

## **Chrysler returns to Bathurst with even more firepower**

October 4, 2006

- Chrysler signs for another two years as official V8 Supercar Championship Series safety car provider
- 300C SRT8 the new leading light
- 300C continues to lead the pack both on and off the race track

Chrysler's 300C is set to continue to revel in its now familiar role as 'leader of the V8 Supercar pack', with the company today announcing it will extend its relationship with the V8 Supercar Championship Series for a further two years as the official safety car provider.

To celebrate the announcement, which comes on the eve of Australia's biggest V8 Supercar race - the Supercheap Auto Bathurst 1000 (October 5-8), Chrysler have launched the high performance 317 kW, 6.1-litre HEMI® V8 300C SRT8 into the safety car role.

The deal builds on the success of the previous two years in which the 5.7-litre HEMI V8 300C has dutifully served as the leading light for the popular series. Chrysler's V8 Supercar involvement has helped the company gain invaluable exposure for its striking rear-wheel drive sedan in front of millions of motoring fans and is credited, in-part, to driving the car's runaway sales success and helping put Chrysler back on the map in Australia.

"Like the car itself the 300C V8 Supercar initiative has been an outstanding success," said Gerry Jenkins, managing director, Chrysler Group Australia. "We have received incredibly positive feedback from countless motoring enthusiasts and now passionate performance fans can keep track of the crème of our brand with the 317 kW 300C SRT8 leading the way," he said.

The 300C is also becoming increasingly more at home leading its rivals off the race track of late having recently claimed sales segment leadership in the upper large segment (under \$100,000).

To further strengthen its presence at the V8 Supercar Championship Series Chrysler will also showcase the brand's growing vehicle range and provide fans with the opportunity to purchase Chrysler and HEMI merchandise from a Chrysler trailer at key rounds during the season.

In 2005 the Chrysler 300C safety car was in action for over 100 official laps. In its duties so far in 2006 it has seen 87 official laps.

"The 300C has been invaluable to the sport this year and plays an essential role in maintaining track safety for our drivers," V8 Supercars Australia Chief Executive Officer Wayne Cattach said.

"The partnership with Chrysler has been an outstanding success for the sport. Chrysler is a wonderful partner as the official supplier of the safety car for the WPS Safety Car Program. And the 300C with its bold design, makes a very good fit for our sport," said Cattach.

With over 1.76 million fans attending last year's races held throughout Australia and millions more tuning in on television, the appeal and exposure of the V8 Supercar Championship Series is far reaching.

The next round of the 2006 V8 Supercar Championship Series, the Supercheap Auto Bathurst 1000, takes place at the famous Mount Panorama circuit this weekend October 5-8, 2006.

For more information on the Super Cheap Auto 1000, round 9 of the V8 Supercar Series, visit [www.v8supercar.com.au](http://www.v8supercar.com.au).

