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2006 Chrysler 300C SRT8 Market Position and Advantages

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Market Position

The Chrysler 300C SRT8 exemplifies the SRT formula of all-around performance at a very attractive price, with expressive yet functional design, stunning performance and near-luxury refinement. The Chrysler 300C SRT8 offers key SRT attributes in functional, performance-oriented styling; world-class ride and handling across a dynamic range; race-inspired interior appointments; benchmark braking; and an SRT-engineered, 425-horsepower, 6.1-liter SRT HEMI® engine.

Market Advantages

- Powered by a 6.1-liter HEMI V-8 producing 425 horsepower (317 kW) and 420 lb.-ft. (569 N•m) of torque, the Chrysler 300C SRT8's powertrain represents a new level in HEMI performance, with 85 additional horsepower — 25 percent more than the 5.7-liter HEMI
- Chrysler 300C SRT8 offers the ultimate in American sedan performance, and builds on the momentum of Chrysler 300 and HEMI
- The Chrysler 300C SRT8 is part of a growing lineup of Street and Racing Technology (SRT) vehicles developed under the credo: "Race inspired, street legal"
- The SRT formula endows the 300C SRT8 with sophisticated ride and handling characteristics, suitable for conditions ranging from everyday traffic to spirited driving on challenging routes

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