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## **Dodge Viper Cup Series Returns in 2011**

### ***Official Race Schedule Announced***

- Season two of Dodge Viper Cup series racing kicks off May 13 at Sebring International Raceway in Sebring, Fla.
- Dodge Viper ACR-X - the ultimate special-edition model of America's ultimate sports car - returns for second season of 10-race, high-performance spec-racing series
- Dodge continues to sell the turnkey, nonstreet legal Viper ACR-X
- Dodge Viper ACR-X on display at the Performance Racing Industry show in Orlando, Fla., through Saturday, Dec. 11

December 8, 2010, Auburn Hills, Mich. -

Following a successful first season of intense on-track competition, Dodge Motorsports has announced the official schedule for the return of the Dodge Viper Cup series in 2011.

Beginning May 13-15, at the famed 3.7-mile Sebring International Raceway in Sebring, Fla., the 10-race series schedule promises more intense and competitive road racing at five different road courses across the country.

"The first season of Dodge Viper Cup series was simply awesome and a great learning experience," said Ralph Gilles, President and CEO - Dodge Car Brand. "We're going to keep building on that momentum in 2011 with an expanded contingency program, a reduction in entry fees and the continuation of our successful celebrity driver and charity payout programs to once again generate lots of serious excitement for all Viper enthusiasts."

Two races per weekend for five weekends will make up the 10-race 2011 Dodge Viper Cup series schedule, which includes:

- May 13-15 at Sebring International Raceway, Sebring, Fla.
- June 10-12 at New Jersey Motorsports Park, Millville, N.J.
- July 8-10 at Virginia International Raceway, Alton, Va.
- Sept. 2-4 at Texas World Speedway, College Station, Texas
- Oct. 21-23 at Daytona International Speedway, Daytona, Fla.

### **Series Contingency Program**

The series contingency program sponsored by Dodge Motorsports and Mopar® has been revamped for 2011 to expand the number of payouts to the top-10 drivers. Drivers from each race will earn the following payouts in cash and Mopar vouchers awarded as credit toward the purchase of Mopar parts and accessories.

| <b>Driver Finish</b> | <b>Cash Awarded</b> | <b>Mopar Voucher</b> | <b>Total</b> |
|----------------------|---------------------|----------------------|--------------|
| 1 <sup>st</sup>      | \$4,000             | \$1,000              | \$5,000      |
| 2 <sup>nd</sup>      | \$2,500             | \$500                | \$3,000      |
| 3 <sup>rd</sup>      | \$1,750             | \$250                | \$2,000      |
| 4 <sup>th</sup>      | \$800               | \$200                | \$1,000      |
| 5 <sup>th</sup>      | \$600               | \$200                | \$800        |
| 6 <sup>th</sup>      | \$500               | \$200                | \$700        |
| 7 <sup>th</sup>      | \$400               | \$200                | \$600        |
| 8 <sup>th</sup>      | \$300               | \$200                | \$500        |
| 9 <sup>th</sup>      | \$200               | \$200                | \$400        |
| 10 <sup>th</sup>     | \$100               | \$200                | \$300        |

The 2011 Dodge Viper Cup series champion will win an additional \$10,000 cash award.

Dodge Motorsports also is reducing entry fees for series competitors by 43 percent from \$1,400 to \$800 per race in 2011.

### **Celebrity Driver and Charity Payout Program**

Celebrity drivers also will be back competing in the Dodge Viper Cup series in 2011. In 2010, Dodge Motorsports donated close to \$50,000 to various charities as part of the program.

Dodge Motorsports selects each celebrity driver and trains them for on-track series' competition. Similar to 2010, as many as two celebrity drivers will be invited to participate on each race weekend. Guaranteed payouts to celebrity drivers following all 10 races will be donated to their charities of choice, with the highest finishing celebrity earning \$2,000 and the next highest finishing celebrity receiving \$1,000 for donation.

### **The 'Ultimate' Special-Edition Viper**

Unveiled at the 2010 Performance Racing Industry show, the Dodge Viper ACR-X combines the best performance attributes of the record-setting, street-legal Dodge Viper American Club Racer (ACR) and the safety equipment of championship-winning Dodge Viper Competition Coupe. Powered by the SRT-developed 8.4-liter V-10 engine and equipped with factory headers and a low-restriction exhaust system, the Viper ACR-X produces 640 horsepower (40 more than the production model) and 605 lb.-ft. of torque (45 more than the production model).

