Contact: Dan Reid

Dianna Gutierrez

SRT Brand Adds New 'Core' Performance Models to 2013 Vehicle Lineup

- New models of Dodge Challenger SRT8 and Chrysler 300 SRT8 offer a back-to-basics performance recipe for the enthusiast customers who crave the core power, handling and capability features of their cars
- Newly added and historically significant exterior colors HEMI® Orange Pearl Coat, TorRed Clear Coat and Plum Crazy Pearl Coat make return on existing Challenger SRT8 models and Dodge Charger SRT8 models
- New 300 SRT8 "Core" model is available in eight exterior colors
- New models expected to arrive in dealer showrooms this summer

February 6, 2013, Auburn Hills, Mich. - Chrysler Group LLC's SRT (Street and Racing Technology) brand is expanding its "Core SRT" vehicle strategy from the successful Charger SRT8 Super Bee and SRT Viper by offering new 2013 "Core" models of the Dodge Challenger SRT8 and Chrysler 300 SRT8.

"With exclusive content, including the standard premium 'Ballistic' cloth interior from the new SRT Viper, SRT-tuned sport suspensions and distinctive exterior accents, the new Challenger SRT8 and 300 SRT8 'Core' models are designed and built with the back-to-basics performance driving enthusiast in mind," said Ralph Gilles, President and CEO — SRT Brand and Motorsports, Chrysler Group LLC.

New 2013 Dodge Challenger SRT8 "Core" Model

On the exterior, the new 2013 Challenger SRT8 "Core" model features a black grille and black SRT rear spoiler, unique black 392 decal on the front fenders, 20-inch cast-aluminum wheels with black painted pockets and black Brembo brake calipers.

New exterior colors for the Challenger SRT8 "Core" lineup include HEMI® Orange Pearl Coat and Plum Crazy Pearl Coat, in addition to the existing color options, which include Billet Silver Metallic Clear Coat, Bright White Clear Coat, Granite Crystal Metallic Pearl Coat, Jazz Blue Pearl Coat, Pitch Black and TorRed Clear Coat.

Phantom Black Tri-coat Pearl and Redline Tri-coat Pearl are exclusive to the 2013 Challenger SRT8 392 models.

On the inside of the new "Core" model, seating surfaces use the same premium "Ballistic" cloth inserts from the SRT Viper and are flanked by dark slate gray "Axel" cloth bolsters and door bolster inserts and feature a mini-carbon bezel instrument panel.

All 2013 Challenger SRT8 models are powered by the proven 392-cubic inch (6.4-liter) HEMI V-8 that delivers 470 horsepower (351 kW) and 470 lb.-ft. (637 N•m) of torque. The torque band is extremely flat allowing for strong standing starts and improved straight-line performance throughout the rpm range.

An advanced active intake manifold along with high-lift cam with phasing provides maximum low-end torque and high-end power while still delivering 23 miles per gallon on the highway with the standard manual transmission or available automatic transmission. Performance-tuned engine mounts improve idle stability and ride control at all speeds.

All 2013 Challenger SRT8 models accelerate from 0-60 mph in the high 4-second range; run the quarter mile in mid-12-second range with the automatic transmission (high 12-second range with the manual); go from 0-100-0 mph in the low 15s, reach a top speed of 182 mph with the manual transmission (175 mph with the automatic) and stop from 60-0 mph in just 117 feet.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for the new 2013 Dodge Challenger SRT8 "Core" model is $38,995 (plus $995 destination).

New 2013 Chrysler 300 SRT8 "Core" Model

The new 2013 Chrysler 300 SRT8 "Core" model features a 6.4L badge on the front fenders – a first for the 300 SRT8 – 20-inch cast-aluminum wheels with black painted pockets and standard black Brembo brake calipers (also available in red).

