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## High-tech Features Boost Performance of 2014 Dodge Challenger SRT

- Proven 392-cubic inch (6.4-liter) HEMI® V-8 engine offers 470 horsepower and 470 lb.-ft. of torque across a wide rpm range while delivering 23 miles per gallon on the highway
- Exclusive SRT heated steering wheel features mounted paddle shifters for hands on the wheel shifting both on road and at the racetrack
- Available 18-speaker Harman Kardon audio system, with innovative GreenEdge technology delivers 900 watts of power
- Two price classes, including the Challenger SRT Core model offering all of the Core SRT performance features for under \$40,000

September 1, 2013 , Auburn Hills, Mich. - The 2014 Dodge Challenger SRT offers high-tech performance features to solidify its place as the brand's ultimate modern American rear-wheel-drive muscle coupe. This 470 horsepower machine promises a balanced performance approach with outstanding straight-line acceleration, world-class ride and handling, high-performance braking and the most up-to-date technologies that deliver more driver excitement and control. And it still delivers up to 23 miles per gallon (mpg) on the highway.

The 2014 Challenger SRT accelerates from 0-60 mph in the high 4-second range; runs the quarter mile in mid-12-second range with the automatic transmission (high 12-second range with the manual); goes from 0-100-0 mph in the low 15s, reaches a top speed of 182 mph with the manual transmission (175 mph with the automatic) and stops from 60-0 mph in just 117 feet.

### Awe-inspiring powertrain

The 392-cubic inch, 6.4-liter HEMI® V-8 delivers 470 horsepower (351 kW) and 470 lb.-ft. (637 N•m) of torque. The torque band is extremely flat allowing for strong standing starts and improved straight-line performance throughout the rpm range. An advanced active intake manifold along with high-lift cam with phasing provides maximum low-end torque and high-end power while still delivering 23 miles per gallon (mpg) on the highway with the standard manual transmission or available automatic transmission. Performance-tuned engine mounts improve idle stability and ride control at all speeds.

Standard Fuel Saver Technology (four-cylinder mode) in automatic transmission equipped models allows the engine to operate economically on four cylinders or use the power of all eight cylinders when needed. The EPA fuel economy mpg city and highway ratings for the 2014 Challenger SRT are 14/23 for manual or automatic transmission models.

A look under the hood reveals unique valve covers with painted silver ribs and the "392 HEMI" logo, which gives the engine a unique, clean and aggressive look.

The 2014 Challenger SRT features a standard Tremec TR-6060 six-speed manual transmission and a dual-disc high-performance clutch – a proven performer that was first offered on the 2008 Dodge Viper SRT10.

The optional five-speed automatic transmission features standard steering-wheel mounted paddle shifters and the

center 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 "Track." 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 "Track" 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**

An available adaptive damping suspension (ADS) system offers two modes and is tuned specifically for the Challenger SRT to provide an everyday performance ride or a much firmer racetrack capable damping for more challenging driving situations.

Challenger SRTs with automatic transmissions and ADS are able to achieve three different vehicle modes: Auto, Sport and Track.

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 center stack to quickly change the shock damping characteristics from "Auto," for everyday commuting, to "Sport," for more spirited driving situations.

In "Track" mode, the higher damping rates from the Sport mode 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 AutoStick.

The ADS system on the Challenger SRT features the fastest turn-in and most nimble handling characteristics of any of the 6.4-liter SRT products. In the "Sport" or "Track" settings, the system provides the highest damping rates, allowing the driver to push the handling envelope to the extreme.

A new for 2014, standard launch control system on both manual transmission and automatic transmission equipped models helps maximize straight-line acceleration.

#### *On the manual transmission model:*

When the vehicle is at a complete stop, the driver engages the system by pressing the electronic stability control (ESC) button twice and then depresses the clutch and quickly applies full throttle. Launch control holds the engine at the desired rpm and waits for the driver to release the clutch. Through the SRT-exclusive, Electronic Vehicle Information Center (EVIC) screen, the driver can adjust the launch rpm from 2500-4500 in 250 rpm increments, allowing for optimal launches in various conditions. Launch control then uses engine torque management to achieve controlled wheelslip for maximum acceleration up to 62 mph (100 kph).

