

The SRT logo is rendered in a bold, italicized, red sans-serif font.The graphic features the text 'Chrysler 300 SRT' in a large, white, sans-serif font, with 'OVERVIEW' in a smaller, white, sans-serif font below it. The background is a yellow-to-orange gradient with a pattern of small, dark dots and larger, semi-transparent hexagonal shapes.

2014 Chrysler 300 SRT OVERVIEW

Chrysler Canada: 2014 Chrysler 300 SRT Provides the Ultimate Combination of Luxury and High-Performance

- SRT engineered 6.4-litre HEMI® V8 drives Chrysler brand's most powerful and best-handling sedan ever
- Adaptive Damping Suspension (ADS) allows for three-mode selectable suspension tuning
- Standard launch control provides enhanced straight-line acceleration, exclusive SRT heated steering wheel features mounted paddle shifters for hands-on-the-wheel shifting both on road and at the racetrack
- FuelSaver Multi-Displacement-System (MDS) Technology with active valve exhaust system delivers up to 8.7 L/100 km (32 mpg) on the highway¹
- 19-speaker harman/kardon® audio system with innovative GreenEdge technology is available with 900 watts of power

The 2014 Chrysler 300 SRT sedan is targeted at customers who seek heart pounding, adrenaline-filled excitement, but don't want to sacrifice comfort and innovative features to get it. With head turning designs, inside and out, the Chrysler 300 SRT provides the ultimate combination of world-class luxury, power and handling.

Performance numbers include 0-100 km/h acceleration in the high 4-second range; 400 metre (quarter mile) in the 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 km/h-to-0 in 37 metres².

The return of the 300 SRT to the Chrysler lineup in 2012 evoked a strong comparison to the original high-performance production car of its time – the 1955 Chrysler 300. Known for simple, strong lines, excellent engineering, high levels of luxury and outstanding performance with the first modern North American V8 engine to produce 300 horsepower (hp), the first Chrysler 300 (C-300) was styled by Virgil Exner, who radically redesigned the entire Chrysler line and created what they called "The Forward Look" in 1955. Without much chrome on the sides, his designs were simple, but strong. Exner is credited with creating the illusion of fast, forward movement.



The Chrysler C-300 won on both the road course and the “flying mile” at Daytona in 1955. In 1956, the Chrysler 300B model won both events again. In fact, the Chrysler 300s dominated NASCAR competition in 1955 and 1956, taking the overall championship in both years. A legendary and luxurious performance car was born. The “letter cars” quickly became the most desirable of the Chrysler lineup and became known as the “Beautiful Brutes.”

Awe-inspiring powertrain

Under the hood of the Chrysler 300 SRT, the 6.4-litre HEMI® V8 delivers 470 hp and 470 lb.-ft. of torque.

The high torque output allows for inspired standing starts and straight-line performance while 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.

On the highway, up to 8.7 L/100 km (32 mpg)¹ is achieved by use of an active valve exhaust system that allows the standard FuelSaver Multi-Displacement System (MDS) 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.

The proven five-speed automatic transmission is controlled through standard steering wheel-mounted paddle shifters or the centre-console mounted Auto/Stick™, allowing for a choice of active shifting on both the road and the race track. 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

The Adaptive Damping Suspension (ADS) system includes three modes and is tuned specifically for the Chrysler 300 SRT to offer a compliant and comfortable ride on the street, yet can easily be switched to handle on-track conditions.



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 centre stack to quickly change the shock damping characteristics from “Auto” for everyday commuting, to “Sport” for more dynamic 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 Auto/Stick™.

Also, the Chrysler 300 SRT’s 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 Electronic Stability Control (ESC) button twice and then with their foot securely on the brake, quickly applies full throttle. Launch control holds the engine at an 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 100 km/h (62 mph)².

The performance SRT-tuned, fully hydraulic steering system uses a heavy-duty pump and unique gearing to give drivers more direct feel and on-centre response.

Seven-spoke, 20-inch lightweight forged aluminum wheels and available three- or four-season Goodyear® tires 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 Chrysler 300 SRT features 360 mm (14.2-inch) front and 350 mm (13.8-inch) rear vented and 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 depresses the brakes, after which the ESC pump engages to set the brake pads against the 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 SRT exclusive front fascia has a modern, yet timeless appearance that is carried through the grille and Chrysler winged badge. The Black Chrome upper and lower grille surrounds, rear valance strip and SRT-exclusive, Black Vapour Chrome wheels are part of the available Black Chrome Package. To add to the customized look of the 300 SRT, customers can also opt for the Black painted roof.

