

2 August 2012

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2012 Chrysler 300 SRT8® Offers the Ultimate Combination Of World-Class Luxury and Performance

- All-new Chrysler 300 SRT8® with its 6.4-liter HEMI® V-8 offers ultimate combination of world-class luxury and performance in Chrysler's most powerful, best-handling sedan ever
- Fuel Saver Technology with all-new active valve exhaust system improves fuel efficiency by 21 percent on the highway
- New, exclusive SRT heated steering wheel features mounted paddle shifters for hands on the wheel shifting both on road and at the race track
- New, two-mode adaptive damping suspension allows for selectable suspension tuning and also automatically adapts to road and driver inputs for optimal vehicle control
- 19-speaker Harman Kardon® audio system with innovative GreenEdge® technology with 900 watts of power

The success of the modern Chrysler 300C launched in 2005 can be attributed to its broad appeal. People of all ages, incomes and lifestyles were attracted to the sedan's dramatic styling, power and performance.

"The 2012 Chrysler 300 SRT8® adds high-performance hardware to the elegant proportions and head turning design to provide the ultimate combination of world-class luxury, power and handling. With 347 kW and 631 N•m of torque, the 300C SRT8 is targeted at customers that seek heart pounding, adrenaline-filled excitement, but don't want to sacrifice comfort and style. This is another SRT car from the Chrysler stable that looks like heaven and goes like hell" said Guy Franken, Head: Group Marketing and Corporate Affairs, Chrysler South Africa

and Fiat Group Automotive.

2012 Chrysler 300C SRT8

The Street and Racing Technology (SRT) performance engineering team builds upon the all-new Chrysler 300C sedan already executed for a world-class luxury experience, to deliver Chrysler's most powerful and best handling model ever.

Performance numbers include 0-100 km/h acceleration in around 5-second range; quarter mile in high 12-second range; 0-160-0 km/h in less than 16 seconds, top speed of 280 km/h and stopping power from 100-0 km/h in 35 metres.

Awe-inspiring powertrain

Under the hood of the 2012 Chrysler 300 SRT8, the new 6.4-liter HEMI® V-8 makes its debut in the Chrysler brand product lineup delivering 347 kW and 631 N•m of torque.

The improved torque output allows for inspired standing starts and improved straight-line performance while new, performance-tuned motor mounts improve idle stability and ride control at any speed. An active intake manifold and high-lift camshaft with cam phasing provides maximum low-end torque while optimizing high-end power.

Even with the elevated power numbers, a 21-percent fuel economy increase on the highway is achieved by use of a new-for-2012 active valve exhaust system that allows the standard Fuel Saver Technology (four-cylinder mode) to engage over a wider rpm range. The new active exhaust system also allows for straight-through mid and rear mufflers for a throaty exhaust note under engine load.

The proven five-speed automatic transmission features new, standard steering wheel mounted paddle shifters that join the centre 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.

In "Drive," the transmission controller will automatically shift the vehicle. The aggressiveness of the shifting is defined by the mode chosen – either "Normal" or "Sport". Fully adaptive electronic control of all shifting makes the powertrain more responsive while minimizing harshness.

In "Manual," the shift method is defined by the driver choosing to use either paddle shift or Auto Stick. The "Sport" mode adds a hold function to the calibration in all gears, allowing the driver full control of the shifting schedule.

Outstanding ride, handling and capability

New for 2012 is an Adaptive Damping Suspension (ADS) system that is tuned specifically for the Chrysler 300C SRT8 to offer a compliant and comfortable ride.

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 lateral/vertical accelerations – automatically tune the suspension for specific conditions.

In “Sport” mode, the damping system rebound and compression is locked to the higher damping rate. Drivers can easily choose between settings to quickly change the shock damping and harshness characteristics from “Auto” for everyday commuting to “Sport” for more spirited driving situations.

