

## Street and Racing Technology (SRT®) Brand Launches Enhanced Consumer Website – driveSRT.com

- Brings to life in-depth engineering and product design stories on the SRT® vehicle lineup
- Provides an online magazine about all things SRT and motorsports
- Offers a new social hub for the SRT community

February 16, 2012, Auburn Hills, Mich. - The Chrysler Group's Street and Racing Technology (SRT®) brand has launched a thoroughly revamped [driveSRT.com](http://driveSRT.com) website.

SRT vehicles are not simple machines. They are designed and built by the Chrysler Group's in-house performance division, so each SRT vehicle adheres to five proven hallmarks that include awe-inspiring powertrains; outstanding ride, handling and capability; benchmark braking; aggressive and functional exteriors; and race-inspired and high-performance interiors to set themselves apart.

For this reason, [driveSRT.com](http://driveSRT.com) takes inquisitive visitors on an exclusive journey into the engineering labs, design studios and the factory floors for a closer look at the meticulous processes that occur throughout the vehicle development process. The five requisite SRT hallmarks ensure each new vehicle is delivered with world-class performance and stunning curb appeal. These hallmarks are explored in great detail on [driveSRT.com](http://driveSRT.com).

Beyond the vast amount of SRT vehicle information, [driveSRT.com](http://driveSRT.com) enables visitors to connect with owners and fans in real time through direct feeds to SRT on:

- Facebook: [facebook.com/driveSRT](http://facebook.com/driveSRT)
- Twitter: [@driveSRT](http://@driveSRT)
- YouTube: [youtube.com/driveSRT](http://youtube.com/driveSRT)
- Flickr: [flickr.com/driveSRT](http://flickr.com/driveSRT)

Brand news as well as motorsports and consumer events, and community stories are frequently updated to give visitors regular doses of fresh content. Site visitors also can expect owner profiles and information on SRT clubs nationwide.

"We're excited to bring the newly redesigned [driveSRT.com](http://driveSRT.com) to life," said Ralph Gilles, President and CEO – SRT Brand and Motorsports. "The new site not only offers more exclusive content but it also provides unique ways to connect and stay connected with many enthusiasts groups that we're building the new SRT brand around."

### SRT's flagship performance machine

The Viper has always been a pinnacle of performance engineering for SRT and the Chrysler Group. In celebration, a full section on [driveSRT.com](http://driveSRT.com) is dedicated to the Viper, including historical information and racing news. Fans the world over also are invited to a webcast of the live reveal of the 2013 SRT Viper at the New York Auto Show on April 4 on [driveSRT.com](http://driveSRT.com).

### About SRT

The Chrysler Group's Street and Racing Technology (SRT) brand uses a successful product development formula featuring five proven hallmarks: awe-inspiring powertrains; outstanding ride, handling and capability; benchmark braking; aggressive and functional exteriors and race-inspired and high-performance interiors to remain true to its performance roots. The expansion of the SRT vehicle lineup in 2012 features four new products that are world-class performance contenders and bring the latest in safety technologies and creature comforts. These products include the

Chrysler 300 SRT8®, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep® Grand Cherokee SRT8.

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