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## **First Production 2008 Dodge Challenger SRT8® Sells for \$400,000!**

- 100 percent of the proceeds from the auction of No. 1 production Dodge Challenger SRT8® benefit notMYkid
- Limited-edition 2008 Dodge Challenger SRT8 features a 6.1-liter HEMI® V-8 engine, HEMI Orange paint, carbon-fiber-like hood stripes and a chrome fuel filler cap
- Only 6,400 Challenger SRT8 vehicles will be produced for sale in the United States for 2008; more than 4,300 orders placed the first day the all-new Dodge Challenger SRT8 went on sale

January 21, 2008, Auburn Hills, Mich. - Dodge and notMYkid partnered to auction the first production 2008 Dodge Challenger SRT8® at the 37th annual Barrett-Jackson Collector Car Auction on January 19, in Scottsdale, Ariz. The winning bid was placed by Craig Jackson, Chairman/CEO of the Barrett-Jackson Auction Company.

"Dodge is ecstatic that the sale of the first production 2008 Dodge Challenger SRT8 to roll of the assembly line raised \$400,000 for such a worthy cause," said Mike Accavitti, Director -- Dodge Brand and SRT Global Marketing, Chrysler LLC. "The introduction of an all-new, modern Dodge Challenger has generated a lot of excitement, and the enthusiasm for the new car was evident on the auction block."

The all-new 2008 Dodge Challenger SRT8 features the proven 6.1-liter HEMI® V-8 engine mated to a five-speed automatic transmission, a race-inspired interior and an exterior design stays true to Challenger heritage while delivering host of modern features and technologies and "race inspired, street legal" SRT DNA.

Developed by Chrysler's in-house performance engineering organization, the 2008 Dodge Challenger SRT8 was engineered with a focus on the five pillars of every SRT vehicle: bold exterior design that resonates with the brand image, a race-inspired interior, world-class ride and handling across a dynamic range, a standout powertrain and benchmark braking.

The 2008 Dodge Challenger SRT8 will make its worldwide debut on Feb. 6, at the Chicago Auto Show.

### **About The Barrett-Jackson Auction Company**

Established in 1971 and headquartered in Scottsdale, Ariz., Barrett-Jackson specializes in providing products and services to classic and collector car owners, astute collectors and automotive enthusiasts around the world. The company produces the "World's Greatest Collector Car Events™" in Scottsdale, Palm Beach, Fla. and Las Vegas. For more information about Barrett-Jackson, visit [www.barrett-jackson.com](http://www.barrett-jackson.com) or call (480) 421-6694. For media inquiries contact Luke DeRouen via email at [lderouen@timepiecepr.com](mailto:lderouen@timepiecepr.com) or call 214.520.3430 ext. 301.

### **notMYkid**

notMYkid was founded in 2000, and is dedicated to helping kids deal with adolescent behavioral health issues and educating parents, teachers and communities about these issues. Information is available on the website [www.notMYkid.org](http://www.notMYkid.org) to educate parents about the warning signs and symptoms and to empower them to implement effective prevention and intervention strategies. In 2007, notMYkid reached over 100,000 students in Arizona. Nationwide notMYkid reached hundreds of thousands of parents, educators, students and community leaders. The organization offers programs for parent education as well as peer-to-peer youth educational forums.

### **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 2007, 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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