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Start Your Engines - Chrysler Group to Offer Unique Owner Program

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- Owners of Chrysler, Jeep® or Dodge Street and Racing Technology (SRT) vehicles to get a day at the track with professional driving instruction
- More than 25 track events planned this year
- Chrysler Group to expand the number of SRT-certified dealerships

Beginning in April, Chrysler Group will offer a unique opportunity for owners of Chrysler, Dodge or Jeep® SRT vehicles – a day at the track.

A new program inviting owners of Street and Racing Technology (SRT) vehicles to race tracks throughout the country for professional driving instruction was announced today by the Chrysler Group.

The SRT Track Experience will provide day-long sessions of on-track driving and classroom instruction and help new owners experience the full capabilities of Dodge, Chrysler and Jeep SRT vehicles.

“SRT vehicle owners are performance enthusiasts,” said Joe Eberhardt, Executive Vice President – Global Sales, Marketing and Service, Chrysler Group. “They want to know how to get the most out of their Dodge, Chrysler or Jeep SRT vehicles – and we’re going to help them. The SRT Track Experience gives them a chance to experience their vehicle in a safe environment with professional instructors, and give them the opportunity to drive the entire SRT lineup.

“Every SRT vehicle offers a standout powertrain, benchmark braking, world-class ride and handling and a race-inspired interior. The result is ultimate performance at a tremendous value,” said Eberhardt.

More than 25 weekend events will be planned for 2005 at well-known race tracks throughout the country, including Daytona (Fla.) International Speedway, Road America in Wisconsin and Lime Rock Park in Connecticut. Owners of SRT vehicles will be able to schedule their track day through a 1-800 phone number or Web site that will be developed for the program.

Customers who purchase an SRT vehicle built after April 1, 2005, will receive the program. Owners of SRT vehicles ordered prior to April 1 may purchase the SRT Track Experience for \$300.

In addition to classroom training, activities will include driving on low- and high-speed ovals, road courses, autocross setups, drag strips and skid pads. In some cases, the SRT Track Experience will include demonstrations of drifting or “hot laps” with a professional driver.

Chrysler Group to Expand SRT Availability

Chrysler Group also announced it will open up SRT certification to all of its dealers.

Approximately half of Chrysler Group’s nearly 4,000 dealerships are currently SRT-certified. To attain SRT certification, dealerships are required to purchase special tools, complete SRT service training for their personnel, and stock service parts, performance upgrades and accessories, as well as stock SRT vehicles.

The 2005 SRT lineup includes the Dodge Viper SRT10, Dodge SRT4, Dodge Ram SRT10 regular cab and Quad Cab, Chrysler Crossfire SRT6 Coupe and Roadster, and Chrysler 300C SRT8.

SRT continues to expand the launch of several all-new 2006 SRT vehicles, including the Dodge Viper SRT10 Coupe, Dodge Magnum SRT8, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8.

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