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SRT Announces New 392 Appearance Package for Dodge Charger SRT8

- New black exterior accents build upon exclusive 20-inch Black Vapor Chrome wheels with extra dose of menacing appearance for iconic four-door fastback coupe
- Total of 392 units will be built during 2013 and 2014 model years
- Optional package available on five different exterior body colors
- 6.4-liter HEMI® V-8 engine delivers 470 horsepower and 470 lb.-ft. of torque for power across a significantly wider rpm range
- Fuel Saver Technology with active valve exhaust system delivers up to 23 mpg on the highway
- New for 2013, expanded adaptive damping suspension allows for three-mode selectable suspension tuning
- New for 2013, standard launch control provides enhanced straight-line acceleration

March 26, 2013, Auburn Hills, Mich. - The estimated 2,500 enthusiastic attendees who brought more than 1,000 different Chrysler, Dodge and SRT vehicles to the eighth annual Spring Festival of LXs this past weekend in Irvine, Calif., received an exclusive first peek at the latest limited-edition exterior package from the Chrysler Group's SRT (Street and Racing Technology) brand, as president and CEO Ralph Gilles pulled the cover off of the new 392 Appearance Package for the Dodge Charger SRT8.

Designed to offer a modern interpretation of the classic muscle-car styling cues of the Charger SRT8, the optional 392 Appearance Package adds an extra dose of menacing appearance for iconic four-door fastback coupe, with the following new appointments:

- Custom-designed gloss black "392 HEMI" fender badges with a charcoal grey metallic insert
- Center section of power bulge hood painted in Pitch Black
- Roof painted in Pitch Black
- New satin black SRT lower-body side stripe with heavy band and accent tracer stretching from front fascia, through doors to rear fascias
- Side mirrors painted in Pitch Black
- 20-inch, split five-spoke Black Vapor Chrome wheels
- Rear spoiler painted in Pitch Black
- Availability of five exterior colors: Bright White Clear Coat, Billet Silver Metallic Clear Coat, Plum Crazy Pearl Coat, HEMI Orange Pearl Coat and TorRed Clear Coat
- "392" engine beauty covers under the hood
- Exclusive serialized dash placque showing production build number / 392

"The Spring Festival is the perfect location to debut our new 392 Appearance Package for the Dodge Charger SRT8 to some of our most dedicated and creative performance enthusiasts on the planet," said Ralph Gilles, President and CEO – SRT (Street and Racing Technology) Brand and Motorsports, Chrysler Group LLC. "With its numerous new exterior appointments beyond our exclusive Black Vapor Chrome wheels, not only will this new 392 Appearance Package set the Charger SRT8 apart even further, it also brings another level of exclusivity to our lineup as only 392 cars will receive this special treatment during the 2013 and 2014 model years."

The 392 Appearance Package option will cost \$2,495, and customers can begin ordering in April.

Powered by the 6.4-liter HEMI® V-8 engine that offers 470 horsepower (351 kW) and 470 lb.-ft. (637 N•m) of torque

across a wide rpm range, performance numbers for the 2013 Dodge Charger SRT8 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.

Even with the high horsepower and torque numbers, up to 23 mpg on the highway is achieved by the use of an active valve exhaust system that allows the standard Fuel Saver Technology (four-cylinder mode) to engage over a wide rpm range for efficient motoring or the use of all eight cylinders when the extra power is needed. The active valve exhaust system also allows for straight through mid and rear mufflers for a throaty exhaust note under engine load.

The 2013 Dodge Charger SRT8 features an active intake manifold and high-lift camshaft with cam phasing to provide maximum low-end torque for strong standing starts while optimizing high-end power.

The proven five-speed automatic transmission uses standard steering wheel mounted paddle shifters or the center console mounted Auto Stick, allowing for a choice of spirited shifting on both the road and the racetrack. Both methods give the driver the ability to manually select specific gears on the transmission.

New for 2013 is an improved adaptive damping suspension (ADS) system that is expanded to three modes and tuned specifically for the Dodge Charger SRT8 to provide an everyday performance ride or a much firmer race track capable damping for more challenging driving situations.

In "Auto" mode, a wide range of on-road and driver inputs – such as vehicle speed, steering angle, steering speed, brake torque, throttle position and longitudinal/lateral/vertical accelerations – automatically tune the suspension for specific conditions.

In "Sport" mode, the damping system rebound and compression is locked to a higher damping rate. Drivers can easily choose between settings with a press of a button on the center stack to quickly change the shock damping characteristics from "Auto" for everyday commuting to "Sport" for more spirited driving situations.

In "Track" mode, the higher damping rates combine with a performance shifting and gear holding feature that allows the driver full shift control when using the steering wheel mounted paddle controls or AutoStick.

A new for 2013, standard launch control system helps maximize straight-line acceleration.

When the vehicle is at a complete stop, the driver engages the system by pressing the ESC button twice and then with their foot securely on the brake, quickly applies full throttle. Launch control holds the engine at optimal launch rpm (1,825) and waits for the driver to release the brake. Launch control then uses engine torque management to achieve controlled wheelslip for maximum acceleration up to 62 mph (100 kph).

On the inside, the full-color graphic Electronic Vehicle Information Center (EVIC) with exclusive Performance Pages includes timers for 0-60 mph, one-eighth mile and quarter-mile times, 60-0 braking distance, along with lateral and longitudinal G-forces within the touchscreen display.

The instrument panel's 8.4-inch color touchscreen display – the segment's largest standard display – also has all the same Performance Pages data as the EVIC, and is further expanded to include steering angle, horsepower and torque outputs along with engine gauges. The display is customizable to a driver selectable background.

Safety and security

The 2013 Dodge Charger SRT8 features more than 65 advanced safety and security features, including standard Keyless Enter-N-Go and electronic stability control (ESC) with segment-exclusive Ready Alert Braking and Rain Brake Support safety features to improve overall vehicle handling and performance.

In addition, standard front-row reactive head restraints, standard full-length side-curtain air bags, driver's knee air bag and standard front seat-mounted side-thorax air bags offer enhanced occupant protection to passengers in the event of a collision.

The available Driver Confidence Group adds Blind-spot Monitoring, Forward Collision Warning, Rear Cross Path detection and SmartBeam® headlamps.

Connectivity and infotainment

The Dodge Charger SRT8 features an available 900-watt, 19-speaker premium SRT performance audio surround-sound system from Harman Kardon. The system offers world premier innovation, featuring a 32-volt Tracking Power Supply (TPS) 12-channel Class D amplifier that delivers outstanding acoustics and brings multi-dimensional, quality sound for all interior occupants.

The system uses GreenEdge speaker and amplifier technology to offer superior sound quality and high Sound Pressure Level outputs with minimum energy consumption. GreenEdge amplifiers alone outperform traditional amplifier efficiency by up to 55 percent, representing a net efficiency of more than 90 percent in some cases. The speakers are tuned for maximum efficiency and perfectly matched to the amplifier output.

The 2013 Dodge Charger SRT8 is built at the Brampton Assembly plant in Brampton, Ontario, Canada. The Manufacturer's Suggested Retail Price (MSRP) is \$45,250 (plus \$995 destination) for the SRT8 model and \$42,250 (plus \$995 destination) for the Super Bee model.

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.

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 SRT vehicle lineup features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The 2013 Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and new 2014 Jeep Grand Cherokee SRT are joined by the SRT flagship 2013 Viper and Viper GTS models which are making their highly anticipated return to the high-performance sports car market.

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