The suspension also is tuned and upgraded specifically for on-track usage with unique springs, two-way adjustable shocks and adjustable sway bar links.

Curb weight is a full 160 pounds lighter (compared with the standard-production Viper) to take on even the most challenging road course. Additional aerodynamic upgrades, including quad-dive planes and underbody ducts, improve downforce, while enhancing stability and significantly improving grip in high-speed cornering.

Similar to the Dodge Viper Competition Coupe, the Viper ACR-X contains factory-installed safety equipment such as a factory-designed roll cage, fire suppression system, fuel cell and race seat. Additional racing components, including a transmission cooler, rear differential cooling system, unique front rotors with larger surface area and improved brake cooling via scoops in the front fascia, are added to meet the significant durability and reliability requirements for on-track competition.

"The Dodge Viper ACR-X is designed and built specifically for the race track," Gilles said. "The Dodge Viper Cup series continues the racing legacy of the Dodge Viper right before our eyes, and we're looking forward to another chapter being written in 2011."

Dodge Motorsports continues to market and sell the nonstreet legal 2010 Dodge Viper ACR-X. For more information call Viper Race Headquarters at (888) 960-3333 or visit [www.viperheadquarters.com](http://www.viperheadquarters.com).

### **Viper Racing Heritage**

The Dodge Viper has enjoyed a successful racing heritage that began in 1996 with the original Viper racing entry, the GTS-R, which earned five international GT championships and the 1997-1999 FIA GT championships. It also posted an amazing overall win at the Rolex 24 Hours of Daytona in 2000 - the first for a production-based American car. Viper finished 1-2 at The 24 Hours of LeMans in GTS class in three consecutive years: 1998 - 2000 and also captured GTS class, manufacturer's and driver's championships in the American LeMans Series in 1999 and 2000.

The Dodge Viper Competition Coupe, introduced in 2003, delivered the next chapter of that history with its coupe-shaped carbon/Kevlar body and a track-ready chassis, based on the Dodge Viper SRT10. The Viper Competition Coupe has continued the on-track prowess by capturing the 2004 SCCA Speed World Challenge GT title, championships in Formula D Drifting series in 2004 and 2006 and the British GT Championship in 2007 and 2008.

In 2010, Ryan Schimsk of Austin, Texas captured the inaugural Dodge Viper Cup series championship by virtue of his five race wins and strong finishes in the other five races of no worse than fourth. Series regulars Ben Keating

(Victoria, Texas) and Keith Verges (Dallas) finished second and third, respectively.

### **North American Road Racing Association and Viper Days**

The Dodge Viper Cup is one race series within the group of four (including Viper Racing League, Challenge Series and Driving School) sanctioned by the North American Road Racing Association (NARRA) and Viper Days, which plans to hold 11 event weekends in 2011 at some of the country's most prestigious race tracks.

The 2011 NARRA/Viper Days schedule consists of the following:

- Jan. 12-16 at Sebring International Raceway, Sebring, Fla.
- Feb. 25-27 at Road Atlanta, Braselton, Ga.
- March 25-27 at Chuckwalla Valley Raceway, Desert Center, Calif.
- April - TBD
- May 13-15 at Sebring International Raceway, Sebring, Fla.
- June 10-12 at New Jersey Motorsports Park, Millville, N.J.
- July 8-10 at Virginia International Raceway, Alton, Va.
- Aug. 5-7 at Motorsports Park Hastings, Hastings, Neb.
- Sept. 2-4 at Texas World Speedway, College Station, Texas
- Sept. 30-Oct. 2 at Miller Motorsports Park, Tooele, Utah
- Oct. 21-23 at Daytona International Speedway, Daytona, Fla.

For more information on NARRA and Viper Days, visit [www.viperdays.com](http://www.viperdays.com).

### **About Dodge**

Dodge is a full line of cars, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who desire cars that leave them wanting more.

The 2011 Dodge product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey and Dodge Nitro. Between the end of 2010 and early 2011, the brand will fill dealer showrooms with a vast array of new and updated products. The all-new Dodge Durango will lead the charge, followed by the all-new Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger.

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