

Name the New Viper Color and Win a Trip to the 2014 Rolex 24 Hours of Daytona

- SRT brand to host The SRT Viper Color Contest that enables fans to name an official new exterior color for the 2014 Viper
- Grand prize winner will win a trip to the 2014 Rolex 24 Hours At Daytona at Daytona International Speedway in Jan. 2014 as a VIP guest of SRT Motorsports
- Participants can enter 'The SRT Viper Color Contest' online via www.driveSRT.com

October 16, 2013, Auburn Hills, Mich. - The Chrysler Group's Street and Racing Technology (SRT) brand is giving someone a chance to make their mark on automotive history as the color palette for the 2014 SRT Viper gains a new entry.

Beginning Thursday, Oct.17, the brand kicks off The SRT Viper Color Contest via www.driveSRT.com/colorcontest. The contest gives fans a chance to submit and choose an official new exterior color name of the 2014 SRT Viper. The fan who submits the winning name will win a trip to the 2014 Rolex 24 Hours of Daytona at Daytona International Speedway and the opportunity to spend time with the Viper Design team throughout the race weekend.

"The SRT Viper Color Contest gives our Viper enthusiasts an opportunity to be original, creative and contribute to the exterior design of our flagship American supercar," said Ralph Gilles, President and Chief Executive Officer - SRT Brand and Motorsports, Chrysler Group LLC. "Already available in a wide array of exterior color combinations, which provides our owners a way to personalize their cars, this contest is a great way for our dedicated fans to connect with the SRT brand and become an authentic part of Viper history."

Participants should visit www.driveSRT.com/colorcontest on Thurs., Oct. 17 through Thurs., Oct. 24 where they can register and submit their name for the new exterior color of the SRT Viper. Once the submission period ends, the top three color name candidates chosen by the SRT design staff will be presented on www.driveSRT.com. Fans can then vote their favorite color name into SRT Viper history. Public voting will take place on Mon., Nov. 4 through Mon., Nov. 11.

To find out more information and view the contest rules, visit www.driveSRT.com/colorcontest.

About the SRT Viper

The fifth generation of iconic American-built supercar returns in 2013 as the SRT (Street and Racing Technology) brand's flagship performance machine with more power and performance, superior craftsmanship, new technologies and creature comforts. Power from the all-aluminum, 8.4-liter mid-front V-10 engine delivering 640 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports-car engine in the world, combines with triple-digit weight reduction to produce the best power-to-weight ratio of any Viper ever. Standard safety features include electronic multistage stability control, traction control and new 4-channel anti-lock brake system (ABS)

Two new models of the iconic supercar are hand-built at the Conner Avenue Assembly Plant in Detroit – the Viper's home since 1995. Both SRT Viper and SRT Viper GTS models offer new interior and exterior designs incorporating premium materials and new exterior surfaces with aerodynamically functional details that are beautifully integrated into the high-tech carbon fiber and aluminum skin. On the inside, designers and engineers strived to rethink all its touch points and upgrade all its material appointments and technologies. The Viper GTS model adds a driver-selectable, two-mode suspension system for street or track use.

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