

CAR CORNER

Powering Up The 2005s

(NAPSA)—Car enthusiasts across the country are revved up over the new trend in 2005's vehicles: increased power.

Automakers have made power and speed a top priority in many of their new-model vehicles—and phrases such as “that thing got a HEMI®?” have raced into the car fan's vocabulary.

Industry experts say perhaps nowhere is the auto market's newfound need for speed (and power) more plainly demonstrated than in the popularity of the reintroduced HEMI engine. The legendary engine that powered muscle cars of the 1960s has been re-engineered and reborn as a modern high-performance and fuel-efficient power plant known as the 5.7-liter HEMI V-8.

The first HEMI was introduced by Chrysler in 1951 and produced 180 hp (an impressive output for the time). The first cars to carry the new engine were the New Yorker and Saratoga lines. Between 1951 and 1953, HEMI engines were offered on the Chrysler, DeSoto and Dodge.

Consistent with its predecessors, the modern HEMI is elegantly simple—even to “nongearheads.” It achieves power, fuel economy and emissions goals with a design that is uncomplicated and cost effective.

The newly designed engine is also extremely versatile. It offers best-in-class performance in the Dodge Ram and Dodge Durango and is configured to be a smooth premium engine in the Chrysler 300C and Dodge Magnum RT. It powers the 2005 Jeep® Grand



The new-car lineup for 2005 features powerful engines and plenty of horsepower.

Cherokee as well. Later this year, it will be offered on the all-new Dodge Charger and Jeep Commander.

Fuel economy has also been improved, but not at the expense of HEMI performance. Chrysler Group has developed a Multi-Displacement System (MDS) that deactivates four cylinders when the V-8 is not needed.

Jeep Grand Cherokee is the first sport-utility vehicle to offer MDS, which increases fuel economy by up to 20 percent.

“The modern HEMI is engineered to deliver outstanding performance and reduced noise, vibration and harshness, resulting in a highly refined power plant,” said Bob Lee, VP Powertrain, Chrysler Group. “Ninety percent of the engine's peak torque is available from 2,400 through 5,100 rpm for excellent performance.”

For more information on the engine, visit the Web site at www.daimlerchrysler.com.