The performance SRT-tuned, fully hydraulic steering system also has been improved with a new, heavy-duty pump and revised gearing to give drivers more direct feel and on-centre response.

New seven-spoke, 20-inch lightweight forged aluminium wheels provide great looks with fun-to-drive performance and handling.

Benchmark braking

SRT vehicles are well known for their world-class stopping power and the 2012 Chrysler 300C SRT8 features 360mm (front) and 350mm (rear) vented/slotted rotors with four-piston Brembo calipers painted in silver finish.

The Ready Alert Braking system anticipates when the driver quickly releases the accelerator pedal and may initiate an emergency brake stop, after which the electronic stability control pump engages to set brake pads against rotors in order to decrease the time required for full brake application.

Improved brake cooling and fade performance comes courtesy of wind tunnel designed brake cooling ducts that direct airflow to the vented rotors for consistent stopping power.

Aggressive and functional exterior

An exclusive new front fascia has a modern, yet timeless appearance that is carried through with the all-new grille and new Chrysler wing badge. The new black chrome upper and lower grille surrounds, rear valance strip and Black Vapor Chrome wheels are standard on the SRT.

The 2012 Chrysler 300C SRT8 sits a half inch lower than non-SRT models and features new SRT-exclusive side sill cladding painted in matching body colour for the “planted” look of a true sports sedan.

The rear includes a unique lower fascia with accent bar, new 4-inch round dual exhaust tips and a modified SRT8 deck-lid badge with new black accent.

Race-inspired and high-performance interior

The all-new interior environment combines world-class luxury accommodations with performance-oriented technology and appointments.

An all-new leather-wrapped, heated, SRT-exclusive steering wheel features a unique satin chrome rim section with a flattened bottom surface showing the SRT logo. Standard paddle shift controls flank both sides of the new contoured palm rests while all audio and Electronic Vehicle Information Centre (EVIC) controls are accessible from the horizontal spokes on the steering wheel.

For the high-performance look, real carbon fibre interior trim pieces are integrated into the new instrument panel, door spears and shifter bezel and new racing style brake and accelerator pedal pads are standard.

The new full-colour graphic EVIC with exclusive Performance Pages includes timers for 0-100 km/h, 200 m and 400 m times, 100-0 braking distance, along with lateral and longitudinal g-forces within the touchscreen display.

The new instrument panel's 8.4-inch colour 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, power and torque outputs along with engine gauges. The display is customizable to a driver selectable background.

The standard heated and ventilated front seats have active headrests with the SRT logo embroidered in the seat backs. Rear seats also are heated for passenger comfort.

Modified door trim panels feature unique bolster material and accent stitching on armrests to match the seats.

The interior package includes Poltrona Frau "Foligno" leather-wrapped upper door trim panels, instrument panel, cluster brow and centre console side panels. Nappa leather covers the door bolster, armrest and centre console armrest.

Safety and security

The all-new 2012 Chrysler 300C SRT8 features more than 70 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.

Chrysler brand's signature SafetyTec Group is standard on the 2012 Chrysler 300C SRT8

and includes Forward Collision Warning (FCW) with Adaptive Cruise Control (ACC), Blind-spot Monitoring (BSM) with Rear Cross Path (RCP) detection.

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

Connectivity and Infotainment

The state-of-the-art Uconnect® Touch 8.4N system provides all of the next-generation mobile infotainment and multimedia items to keep passengers connected between any destination.

New for 2012, the Chrysler 300 SRT8 features a 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 new system uses GreenEdge® technology 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.

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

The 2012 Chrysler 300C SRT8 is built at the Brampton Assembly plant in Brampton, Ontario, Canada.

The Retail Price:

Chrysler 300C SRT8 6.4L V8 – R629 990

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Chrysler's media web sites:

<http://www.media.chrysler.com>

<http://www.quickpic.co.za>

Product and customer information can be sourced from:

<http://www.chryslersa.co.za>

<http://www.chrysler.com>