#### *On the automatic transmission model:*

When the vehicle is at a complete stop, the driver engages the system by pressing the ESC button twice and then with their foot securely on the brake, quickly applies full throttle. Launch control holds the engine at optimal launch rpm (1,825) and waits for the driver to release the brake. Launch control then uses engine torque management to achieve controlled wheel slip for maximum acceleration up to 62 mph (100 kph).

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

Sitting a half-inch lower than non-SRT models, the 2014 Challenger SRT Core rides on cast aluminum 20 x 9-inch aluminum wheels and the Challenger SRT Premium rides on five-spoke, 20 x 9-inch lightweight forged aluminum wheels with satin black painted pockets. Split five-spoke, 20 x 9-inch lightweight forged and polished aluminum

wheels with the SRT-exclusive Black Vapor Chrome finish are optional in both price classes.

Standard Goodyear RSA All-Season tires or available Goodyear F1 Supercar Three-Season complement the performance design cues and deliver serious gripping performance and handling.

The handling result is .90g capability on the skid pad – the most of any production Challenger and on par with some of the world's best-handling performance coupes.

### **Benchmark braking**

The standard SRT performance brake package produces world-class stopping power of 60 to 0 mph in just 117 feet from 14.2-inch (front) and 13.8-inch (rear) vented/slotted rotors with four-piston Brembo fixed calipers. The three-mode ESC with knockback mitigation also includes four-wheel anti-lock brake system (ABS), all-speed traction control, electronic brake-force distribution, Brake Assist and Hill-start Assist.

The Ready Alert Braking system anticipates when the driver quickly releases the accelerator pedal and may initiate an emergency brake stop, after which the ESC 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**

The exterior styling of the 2014 Challenger SRT remains instantly recognizable with proportions that continue to evoke a bold, performance coupe that has a wide, stable stance on the road.

The large front splitter and integrated front fender spats and body color rear deck-lid spoiler provide stable high-speed aerodynamics and overall balance while the front fascia chin spoiler also improves aerodynamics and is accented in black for a more aggressive look. The front grille features a bright grille surround.

For 2014, available exterior colors include: Billet Silver Metallic Clear Coat, Bright White Clear Coat, Granite Crystal Metallic Pearl Coat, Jazz Blue Pearl Coat, Pitch Black Clear Coat, Phantom Black Tri-coat Pearl, Redline Tri-coat Pearl, Plum Crazy Pearl Coat, TorRed Clear Coat and Header Orange Clear Coat. Dual, full-body stripes are available in black, grey metallic, red and silver metallic.

"392" decals on the SRT Core model and unique "392 HEMI" badges on the Premium model flank both fenders touting the historically significant V-8 engine that remains true to its high-performance roots and powers the highest-rated Challenger in terms of horsepower and torque ratings. From the rear, the four-inch rectangular exhaust tips deliver the 392's performance exhaust note while adding the styling cue of a serious muscle car.

### **Race-inspired and high-performance interior**

The race-inspired interior begins with a leather wrapped, heated, SRT-exclusive steering wheel that features a unique satin chrome rim section with a flattened bottom surface that showcases the SRT logo. The optional automatic transmission includes paddle shift controls on both sides of the contoured palm rests. All audio and EVIC controls are accessible from the horizontal spokes on the steering wheel.

The trapezoidal instrument panel features a four-bomb gauge cluster with chromed accent rings and unique SRT graphics. Inside the cluster, the EVIC with performance pages provides the driver with trip information, multimedia information from the Media Center radio, along with instant feedback on 0-60 mph time, 60-0 mph braking, G-forces, one-eighth mile and quarter-mile times.

Power lumbar-equipped front seats are standard. The driver's seat features seatback tilt with memory and an easy to reach release handle, while the front-passenger seat adds tilt and slide with memory, which makes it even easier for passengers to get in and out of the back seat.

Interior color combinations for 2014 include Dark Slate Gray and Radar Red/Dark Slate Gray, which adds color to the seats, door bolsters and rear seat armrest.

### **Challenger SRT Core model**

The SRT brand recently expanded its “Core SRT” vehicle strategy by offering the Core model, which includes exclusive content, including the standard premium ‘Ballistic’ cloth interior from the new SRT Viper, SRT-tuned sport suspensions and distinctive exterior accents. The Core models are designed and built with the back-to-basics performance-driving enthusiast in mind.

