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## **New 2013 SRT Viper Models Feature Most Option Choices Ever**

Nearly 150,000 appearance combinations available for SRT's flagship supercar

- Extensive array of exterior colors and stripes, interior trim colors, leather seating combinations, audio system choices, performance wheel designs and finishes are available for the ultimate in customization
- Available Track Package improves handling and precision further on the road or race track
- For a complete rundown of all available options and pricing, visit <http://www.drivesrt.com/news/2012/09/pricing-announced-for-2013-srt-viper-models.html>

September 27, 2012, Auburn Hills, Mich. - The Chrysler Group's Street and Racing Technology (SRT) brand today announced the most extensive list ever of available options and features for the two all-new models of the 2013 SRT Viper.

"With the upcoming launch of the 2013 SRT Viper, comes the greatest amount of choices ever for optional equipment for our flagship supercar," said Ralph Gilles, President and CEO – Street and Racing Technology Brand and Motorsports. "We started this trend of adding new levels of exclusivity with the previous generation Viper and now we're excited to provide our performance-enthusiast customers a chance to customize their cars like never before with a multitude of interior and exterior choices."

For a complete rundown of all available options and pricing, visit <http://www.drivesrt.com/news/2012/09/pricing-announced-for-2013-srt-viper-models.html>

### **Expanded exterior paint color and stripe options**

For 2013, a mixture of classic Viper exterior paint shades have been brought back with some fine tuning, while new colors have been introduced for the fifth generation of the iconic American supercar.

Six exterior color choices are offered on the SRT Viper models including: Adrenaline Red, Black Venom, Bright White, Gunmetal Pearl, Race Yellow and Shadow Blue Pearl. The SRT Viper GTS model receives an expanded exterior color palette with the availability of Stryker Red Tinted Pearl and GTS Blue.

Two distinguished body stripe configurations are offered. The SRT Viper is available with a pair of tapered stripes starting on the clamshell hood and making their way onto the roof and finishing on the rear hatch. The SRT Viper GTS model is available with a pair of equal-width stripes running the length of the coupe from front to rear fascia.

Both stripe configurations are expertly applied in the paint booth before the main body color. Only after the paint is cured, a final clear coat is used to ensure the stripes are an integral part of the finished product.

Exterior stripe color packages include: Black Venom, Billet Silver Metallic and Gunmetal Pearl. Bright White body-length stripes are being used exclusively on the 2013 SRT Viper GTS Launch Edition model.

### **Interior combinations with available audio systems**

The all-new, driver-oriented interiors set new standards for both 2013 SRT models with luxurious materials, craftsmanship and available Harman Kardon® audio systems.

Standard black-premium-ballistic nylon seating surfaces in the 2013 Viper model can be upgraded to Nappa leather in black, red or caramel with Alcantara inserts.

On the SRT Viper GTS model, a variety of selectable colors are applied to the standard luxurious Nappa/Alcantara seats and leather-appointed areas where the body comes in contact, including the doors, console and HVAC outlet accents. Available interior color combinations include black, black/Header Red and black/caramel.

The optional GTS Laguna Interior Package features SRT Laguna premium leather surfacing throughout the entire cabin in either black or sepia. Unique embossments are designed into the door bolsters, seats and the storage bag while a new Alcantara headliner completes the package.

The standard nine-speaker audio system in the 2013 SRT Viper model can be upgraded to the 12-speaker Harman Kardon surround system featuring 5.2 speaker playback architecture with five surround channels and two subwoofers. The same 12-speaker Harman Kardon surround system is standard in the SRT Viper GTS model.

Available on both new SRT Viper models is the 18-speaker Harman Kardon surround-sound system with Logic7™ and 5.4 speaker playback architecture featuring five surround channels and four subwoofers. Also included is the Harman Kardon high-voltage class D amplifier with tracking power supply and up to 11 channels of amplification and high-performance and high-efficiency GreenEdge loudspeakers.

#### **Performance wheels for any taste**

Three wheel designs and a trio of finishes combine to give customers a total of eight wheel options for 2013.

The five-spoke, forged-aluminum “Rattler” wheel design on the 2013 Viper model is available with fully polished (standard), fully painted Hyper Black or fully painted matte black finishes.

The Viper GTS model has a split six-spoke forged-aluminum “Venom” wheel design with three available finishes including polished face with graphite-painted pockets (standard), fully painted Hyper Black or fully painted matte black.

Both SRT Viper models built with the optional Track Package feature the ultra-lightweight, multi-spoke “Sidewinder II” wheel design painted in Hyper Black or matte black.

#### **Even more track performance capability**

While every SRT Viper leaves the factory floor ready to take on any on-road or on-track duties, the available Track Package further enhances its abilities by elevating overall performance to a higher level. Slotted two-piece lightweight rotors from StopTech replace the original equipment, while ultra-lightweight multi-spoke Sidewinder II wheels wrapped in high-performance Pirelli P Zero Corsa tires further reduce unsprung weight at all four corners. Selecting the Track Package reduces 57 pounds from the vehicle’s curb weight.

Production of the iconic American supercar will begin at the Conner Avenue Assembly Plant in Detroit – the home for Viper since 1995 – in November 2012. Dealer orders are expected to begin in mid-November 2012, with first deliveries scheduled for December.

Manufacturer’s suggested retail price (MSRP) for the 2013 SRT Viper model is \$97,395 (excluding \$1,995 destination), while MSRP for the 2013 SRT Viper GTS model is \$120,395 (excluding \$1,995 destination).

#### **About SRT**

The Chrysler Group’s Street and Racing Technology (SRT) brand uses a successful product development formula featuring five proven hallmarks: awe-inspiring powertrains; outstanding ride, handling and capability; benchmark braking; aggressive and functional exteriors and race-inspired and high-performance interiors to remain true to its performance roots.

The SRT lineup in the 2013 model year features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8 are joined by the SRT flagship Viper and Viper GTS models which are making their highly anticipated return to the high-performance sports car market.

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