On the inside of the new "Core" model, black seating surfaces use the same premium "Ballistic" cloth inserts from the SRT Viper and are flanked by black "Axel" cloth bolsters and door bolster inserts. Various matte carbon and piano black accents surround the instrument panel, door bezels and center console.

Under the hood of every Chrysler 300 SRT8 model is the 6.4-liter HEMI V-8 delivering 470 horsepower (351 kW) and 470 lb.-ft. (637 N•m) of torque. On the highway, up to 23 mpg is achieved by use of an active valve exhaust system that allows the standard Fuel Saver Technology (four-cylinder mode) to engage over a wide rpm range. The active exhaust system also allows for straight-through mid and rear mufflers for a throaty exhaust note under engine load.

Performance numbers include 0-60 mph acceleration in the high 4-second range; quarter mile in high 12-second range; 0-100-0 mph in less than 16 seconds, top speed of 175 mph and stopping power from 60-0 mph in 120 feet.

Eight exterior colors are available throughout the 2013 Chrysler 300 SRT8 lineup, including Billet Silver Metallic Clear Coat, Bright White Clear Coat, Deep Cherry Red Pearl Coat, Gloss Black Clear Coat, Granite Crystal Pearl Coat, Ivory Pearl Tri-coat, Jazz Blue Pearl Coat and Phantom Black Tri-coat Pearl.

The starting U.S. MSRP for the new 2013 Chrysler 300 SRT8 "Core" model is $43,995 (plus $995 destination).

2013 Dodge Charger SRT8 Super Bee

The 2013 Dodge Charger SRT8 Super Bee features a unique SRT badge with a 3-D helmeted bee mascot on the new split crosshair grille finished in Gloss Black. Both front fenders tout the historically significant V-8 engine with "392 HEMI" badges first seen on the 2011 Dodge Challenger SRT8 392. Flanking both rear fenders are the legendary round Super Bee graphics, which now include the wording "Powered by SRT" to commemorate the modern incarnation of this celebrated performance icon.

Returning from the 2012 model are the five-spoke cast-aluminum 20-inch wheels with black painted pockets and black Brembo brake calipers that provide a unique performance look.

New exterior colors now available on the 2013 Charger SRT8 Super Bee include the historically significant HEMI® Orange Pearl Coat and Plum Crazy Pearl Coat. The Charger SRT8 Super Bee is also available in Bright White Clear Coat, Pitch Black Clear Coat and TorRed Clear Coat.

The Dodge Charger SRT8 Super Bee is powered by the same 6.4-liter HEMI V-8 that delivers 470 horsepower (351 kW) and 470 (637 N•m) lb.-ft. of torque. On the highway, up to 23 mpg is achieved by use of an active valve exhaust system that allows the standard Fuel Saver Technology (four-cylinder mode) to engage over a wide rpm range. The active exhaust system also allows for straight-through mid and rear mufflers for a throaty exhaust note under engine load.

Performance numbers include 0-60 mph acceleration in the high 4-second range; quarter mile in the high 12-second range; 0-100-0 mph in less than 16 seconds; top speed of 175 mph and stopping power from 60-0 mph in 120 feet.

The starting U.S. MSRP for the 2013 Dodge Charger SRT8 Super Bee is $41,995 (plus $995 destination).

All 2013 Dodge Challenger SRT8, Chrysler 300 SRT8 and Dodge Charger SRT8 Super Bee models are built at the Brampton Assembly plant in Brampton, Ontario, Canada.

SRT Track Experience

Owners of any Chrysler Group SRT vehicle receive one day of professional driving instruction as part of the SRT Track Experience, designed to maximize their driving knowledge and skills on the street or track. Sessions are held throughout the year at selected tracks. For more information, visit http://drivesrt.com.

About SRT

The Chrysler Group's SRT (Street and Racing Technology) 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 SRT lineup in the 2013 model year features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8 are joined by the SRT flagship Viper and Viper GTS models, which are making their highly anticipated return to the high-performance sports car market.

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