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2007 Dodge Charger SRT8: The 'Charger on Steroids' Redefines the Modern American Muscle Sedan

August 31, 2006, Auburn Hills, Mich. - Back in the day, the measure of a muscle car was elapsed time in a quarter-mile. Not anymore. The 2007 Dodge Charger SRT8 offers a complete performance approach with its infusion of Street and Racing Technology (SRT) DNA into the Dodge formula of "bold, powerful and capable."

With the Dodge Charger – which has re-established the famous Dodge performance nameplate – as a starting point, adding SRT DNA means 6.1-liter, 425-horsepower (317-kW) HEMI® power, world-class ride and handling, benchmark braking, functional and aggressive-looking exterior enhancements, and a race-inspired interior.

"The 2007 Dodge Charger SRT8 offers more than big-bore SRT power under the hood," said Kipp Owen, Director – Street and Racing Technology, Chrysler Group. "It's an all-around performance package: superb handling, tremendous braking and no-nonsense performance enhancements to the exterior and interior."

The 2007 Dodge Charger SRT8 is capable of all-around performance that is simply remarkable in a muscle sedan: 0-60 mph in the low 5-second range, quarter-mile time in under 14 seconds, braking distance from 60 mph in approximately 110 feet and 0.89 g on the skid pad. The Dodge Charger SRT8 is also capable of accomplishing SRT's signature performance test of 0-100-0 mph in less than 17 seconds.

"WHAT'S NEW FOR 2007"

Exterior

- New colors: TorRed; Super Bee Special Edition — with Detonator Yellow

Interior

- Optional Rear Seat Video system, including Kicker Mobile Surround Sound

Packages

- SRT Track Experience—Standard

DESIGN

Trevor Creed, Senior Vice President – Design, Chrysler Group: "The Dodge Charger's overall design suggests speed and performance, attributes that are accentuated in the Dodge Charger SRT8. SRT touches such as the front air dam, hood scoop and rear spoiler are not only visual hallmarks of a true muscle car, they're also functional performance enhancements."

That functional performance is reflected in the exterior of the 2007 Dodge Charger SRT8 in the front fascia, which integrates ducts that help direct fresh air to cool the brakes, and an air dam to reduce lift. The hood is equipped with a scoop to funnel cool air into the engine compartment.

The rear fascia features integrated lower strakes to direct air flow, and aggressive cutouts to accommodate dual 3.5-inch exhaust tips. A dramatic deck lid spoiler set on dual stanchions increases downforce for high-speed stability and traction.

Race-inspired interior appointments in the 2007 Dodge Charger SRT8 start with power-adjustable, deeply sculpted and highly bolstered sport seats in the front, fitted with performance suede inserts to hold occupants during maneuvering. Rear seats have matching performance suede inserts. All seats have contrasting red stitching.

Full instrumentation includes a 180-mph (300-kph) speedometer, a tachometer and a temperature gauge. A light-emitting-diode (LED) display within the gauge cluster is driver-configurable for oil temperature, oil pressure and tire pressure readouts.

ENGINEERING

Kipp Owen, Director – Street and Racing Technology, Chrysler Group: "The Dodge Charger SRT8 starts with a 6.1-liter HEMI engine making 425 horsepower and 420 lb.-ft. of torque, and continues with race-bred technology including gas-charged dampers, tuned anti-sway bars and Brembo brakes. And Dodge Charger SRT8 follows the SRT credo of offering the best performance at the best price."

The 2007 Dodge Charger SRT8's 425-horsepower (317-kW), normally aspirated 6.1-liter HEMI produces 420 lb.-ft (569 N•m) of torque, achieved by adding cubic inches, increasing the compression ratio, and redesigning the cylinder head and intake and exhaust systems for better flow and increased engine speed.

Power for the SRT 6.1-liter HEMI is channeled through a five-speed automatic transmission with specially calibrated, driver-selectable Auto Stick, which offers fully automatic or manual shifting selection.

Chassis enhancements on the 2007 Dodge Charger SRT8 include SRT-tuned dampers, tailored spring rates and suspension bushings, and large-diameter anti-sway bars. The ride height of the 2007 Dodge Charger SRT8 is one-half inch lower than the Dodge Charger. Handling is engineered for performance with an Electronic Stability Program (ESP) tuned for the 2007 Dodge Charger SRT8.

Benchmark braking performance comes from Brembo four-piston brake calipers on all four wheels, gripping a vented disc – 360 mm x 32 mm up front, with 350 mm x 26 mm in the rear.

