

Contact: Amy Knight

Todd Goyer

2007 Dodge Magnum SRT8: Market Position and Advantages

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MARKET POSITION

The Dodge Magnum SRT8 adds a greater level of utility to the SRT formula of all-around performance and incredible value, with exceptional interior and storage space. The Dodge Magnum SRT8 offers key SRT attributes in functional, performance-oriented styling; world-class ride and handling across a dynamic range; race-inspired interior appointments; benchmark braking; and an SRT-engineered, 425-horsepower (317-kW), 6.1-liter SRT HEMI engine.

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

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