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Dodge Announces Pricing for All-new 2008 Challenger SRT8®

Dodge Challenger SRT8 available for \$37,995

- The American muscle coupe is back, packed with modern technology and innovation
- Demand for contemporary version of iconic pony car drives Dodge to accept orders for the 2008 Challenger SRT8® beginning Dec. 3, 2007
- Introduction begins with limited-edition Dodge Challenger SRT8 models – each with numbered dash plaque
- Complete, broader Challenger lineup details and pricing still to come
- 2008 Dodge Challenger SRT8 models feature 6.1-liter HEMI® V-8 and are available in Black, Silver or HEMI Orange

November 28, 2007, Auburn Hills, Mich. - Dodge announced pricing today for the modern interpretation of the American muscle coupe. The 2008 Dodge Challenger SRT8® will arrive in showrooms next spring at a Manufacturer's Suggested Retail Price (MSRP) of \$37,995 (which includes \$675 destination).

Due to unprecedented demand, Dodge dealers will begin taking orders on Dec. 3 for the limited-edition 2008 Dodge Challenger SRT8 models. Each will feature a numbered dash plaque and a 6.1-liter HEMI® V-8 engine. 2008 Challenger SRT8 models will be available in Black, Silver and HEMI Orange. All will feature dual "carbon-fiber" hood stripes, harkening back to the original Dodge Challenger.

"The 2008 Dodge Challenger SRT8 offers pure American pony-car muscle," said James Press, Vice Chairman & President – Chrysler LLC. "With styling that stays true to Challenger's original heritage, an abundance of modern amenities and cutting-edge technology, the 2008 Dodge Challenger SRT8 will deliver the SRT credo of benchmark performance at a tremendous value.

"The Challenger SRT8 is only the beginning of the story, as we'll soon follow with a complete lineup of Challenger models that will offer a wide array of features and deliver outstanding value for our customers," Press added.

Customers may begin placing orders at their Dodge dealer on Monday, Dec. 3. They can expect to take delivery of their vehicle next spring.

The all-new 2008 Dodge Challenger SRT8 will be built at the Chrysler Canada Assembly Plant in Brampton, Ontario, on the same assembly line with the Dodge Charger, Charger SRT8, Magnum, Magnum SRT8, Chrysler 300 and Chrysler 300 SRT8 vehicles.

Pricing for the complete all-new Dodge Challenger lineup will be announced at a later date.

SRT performance vehicles – including the Dodge Viper SRT10, Dodge Caliber SRT4, Dodge Magnum SRT8, Dodge Charger SRT8, Chrysler 300C SRT8, Jeep® Grand Cherokee SRT8, and now, the Dodge Challenger SRT8 – are engineered by Chrysler's in-house performance organization: Street and Racing Technology.

The all-new 2008 Dodge Challenger SRT8 showcases the renowned, five key aspects of every SRT vehicle: exterior styling that resonates with the brand image; race-inspired interiors; world-class ride and handling characteristics across a broad range; benchmark braking; and standout powertrain. The all-new 2008 Dodge Challenger SRT8 will unquestionably deliver in all five areas.

Dodge Brand

With a U.S. market share of 6.4 percent, Dodge is Chrysler LLC's best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2006, Dodge sold more than 1.3 million vehicles in the global market. In the highly competitive truck market, Dodge has a 15 percent market share.

Recently, Dodge introduced the all-new 2008 Dodge Grand Caravan with 35 new or improved features including the newest innovation, the Swivel 'n Go™ seating system. Dodge is entering key European volume segments with Nitro, Caliber and Avenger. The all-new 2009 Dodge Journey will debut in 2008 calendar year, and will be available outside North America in both left- and right-hand drive in mid-2008. Also in 2008, Dodge will introduce its modern muscle car the all-new Dodge Challenger.

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