mm x 32 mm vented rotors up front, and 350 mm x 26 mm vented rotors in the rear.

Enhancing the total driving experience is the Kicker premium sound system with driver-selectable surround sound for all audio inputs. For rear-seat passengers entertainment, the all-new SIRIUS BackSeat TV™ system is available. 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.

## **PRODUCT HIGHLIGHTS**

### **Aggressive performance-inspired exterior and race-inspired interior**

- The 2008 Dodge Magnum SRT8 is more menacing than ever with a completely redesigned hood, headlamps, grille, front fascia and functional performance hood scoop
- Interior enhancements for 2008 include agate-color accent stitching on the steering wheel and shift boot, and red stitching on the seats, carbon-fiber door handles and carbon-fiber leather-trim steering wheel, and LED lighting in the front cup holders and front and rear door-map pockets

### **Standout powertrain**

- Under the newly designed hood of the 2008 Dodge Magnum SRT8 is the 6.1-liter HEMI V-8, delivering 425 horsepower (317 kW) and 420 lb.-ft. (569 N•m) of torque, contributing to a performance roster that includes a 0-60 mph time in the low 5-second range, 0-100-0 mph in under 17 seconds
- New for 2008, drivers can receive instant feedback on their personal performance data from an available Reconfigurable Display (RCD) in the cluster

## **SAFETY AND SECURITY**

Please refer to the [safety glossary](#) for descriptions of the following available 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 (EARS)
- Height-adjustable Seat Belts
- 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**

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

#### **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 2008 Dodge Magnum SRT8 remains true to the SRT credo of "Race inspired, street legal" with 0-60 mph performance in the low 5-second range while, at the same time, maintaining all of the utility and convenience the entire 2008 Dodge Magnum lineup has to offer.

#### **DEMOGRAPHICS**

- Gender: 70 percent male/30 percent female
- Age: 30-45
- Annual Household Income: \$80,000 to \$100,000
- Education: 60 percent college degrees or some college education
- Household: 65 percent married; 50 percent with children ages 1-7
- Occupation: mix of professional, technical, managerial

## MARKET ADVANTAGES

- Premium on-road performance and smart space, combining utility with high performance
- The longest wheelbase in its class
- Functional space, including 60-40 split-folding rear seats, an upper flat-load floor with storage space below the floor, and a versatile cargo management system that delivers storage space of 71.6 cu. ft. with rear seats folded
- Powered by a 6.1-liter HEMI V-8 that produces 425 horsepower (317 kW) and 420 lb.-ft. (569 N•m) of torque
- World-class ride and handling across a dynamic range
- Benchmark braking
- Bold, muscular styling with performance enhancements
- Benchmark performance at the best price

## PRODUCT CHRONOLOGY

### 2007 Model Year

#### Exterior:

- New colors: Steel Blue Metallic Clear Coat and TorRed

#### Interior:

- Optional rear seat video system, including Kicker Mobile Surround sound

#### Packages:

- SRT Track Experience – Standard

### 2006 Model Year

Introduction of new high-performance version of the Dodge Magnum with new 6.1-liter HEMI® engine

#### Exterior:

- Colors: Brilliant Black, Bright Silver, Inferno Red
- New rear fascia
- New front fascia with integrated brake duct inlets
- Satin finish bumper inserts front and rear
- Body-color rear spoiler
- Body-color mirrors and door handles
- “SRT8” exterior badge (deck lid only)
- Mesh grille insert (upper and lower openings)
- Brake duct system in front belly pan
- 16 mm clearance rear fascia to exhaust tips

#### Interior:

- Sport front seats with matching trim on rear seats
- Red accent stitching
- Carbon fiber leather on steering wheel upper
- Satin finish steering wheel spokes
- Satin Silver shift bezel and lock knobs
- “SRT8” badge below right-hand air conditioning outlet duct
- Dark Slate/Light Slate Gray colors
- Satin Silver center stack bezel

#### Powertrain:

- 6.1-liter HEMI® engine (425 horsepower/425 lb.-ft.)
- A580 transmission with AutoStick and four-bolt flange
- HAG 215 axle (3.06 ratio) with four-bolt flange
- Modified air cleaner/induction system
- Injector covers
- Prop shaft with four-bolt flanges
- “HEMI orange” block treatment
- Upgraded halfshafts

Chassis:

- New wheel tire assembly (three-season, non-directional); 20-inch x 9-inch front wheels and 245/45/20 tires forged); 20-inch x 9-inch rear wheels and 255/45/20 tires (forged)
- Lower ride height (approximately 1/2-inch) [with spring length]
- Brakes (new rotors, red calipers and hoses)
- Exhaust system with 3.5-inch tips
- “Tire-fit” system (sealant and compressor)
- ESP — unique calibration
- Cooling module (42 mm core) and radiator hoses
- Revised damper tuning and spring rates
- Increased output fuel pump
- Modified front and rear suspension knuckles
- MK 25E ABS system (July 2005 implementation)

Electrical Systems:

- Unique engine controller calibration
- Unique transmission calibration
- Custom cluster graphics (180-mph and 300-kph)
- Unique output on programmable display (oil temperature and oil pressure)

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