PRODUCT HIGHLIGHTS

Dodge Charger SRT8 is the ultimate modern American muscle sedan – "Charger on steroids"

- Powered by the 6.1-liter HEMI V-8 that produces 425 hp (317 kW) and 420 lb.-ft. (569 N•m) of torque, the Dodge Charger SRT8's powertrain represents a higher level in HEMI performance, with 85 additional horsepower – 25 percent more than the 5.7-liter HEMI
- Builds on the momentum of Dodge, HEMI and SRT
  Dodge Charger SRT8 is the quickest sedan in the Dodge lineup
- SRT performance: 0-60 mph in the low 5-second range, 0-100-0 in under 17 seconds, 60-0 mph in approximately 110 feet

Dodge Charger SRT8 formula: balanced performance

- Functional, performance-oriented exterior design features 20-inch SRT wheels, 3.5-inch chrome exhaust tips, all-new front and rear fascias with air dam and cooling ducts, and functional hood scoop and rear deck lid spoiler. Race-inspired interior appointments include deeply bolstered seating and comprehensive instrumentation. All that combined with benchmark braking and world-class ride and handling characteristics make the Dodge Charger SRT8 civilized enough for a grocery run but fully capable in more challenging situations.
- The Dodge Charger SRT8 is part of a broad lineup of Street and Racing Technology vehicles developed under the credo "Race inspired, street legal

MODEL LINEUP

2007 Dodge Charger SRT8

Standard Features

- Modified front fascia with integrated brake duct inlets
- Rear spoiler
- Body-color mirrors and door handles

- “SRT8” exterior badge (deck lid)
- Mesh grille insert with “SRT” badge
- Brake duct system in front belly pan
- Hood scoop with under-hood duct
- Sport front seats with matching trim on rear seats
- Red accent stitching
- Carbon fiber leather on steering wheel upper
- Satin-finish steering wheel spokes
- Satin silver shift bezel and lock knobs
- Satin silver color for center-stack bezel
- Custom instrument cluster graphics
- 425-horsepower (317-kW), 6.1-liter HEMI engine with five-speed automatic transmission with Auto Stick
- Prop shaft with four-bolt flanges
- Modified air cleaner box
- 20-inch forged wheels
- Exhaust system with 3.5-inch tips and revised tuning
- Tire-fit System (sealant and compressor)
- Electronic Stability Program tuned for SRT performance handling, with three-position switching
- Revised damper tuning and spring rates
- Increased output fuel pump
- Modified front and rear suspension knuckles

Optional Features

- Power sun roof
- Supplemental side air bags
- Rear Seat Video system with Kicker Mobile Surround Sound
- Four-season tires (245/45/20)

2007 Dodge Charger SRT8 with SRT Package 1

In addition to the standard features on the Dodge Charger SRT8, the SRT Package 1 adds:

- Air filtering
- Heated front seats
- Dual-zone air conditioning
- Automatic headlamps
- Power front windows with one-touch up and down

2007 Dodge Charger SRT8 with SRT Package 2

In addition to the standard features on the Dodge Charger SRT8, the SRT Package 2 adds:

- Security system
- AM/FM/cassette stereo with six-disc CD changer and MP3
- 11-speaker Kicker audio system with 276-watt amplifier and 200-watt subwoofer

2007 Dodge Charger SRT8 with SRT Package 3

In addition to the standard features on the Dodge Charger SRT8, the SRT Package 3 adds:

- Radio with DVD-based navigation system with integrated display
- SIRIUS Satellite Radio
- UConnect® Hands-free Communication System with Bluetooth® technology

2007 Dodge Charger SRT8 Super Bee

In addition to the standard features on the Dodge Charger SRT8, the Super Bee Special Edition package adds:

- Detonator Yellow exterior color
- Flat-black SRT hood

- Flat-black rear deck lid face
- Dual-zone air conditioning
- Heated front seats
- Automatic headlights
- One-touch power front windows
- Air filtering
- Body-color stitching on steering wheel and shift knob
- Super Bee graphic on doors, rear quarters and rear fascia
- Super Bee logo on front fenders
- Body-color HEMI decal on hood bulge
- Polished SRT8 wheels

SAFETY AND SECURITY

Please refer to the Safety Glossary for descriptions of the following features:

