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That Thing Gotta HEMI®?

Probably.

- HEMI® take-rate hits 46 percent
- Chrysler Group ups ante with all-new beefed-up 425-horsepower 6.1-liter HEMI V-8
- All-new HEMI engine generates 25 percent more power – additional 85 horses

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The HEMI® continues to build momentum.

Since first introducing the all-new 5.7-liter HEMI V-8 engine for the 2003 model year, Chrysler Group has sold more than 469,000 vehicles with a HEMI inside. In Chrysler Group vehicles where HEMI is offered, the take-rate is 46 percent.

"The HEMI continues to resonate with consumers and has essentially become a brand within our brands," said Eric Ridenour, Executive Vice President – Product Development, Chrysler Group. "And with MDS, our modern cylinder deactivation system, the HEMI seamlessly moves from eight cylinders to four cylinders and back. The only thing customers notice is a savings in fuel economy of up to 20 percent."

On a product-by-product basis, the HEMI remains a popular engine choice. For Dodge Durango, the take-rate is 54 percent. The 2005 Dodge Ram is at 46 percent while Dodge Magnum and Chrysler 300C are at 43 percent. Jeep® Grand Cherokee's take-rate is 29 percent. MDS is available on Dodge Magnum, Chrysler 300C and Jeep Grand Cherokee.

In the spring of 2005, Chrysler Group will up the ante and unleash an all-new, beefed-up 6.1-liter 425-horsepower HEMI V-8 engine in the new 2005 Chrysler 300C SRT8. Preliminary performance targets for Chrysler 300C SRT8 are 0-60 mph in the low five-second range and a quarter-mile time in the high 13-second range.

The 425-horsepower, naturally aspirated 6.1-liter HEMI will be the highest specific-output V-8 engine ever offered by the Chrysler Group. Its 69.8-horsepower-per-liter rating exceeds even that of the legendary 1966 "Street HEMI." Torque is rated at 420 lb.-ft.

"Without question, the HEMI continues to play a critical role in building momentum for the Chrysler Group," said Ridenour. "With the introduction of the 6.1-liter HEMI, we're taking the legendary HEMI to a new level of benchmark performance."

Chrysler Group builds HEMI engines at its Saltillo (Mexico) Engine Plant. Production for the 6.1-liter HEMI begins in early 2005. Chrysler Group sales are up three percent year-over-year through November.

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