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2010 Chrysler 300C SRT8®: Elegant Design with World-class Performance

August 31, 2009, Auburn Hills, Mich. - The “face of Chrysler” continues to deliver outstanding performance to match the elegant design on this award-winning sedan.

Benchmark performance, premium amenities and race-inspired styling — all at an attractive price — make the 2010 Chrysler 300C SRT8® unique in the marketplace. Powered by the Street and Racing Technology-engineered 425-horsepower (317 kW) 6.1-liter HEMI® V-8, the 2010 Chrysler 300C SRT8 boasts performance-tuned world-class ride and handling, benchmark braking performance and premium interior appointments.

SRT performance figures include: 0-60 mph in the low five-second range, 0-100-0 mph in less than 17 seconds and 0.89g on the skid pad. The Chrysler 300C SRT8 is an iconic, award-winning sedan loaded with comfort and style. Interior appointments include the SRT-exclusive Electronic Vehicle Information Center (EVIC) with Performance Pages.

Chassis setup for the Chrysler 300C SRT8 is aimed at all-around performance, including SRT-tuned dampers, specially tailored spring rates and suspension bushings and large-diameter anti-sway bars. Front- and rear-suspension knuckles contribute to a ride height that’s lowered .5 inch from the Chrysler 300C. The Electronic Stability Control (ESC) has been SRT-tuned, resulting in the system sensing lateral acceleration that effectively primes the system in anticipation of the next brake application.

Benchmark braking performance results from a four-wheel disc-brake system featuring performance calipers developed by Brembo, each equipped with four pistons for even clamping. The Chrysler 300C SRT8 has 360 mm x 32 mm vented rotors up front and 350 mm x 28 mm vented rotors in the rear. The result is 60-0 mph braking performance of approximately 110 feet. The SRT-exclusive braking system includes brake-knockback mitigation software for even better track response.

Exterior styling combines sophisticated, premium elegance with functional performance enhancements. Front and rear fascias include unmistakable SRT cues such as air ducting for brake cooling, as well as the specially designed rear deck-lid spoiler, which increases rear downforce without increasing drag. Other touches include body-color front and rear bumper inserts, body-color mirrors and door handles and unique SRT badging.

CHRYSLER 300C SRT8 AT A GLANCE

- Chrysler 300C SRT8 offers the ultimate in American sedan performance and continues the legendary momentum of Chrysler 300C and HEMI
- Powered by a 6.1-liter HEMI V-8 producing 425 horsepower (317 kW) and 420 lb.-ft. (569 N•m) of torque, the Chrysler 300C SRT8’s powertrain and performance-tuned ride and handling offer a world-class performance sedan experience
- Renowned SRT performance includes 0-60 mph in the low five-second range, 0-100-0 mph in less than 17 seconds and 0.89g on the skid pad
- SRT formula infuses the Chrysler 300C SRT8 with sophisticated ride-and-handling characteristics suitable for conditions ranging from everyday traffic to spirited driving on challenging routes
- Chrysler 300C SRT8 is part of a broad lineup of Street and Racing Technology vehicles developed under the credo “Race inspired, street legal”

PRODUCT CHRONOLOGY

2009 Model Year

- New front grille
- New exterior color: Deep Water Blue Clear Coat, replaces Steel Blue Metallic Clear Coat

- Sun roof now standard
- uconnect tunes standard
- New front-seat head rest
- New ABS and Electronic Stability Control (ESC) calibrations
- New suspension tuning involving the knuckle, shock valve and ESC calibrations
- Improved fuel economy results in a lower gas-guzzler tax

2008 Model Year

- Deck lid with integrated spoiler
- Body-side moldings
- Available side-curtain air bags
- Available SIRIUS BackSeat TV™
- Available KICKER® premium surround sound system
- SRT-exclusive Reconfigurable Display
- New instrument panel cluster
- New center console
- LED lighting in the front cup holders and front- and rear-door map pockets
- Dark Slate Gray interior color
- Adaptive Cruise Control with special Electronic Stability Control (ESC) calibration
- Tip start
- Remote Start

2007 Model Year

- New colors: Steel Blue Metallic Clear Coat and Inferno Red
- Optional Rear-Seat Video™ System, including KICKER® Mobile Surround Sound
- SRT Track Experience — Standard

2006 Model Year

- New model introduced as high-performance version of the Chrysler 300 with new 6.1-liter HEMI® engine featuring performance-tuned ride and handling and premium amenities
- Colors: Bright Silver, Brilliant Black, Silver Steel new for 2006
- Modified front fascia with integrated brake-cooling ducts
- Rear deck-lid spoiler
- Body-color front- and rear-bumper inserts
- Body-color mirrors
- Body-color door handles
- Unique SRT badging
- High-intensity Discharge (HID) headlamps
- Colors: Light Graystone/Dark Slate
- Power adjustable sport seats: Seats have performance suede inserts; front and rear seats include heat and memory functions
- Adjustable pedal cluster with memory
- “Technical” leather-trimmed steering wheel
- Trim includes special finishing on center stack, door pulls, door trim, shifter and steering wheel
- Full instrumentation with 180-mph (300-kph) speedometer, tachometer and temperature gauges. Tire-Pressure Monitoring (TPM) display included in instrument panel
- AM/FM radio with six-disc CD changer
- Boston Acoustics speaker system
- Steering wheel-mounted audio controls
- Available 13-speaker KICKER® Audio System with 322-watt amplifier and 100-watt subwoofer
- Available DVD system with center console-mounted flip-up screen
- Available SIRIUS Satellite Radio
- Available uconnect® Hands-free Communication System with Bluetooth® technology
- Automatic temperature control system with dual-zone controls and infrared temperature sensing
- Advanced multi-stage air bag system

- Occupant Classification System (OCS)
- New 425-horsepower 6.1-liter HEMI® engine
- Five-speed automatic transmission
- Specially calibrated driver-selectable AutoStick®
- Heavy-duty four-flange prop shaft
- Upgraded differential and axles
- Orange-painted cylinder block and black valve covers
- SRT-tuned dampers
- Specially tailored spring rates
- Specially tailored suspension bushings
- Electronic Stability Program tuned for SRT performance handling
- New 20-inch forged aluminum wheels
- High-performance Goodyear F1 three-season 245/45/20 tires, front, and 255/45/20, rear, with asymmetrical tread
- Available four-season tires
- Tire-Pressure Monitoring System
- Four-wheel Brembo performance disc brakes with four-piston calipers; 360 x 32 mm vented rotors, front; and 350 x 28 mm vented rotors, rear
- Anti-lock Brake System (ABS)

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