- Advanced Multi-stage Air Bag System
- All-speed Traction Control System
- Anti-lock Brake System
- Auto-reverse Sun Roof
- Auto-reverse Windows
- BeltAlert
- Brake Assist
- Brake/Park Interlock
- Child-protection Rear Door Locks
- Constant Force Retractors
- Crumple Zones
- Electronic Stability Program
- Energy-absorbing Steering Column
- Enhanced Accident Response System
- Height-adjustable Seat Belts
- HomeLink Universal Home Security System Transceiver
- Inside Emergency Trunk Release
- Interior Head-impact Protection
- Lower Anchors and Tethers for CHildren (LATCH)
- Low-risk Deployment Air Bag
- ParkSense® Rear Back-up System
- Power Adjustable Pedals
- Remote Keyless Entry
- Seat Belt Pretensioners
- Sentry Key® Engine Immobilizer
- Supplemental Side-curtain Air Bags
- Side-impact Door Beams
- Tire Pressure Monitoring Display System

COLOR AVAILABILITY

- Bright Silver Metallic
- Brilliant Black Crystal Pearl Coat
- TorRed
- Detonator Yellow (with Super Bee Special Edition package)

MANUFACTURING INFORMATION

- 2007 model year production start: July 2006
- Production location: Brampton Assembly Plant in Brampton, Ontario, Canada
- 6.1-liter HEMI V-8 engine: Saltillo Engine Plant in Saltillo, Mexico
- Five-speed automatic transmission: Indiana Transmission 1 in Kokomo, Ind.

MARKET POSITION

Dodge Charger SRT8 is the latest incarnation of a storied Dodge performance nameplate, combining SRT performance attributes with Dodge attitude.

Demographics

- Gender: 70 percent male/30 percent female
- Age: 40-59
- Annual Household Income: $80,000 to $100,000
- Education: 45 percent college degrees
- Household: 65 percent married; primarily post-family
- Occupation: mix of mid-level white-collar workers, skilled tradespeople, and traditional blue-collar workers in high-paying professions

MARKET ADVANTAGES

- The ultimate modern American muscle sedan – the “Charger on steroids”
- Powered by an SRT-engineered, 6.1-liter HEMI V-8 that produces 425 horsepower (317 kW) and 420 lb.-ft. (569 N•m) of torque
- SRT performance: 0-60 mph in the low 5-second range, 0-100-0 in under 17 seconds, 60-0 mph in approximately 110 feet
- Benchmark braking
- World-class ride and handling characteristics across a dynamic range
- Functional, performance-oriented exterior design and race-inspired interior appointments
- Benchmark performance at the best price

PRODUCT CHRONOLOGY

2006 Model Year

- New high-performance version of the Dodge
- Charger with new 6.1-liter HEMI® engine

Exterior

- Colors: Brilliant Black, Bright Silver, Inferno Red
- New front fascia with integrated brake duct inlets
- Insert in rear fascia
- New rear spoiler
- Body color mirrors and door handles (c/o base car)
- “SRT8” exterior badge (decklid)
- Mesh grille insert with “SRT” badge
- Brake duct system in front belly pan
- 16 mm clearance rear fascia to exhaust tips
- New hood with scoop, bezel and underhood duct
- New hood silencer pad

Interior

- Colors: Dark Slate/Light Slate Gray
- Sport front seats with matching trim on rear seats
- Red accent stitching
- Carbon fiber leather on steering wheel upper
- Satin finish steering wheel spokes (from 300C)
- Satin Silver shift bezel and lock knobs (from 300C)
- “SRT8” badge below right-hand air conditioning outlet duct
- Satin Silver color for center stack bezel

Powertrain

- 6.1-liter HEMI® engine (425 horsepower/420 lb.-ft.)
- A580 transmission with Auto Stick and four-bolt flange
- Hag 215 axle (3.06 ratio) with four-bolt flange
- Modified air cleaner/induction system
- Injector covers replace engine cover (pia)
- Prop shaft with four-bolt flanges
- “HEMI orange” block treatment
- Revised clean air duct
- Modified air cleaner box

Chassis

- New wheel tire assembly (three-season, non-directional); 20-inch front wheels and
- 245/45/20 tires (forged); 20-inch rear wheels and 255/45/20 tires (forged)
- Lower ride height (approx _") [with spring length]
- Brakes (new rotors, red calipers, and hoses)
- Exhaust system with 3.5" tips and revised tuning
- “Tire-fit” system (sealant and compressor)
- ESP — unique calibration and three-position switching
- Cooling module (42 mm core) and radiator hoses
- Revised damper tuning and spring rates
- Increased output fuel pump
- Modified front and rear suspension knuckles
- MK 25E ABS system (July 2005 implementation)

Electrical Systems

- Unique engine controller (NGC LEO) calibration
- Unique transmission calibration
- Custom cluster graphics (180 mph and 300 kph)

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