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Dodge Celebrates 25th Anniversary and Final Year of Viper Production with Five Exclusive Limited-edition Models

- New 25th anniversary limited-edition models feature exclusive content to commemorate the final year of Viper production
    - 1:28 Edition ACR (American Club Racer) – Celebrating the current Laguna Seca single-lap record of 1:28.65
    - GTS-R Commemorative Edition ACR – One of the most iconic Viper liveries of all-time
    - VoooDoo II Edition ACR – Rebirth of the VoooDoo ACR
    - Snakeskin Edition GTC – Inspired by the original Snakeskin, now with unique snakeskin stripe
    - Dodge Dealer Edition – Viper ACR special edition available through Tomball and Roanoke Dodge dealers
- Each limited-edition Viper model features a serialized instrument panel badge with the model name that can be customized with the customer's name
- Customers can begin ordering special edition Vipers on June 24, 2016
- The 2017 Viper is available in more than 50 million unique build configurations, including the ACR package, through the "1 of 1" customization program for a truly one-of-a-kind snake American hand-built supercar

June 21, 2016, Auburn Hills, Mich. - The Dodge brand is celebrating the 25th anniversary of the Dodge Viper with five limited-edition models that commemorate the final year of Viper production and highlight several of the most iconic special edition Vipers of the past.

"The Dodge Viper has had a great run, and 25 years after it was first introduced, it leaves the supercar world reaching for the records it continues to set," said Tim Kuniskis, Head of Passenger Cars, Dodge, SRT, Chrysler, and Fiat – FCA, North America. "With more track records than any production car in the world, the Dodge Viper ACR will live on as the fastest street-legal Viper track car ever, the car that has set the benchmark for all that follows in its tracks."

One of the most unique and exotic high-performance machines on the road today, Dodge is honoring the Viper's rich, colorful and exceptional performance heritage on and off the track by paying tribute to some of the most iconic Vipers in its history. Beginning on June 24 and new for 2017 model year, customers can order their special snake in the following exclusive special edition configurations:

Viper 1:28 Edition ACR

- Pays tribute to the current production car single lap record of 1:28.65 set by champion driver Randy Pobst in a 2016 Dodge Viper ACR at historic Laguna Seca Raceway in Monterey, Calif., in October 2015
- Features black exterior and painted rear wing with red ACR stripes, Extreme Aero Package, Carbon Ceramic brakes, 1:28 Edition exterior sill decal, ACR interior with red accent stitching, serialized instrument panel 1:28 Edition badge, along with a custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- As many as 28 units of this new special edition configuration will be built for the 2017 model year
- *Looking back in Viper history:* Using the same track record theme, Dodge previously produced 33 units of the 2010 Viper ACR 1:33 Edition to tout its previous track record of 1:33.915 set by SRT dynamics

engineer Chris Winkler at Laguna Seca Raceway in November 2009

Viper GTS-R Commemorative Edition ACR

- Designed to pay tribute to one of the most distinguishable and iconic Viper paint schemes of all time – the white and blue combination of the 1998 Viper GTS-R GT2 Championship Edition
- Features Pearl White exterior with Blue Pearl GTS stripes, Extreme Aero Package, Carbon Ceramic brakes, Exterior Carbon Package, unique red Stryker badge decal, GTS-R exterior sill decals, USA flag B-pillar decals, ACR interior with red accent stitching, Header Red seat belts, serialized instrument panel GTS-R badge and a custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- As many as 100 units of this new special edition configuration will be built for 2017
- *Looking back in Viper history:* 100 units of the 1998 Viper GTS-R GTS Championship Edition were produced to commemorate the Viper winning the 1997 FIA GT2 championship

Viper VoooDoo II Edition ACR

- Modeled after the original 2010 Viper VoooDoo edition
- Features black exterior and graphite metallic ACR driver's stripe with red tracer outline, Extreme Aero Package, Carbon Ceramic brakes, VoooDoo II exterior sill decals, ACR interior with silver accent stitching, serialized instrument panel VoooDoo II badge and custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- As many as 31 units of this new special edition configuration will be produced for 2017
- *Looking back in Viper history:* 31 units of the original VoooDoo Viper ACR were built in 2010

Viper Snakeskin Edition GTC

- Color was inspired by the original 2010 Snakeskin ACR
- Features new Snakeskin Green exterior with a custom snakeskin patterned SRT stripe, Advanced Aerodynamics Package, GT black interior, serialized instrument panel Snakeskin badge and a custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- As many as 25 units of this new special edition configuration will be produced for 2017
- *Looking back in Viper history:* 31 units of the original Snakeskin Viper ACR were built in 2010

Dodge Dealer Edition ACR

- Available exclusively through Dodge's highest sales volume Viper dealers, Tomball Dodge of Tomball, Texas, and Roanoke Dodge of Roanoke, Ill.
- Features Viper White exterior with Competition Blue center stripe, Adrenaline Red driver stripe, Carbon Ceramic brakes, Extreme Aero Package, ACR interior with red accent stitching and custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- Serialized instrument panel ACR badge
- As many as 22 units of this new special edition configuration will be produced for 2017

Industry-first '1 of 1' Viper customization program continues

Continuing for the 2017 model year is the exclusive Viper "1 of 1" customization program that enables buyers to create their one-of-a-kind "Snake" from the ground up. With 16,000 exterior color options, including matte exterior finishes, 24,000 custom stripe colors, 11 wheel options, 16 interior trims and seven aero packages, three brake packages and four suspension options, there are more than 50 million ways for buyers to customize their one-of-a-kind Dodge Viper. Each "1 of 1" model Viper features a personalized instrument panel badge with customer's chosen name to commemorate their exclusive design. No two customers can order the same configuration, including color, in the same model year

ACR model returns as ultimate street-legal racer

The Dodge Viper ACR returns in 2017 as the indisputable "ultimate street-legal race car" with significant aerodynamic and suspension upgrades. Relaunched in 2016, the third edition (1999-2002, 2008-2010) of the Viper ACR has taken the performance car world by storm with more track records than any production car in the world — a

total of 13 road course lap records as certified by the Sports Car Club of America.

About Viper

All 2017 Dodge Vipers are powered by the iconic all-aluminum 8.4-liter V-10 engine that delivers 645 horsepower and 600 lb.-ft. of torque — the most torque of any naturally aspirated sports car engine in the world. Standard safety features include electronic multistage stability control, traction control and a new four-channel anti-lock brake system.

Since 1992, Dodge and SRT have built approximately 30,000 Vipers at the Mack Avenue Assembly (1992–1994) and Conner Avenue Assembly Plant (1995–current), both in Detroit.

Dodge//SRT

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

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