The Challenger SRT Core model features a 6.4-liter badge on the front fenders, 20-inch cast-aluminum wheels with black painted pockets and standard black Brembo brake calipers. On the inside of the new Core model, the SRT seats have black surfaces using the same premium “Ballistic” cloth inserts from the SRT Viper and are flanked by aggressive bolsters and door bolster inserts. Various matte carbon and piano black accents surround the instrument panel, door bezels and center console.

### **Safety and security**

The 2014 Challenger SRT features more than 35 advanced safety and security features, including standard Keyless Enter-N-Go and three-mode ESC with segment-exclusive Ready Alert Braking and Rain Brake Support safety features to improve overall vehicle handling and performance.

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**

For maximum convenience and to keep passengers connected, a wide array of connectivity and mobile multimedia options are available on the 2014 Challenger SRT.

The available innovative Uconnect Media Center 430, 430N and 730N radios integrate a 6.5-inch touchscreen display, with a hard drive where music and photos can be stored. Uconnect Media Center radios also offer two navigation options, including: segment-leading Garmin Navigation guidance and mapping (Uconnect Media Center 430N), or premium GPS Navigation with SiriusXM Traffic (Uconnect Media Center 730N). Both navigation solutions feature SiriusXM Travel Link, providing real-time weather, fuel prices and more while on the go.

The 2014 Challenger SRT features an available 900-watt, 18-speaker premium SRT performance audio surround-sound system from Harman Kardon. The system offers world premier innovation, featuring a 32-volt TPS (Tracking Power Supply) 12-channel Class D amplifier that delivers outstanding acoustics and brings multi-dimensional, quality sound for all interior occupants.

The system uses GreenEdge 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.

The system's 18 GreenEdge ultra-lightweight, 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 10-inch subwoofers in a trunk-mounted enclosure

The 2014 Challenger SRT is built at the Brampton Assembly plant in Brampton, Ontario, Canada.

### **392's Storied History**

The original 392 HEMI engine was introduced in the new 1957 model year Chrysler and Imperial products. It replaced the 354 cubic-inch version of the original HEMI launched in 1951. Compared with the 354 engine, the 392 was completely revised and improved, with larger valves and ports, a beefier block and crankshaft and improved bearings. In short, the 392 HEMI, often affectionately referred to simply as the “92,” was perfect for drag racing.

More than a few racers at that time immediately enhanced the performance of the newest HEMI by bolting on six or

eight carburetors, installing new camshafts, etc., and went racing.

Racing legend Don "Big Daddy" Garlits ran a 392 in his infamous Swamp Rat I dragster at record speeds of faster than 180 mph on nitro with no supercharger. Garlits also used a 392 HEMI to officially break the 200-mph barrier when his Swamp Rat went 201.34 mph at Atco, N.J., in 1964.

But the 392's success went beyond the drag strip. It also set records at the Bonneville Salt Flats and in boat racing. Drag racing boats were no different than their land-based counterparts in the use of the 392. Famous HEMI engine builder Keith Black was better known on the water than on the land, until he teamed up with Tommy Greer and hired Don "The Snake" Prudhomme to dominate Top Fuel in California in the early 1960s using a 392 HEMI.

After 1958, the 392 HEMI was gone as a production engine, but it still remains a legend. Collectors are now preserving many historic 392-powered race cars and hot rods and proudly displaying them on show car circuits.

In 2007, Mopar – Chrysler Group LLC's service, parts and customer-care brand – helped celebrate the 50th anniversary of the original 392 by launching a modern, crate engine version of the 392 HEMI.

In 2011, Dodge introduced the Challenger SRT 392 for the street featuring the new 470 horsepower, 392-cubic inch HEMI V-8; an engine with a famous name but engineered as a decidedly high-tech, modern masterpiece with active intake manifold, variable cam timing and Fuel Saver technology (four-cylinder mode). During the model year, only 1,492 Inaugural Edition models were built with exclusive interior and exterior appointments.

### **SRT Track Experience**

Owners of any Chrysler Group SRT vehicle receive one day of professional driving instruction as part of the SRT Track Experience, designed to maximize their driving knowledge and skills on the street or track. Sessions are held throughout the year at selected tracks.

### **About SRT**

The Chrysler Group's SRT (Street and Racing Technology) 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 2014 SRT lineup 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, Dodge Charger SRT and Jeep® Grand Cherokee SRT join the flagship SRT Viper, which made its highly anticipated return to the high-performance sports car market in 2013.

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