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## A Classic American Muscle Car

- Exterior design marries Challenger heritage to bold, expressive, modern Dodge style
- Race-inspired interior reminiscent of the original Challenger, with all the modern amenities and technology that today's customer expects

February 5, 2008, Chicago - The all-new, five-passenger 2008 Dodge Challenger SRT8® captures the emotion of the original two-door, rear-wheel-drive Challenger, but with an updated twist.

"Our designers wanted to capture the mind's eye view of what people today remember about the Challenger from 35 years ago," said Trevor Creed, Senior Vice President – Design, Chrysler. "So their challenge was to excite today's customer by capturing the emotion of the original Challenger, but with today's quality and performance."

The all-new 2008 Dodge Challenger SRT8 offers exterior styling cues that are unmistakably Dodge. Exterior proportions evoke a bold, instantly recognizable vehicle that has a wide, stable stance on the road. A full-width grille and fog lamps reminiscent of the original Challenger are married to the modern "Dodge attitude." The result is an aggressive face that is unmistakably a muscle car. The hood *f* with a raised center, carbon fiberlike stripes and functional dual scoops *f* stays true to the Challenger heritage, as does the A-line and beltline.

The Challenger SRT8 front end incorporates numerous functional design features. Included are a fascia that directs air around the front of the vehicle, dual snorkel hood scoops that bring cooling air into the engine compartment and ducts that direct air to cool the brakes.

A black rocker and valance on the rear amplify the Challenger SRT8's classic aggressive look.

The rear spoiler is not only reminiscent of the original Dodge Challenger T/A model, but is a functional part of the 2008 Dodge Challenger SRT8, generating significant rear downforce.

"We used the original Challenger as an inspiration for many of the features found on the all-new 2008 Dodge Challenger SRT8®," said Jeff Gale, Lead Designer – Dodge Challenger Exterior Design. "The side mirrors actually started with a mold from the mirrors of an original Challenger. We tweaked a few details for fit and finish, then put them through our modern aerodynamic testing metrics and ended up with a body-mounted mirror that is remarkably similar visually to the original, but offers significantly better aerodynamic performance."

"The dark headliner was very important to us when designing the interior," said Brian Nielander, Manager – Dodge Challenger Exterior and Interior Design. "It not only stays true to the original Challenger, but it also gives a sinister, more businesslike atmosphere."

The crease along the C-pillar and around the rear glass is exactly as seen on the Dodge Challenger concept car, while the full-width graphic for the tail lamp with reverse lamp in the center evokes the original Challenger.

The 2008 Dodge Challenger SRT8 is available in three exterior colors: HEMI Orange, Brilliant Black Crystal Pearl Coat and Bright Silver Metallic.

The race-inspired interior of the 2008 Dodge Challenger SRT8 also utilizes the original Dodge Challenger – and the more recent Challenger concept car – for inspiration, while offering consumers a wide array of modern amenities and interior finishes.

Interior 2008 Dodge Challenger SRT8 highlights include race-inspired leather seats with added bolstering and an exclusive orange accent stripe, exclusive stitched accents on the seats and steering wheel, four-bomb gauges with tachometer and 180 mph speedometer in the center, and an SRT-exclusive Reconfigurable Display (RCD) with

Performances Pages that provide drivers instant feedback on 0–60 mph time, 60–0 mph braking, g-forces and ¼-mile time.

The trapezoidal theme of the door and gauge cluster, the dark headliner and the slanted shifter console are all based directly on the original Dodge Challenger.

A limited-edition, numbered dash plaque, SRT8 badging, a titanium weave instrument panel and center cluster bezel are featured on 2008 Challenger SRT8 models.

Standard on the 2008 Dodge Challenger SRT8 is a 13-speaker Kicker High Performance audio system that features a 322-watt amplifier and 200-watt subwoofer, and SIRIUS Satellite Radio. A MyGIG infotainment system is also available.

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