The Chrysler 300 SRT sits 13 mm (half inch) lower than non-SRT models and features SRT-exclusive side sill cladding painted in matching body-colour for the “planted” look of a true sports sedan. Standard wheels are seven-spoke, 20 x 9-inch, fully forged aluminum with polished face and painted Sparkle Silver. The available fully forged, Black Vapour Chrome aluminum wheels are the same seven-spoke, 20 x 9-inch design.

Nine exterior colours for 2014 include; Dark Ceramic Grey, Billet Silver Metallic, Bright White, Granite Crystal Metallic, Deep Cherry Red Crystal Pearl, Gloss Black, Ivory Pearl Tri-coat, Jazz Blue Pearl, and Phantom Black Tri-coat Pearl.

The rear includes a unique lower fascia with chrome accent bar, 102 mm (4-inch) round dual exhaust tips and a modified SRT deck-lid badge with black accent.

Race-inspired and high-performance interior

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

A 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 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 instrument panel, door spears and shifter bezel and racing style brake and gas pedal pads are standard.

The full-colour graphic EVIC with exclusive Performance Pages includes timers for 0-100 km/h, 200 metre (one-eighth mile) and 400 metre (quarter-mile) times, 100-0 km/h braking distance, along with lateral and longitudinal g-forces within the display².

The instrument panel's 8.4-inch colour touch-screen display – the segment's largest display – also has all the same SRT Performance Pages data as the EVIC, and is further expanded to include steering

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angle, horsepower and torque outputs along with engine gauges. The display is customizable to a driver selectable background.

The standard heated and ventilated front seats have reactive front head restraints 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 the armrests to match the seats.

The interior is available in Black or with two-tone Black and Radar Red treatment including Radar Red door armrests, centre console armrest and Nappa leather-faced seats with perforated suede inserts and Silver accent stitching throughout.

The available Premium Leather Interior Package offers 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 Chrysler 300 SRT features more than 70 available safety and security features, including standard Keyless Enter 'n Go™ and 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 available on the Chrysler 300 SRT and includes Forward Collision Warning with Adaptive Cruise Control, and exterior mirrors with supplemental turn signals and approach lamp.

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

Connectivity

The standard Uconnect™ 8.4N radio system provides infotainment, multimedia and connectivity to keep passengers connected and entertained between destinations. With the segment’s largest touch-screen display (8.4-inches), the easy-to-use system delivers world-class functionality with an intuitive user interface that was benchmarked against the best sedans from Europe, Asia and North America.

Segment-exclusive Garmin® navigation on the Uconnect™ 8.4N provides easy-to-use maps, lane guidance and more than 6 million points of interest. Uconnect™ hands-free communication with Bluetooth® streaming audio is activated by means of steering-wheel controls and work in synergy with familiar centre-stack controls to make the experience intuitive and simple for the driver.

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Chrysler 300 SRT

OVERVIEW

The Chrysler 300 SRT features an available 900-watt, 19-speaker premium SRT performance audio surround-sound system from harman/kardon®. The system offers world premiere innovations, 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 a 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 per cent, representing a net efficiency of more than 90 per cent in some cases. The speakers are tuned for maximum efficiency and perfectly matched to the amplifier output.

The system's ultra-lightweight, 19 GreenEdge high-efficiency speakers include:

- Seven, 3.5-inch Unity Coaxial mid-range speakers with seven integrated tweeters located in the front dash, rear doors and rear deck
- Two, 6 x 9-inch subwoofers located in the front doors
- Two, 6 x 9-inch subwoofers in the rear deck
- One, 10-inch subwoofer in the rear deck

Manufacturing

The 2014 Chrysler 300 SRT is built at the Brampton Assembly Plant in Ontario.

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 lineup in the 2014 model year features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT, Dodge Challenger SRT 392, Dodge Charger SRT and Jeep Grand Cherokee SRT and the SRT flagship Viper and Viper GTS models.



Chrysler 300 SRT

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About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT, FIAT and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.



Fuel Economy¹

Based on 2014 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors.

Obey the rules of the road. Drive Responsibly.²