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FIRST GLANCE

Chrysler Firepower: A Car Without a Name



Gregory Shamus/Reuters

Chrysler Firepower concept

By **NICK KURCZEWSKI**

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Introduced on Sunday: Chrysler Firepower design study

What's the point? The quest for a Chrysler-brand performance flagship continues despite the recent decision not to produce last year's outrageous – in terms of potential performance – ME Four-Twelve design study.

Is it real? No, the Firepower is a show car for now.

Company line: “This car is our passion and pride on wheels,” said Trevor Creed, DaimlerChrysler’s vice president of design.

The view from here: Riding high on the success of the 300C sedan, the Chrysler division seems intent on producing a flagship car to maintain the momentum. As concept cars go, the Firepower makes a surprising amount of sense by using off-the-shelf components such

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as the Hemi V-8 and the Viper platform.

What makes it tick: If it's a Chrysler, it had better have a Hemi. The Firepower doesn't disappoint with a 6.1-liter Hemi V-8 that Chrysler said will propel the car from 0-60 mph in less than 4.5seconds.

How much? How soon? If and when it does come to market, chances are that it would go head to head with vehicles like the Porsche 911, BMW 6 Series and Mercedes-Benz CL. But the Firepower will not be called that after the Detroit show –Chrysler does not own rights to the name and would have to find another if the car comes to market.

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Stan Honda/AFP/Getty Images

Members of the media take a close look at the Chrysler Firepower concept car at the Detroit auto show on Sunday.

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