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## **Chrysler Group to Auction Chairman and CEO Sergio Marchionne's Customized 2011 Dodge Challenger SRT8 and Mopar's Latest HEMI<sup>®</sup> V-8 Crate Engine to Benefit United Way for Southeastern Michigan**

- Auction will take place April 4-6, 2013 at Barrett-Jackson in Palm Beach, Fla.
- Highest bidder will receive Marchionne's autographed and customized 2011 Dodge Challenger SRT8 392 and powerful Mopar Gen III 426 HEMI<sup>®</sup> V-8 crate engine
- All proceeds will go to United Way for Southeastern Michigan

March 10, 2013, Auburn Hills, Mich. - In support of United Way for Southeastern Michigan (UWSEM), a package of Chrysler Group Chairman and CEO Sergio Marchionne's customized 2011 Dodge Challenger SRT8 392 and Mopar's latest HEMI<sup>®</sup> V-8 crate engine will be auctioned with all proceeds going to UWSEM. The auction will take place during the Barrett-Jackson auction in Palm Beach, Fla., April 4-6, 2013.

This special contribution runs concurrent with United Way's annual community giving campaign that was launched in September with a \$35 million fundraising goal for the organization. Marchionne, who serves as Campaign Chair for the campaign, helped kick-off the annual campaign on Sept. 14 with a symbolic torch lighting ceremony on Detroit's Hart Plaza.

"It gives me great pleasure to thank Sergio Marchionne and Chrysler Group for their commitment to Detroit and its surrounding communities," said Michael J. Brennan, President and CEO of United Way for Southeastern Michigan. "Through the generous support of those who open their hearts and wallets during the Barrett-Jackson auction, United Way can capitalize on the ability to accelerate the impact of its work in three interconnected areas: education, income and basic needs."

Marchionne's personal, one-of-a-kind 2011 Pitch Black Dodge Challenger SRT8 392 features a set of custom mixed "Dark Charcoal" racing stripes that were hand laid by the designers in the SRT brand design studio and applied by the master painters from the Chrysler Group's Product Design Office.

The Challenger SRT8 392 has been lowered using a Mopar adjustable coil-over suspension kit to add even more performance attitude to its aggressive stance. The car also features a Mopar exhaust system. The SRT designers wanted a sinister look from every angle, so the tail lamps have been "smoked" and the iconic 392 HEMI<sup>®</sup> fender badges have been re-created in gloss and satin black finishes. The factory forged 20-inch-by-9-inch wheels have been finished in matte black to complete its menacing looks.

The interior features custom-trimmed black leather seats embroidered with SRT and 392 logos. Inside the instrument cluster, the SRT-exclusive Electronic Vehicle Information Center with performance pages provides the driver with trip information, multimedia information from the Media Center radio, along with instant feedback for 0-60 mph, 60-0 mph braking, one-eighth mile and quarter-mile elapsed times along with various G-force measurements.

As equipped from the factory, Marchionne's Challenger SRT8 392 is powered by the proven 392-cubic-inch (6.4-liter) HEMI V-8 engine that pumps out 470 horsepower and 470 lb.-ft. of torque across a wide rpm range while still delivering up to 23 miles per gallon on the highway with its six-speed manual transmission. This legendary V-8 has gained some serious technology over the years and now features an active intake and an innovative cam in cam variable-cam timing that manipulates timing and overlap. Like the original 392 HEMI models from Chrysler Group, this Challenger backs its road presence with performance numbers such as 0-60 mph in the high 4-second range and quarter-mile elapsed time in the high 12s.

Mopar's newest all-aluminum crate engine – the Gen III 426 HEMI V-8 is rated at 540 horsepower and 530 ft.-lbs. of torque for the buyer who wants even more hard charging horsepower from under the hood.

For information on online and phone bidding, visit <http://www.barrett-jackson.com/bid/>.

#### **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 SRT vehicle lineup features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts including. The 2013 model year Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and soon-to-be-launched 2014 Jeep Grand Cherokee SRT are joined by the SRT flagship 2013 Viper and Viper GTS models, which are making their highly anticipated return to the high-performance sports car market.

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Chrysler Connect blog: <http://blog.chryslergroupllc.com>

Streetfire: <http://members.streetfire.net/profile/ChryslerVideo.htm>

Corporate website: <http://www.chryslergroupllc.com>

#### **About the Mopar Brand**

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the Chrysler Group and Fiat SpA partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat SpA, Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 120 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat SpA brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat SpA vehicles — a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at <http://www.mopar.com>.

#### **About United Way for Southeastern Michigan**

United Way for Southeastern Michigan mobilizes the caring power of Wayne, Oakland and Macomb counties to improve lives in measurable and lasting ways throughout the region. The organization is led by a diverse group of volunteers from business, labor, government, human services, education and the community. United Way provides opportunities to invest in the metropolitan Detroit community through its annual Campaign and is a leader in convening partners to impact local residents each year by increasing economic self-sufficiency, protecting children and youth at risk, strengthening families, empowering neighborhoods and communities, and promoting health and wellness. Additional information is available at [www.LiveUnitedSEM.org](http://www.LiveUnitedSEM.org).

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