

More than 550 Dodge Viper Enthusiasts Head to Detroit for a Special Open House – 20 years after the first Viper Homecoming

July 17, 2014, Auburn Hills, Mich. - The throaty exhaust note of the Dodge Viper's mighty 640-horsepower V-10 engine will be roaring around the city of Detroit this weekend, as more than 550 loyal Viper enthusiasts are heading to the home of the Viper for a special Open House at several Chrysler Group facilities, where they will be able to get a behind-the-scenes look at where and how their American exotic hand-crafted vehicles are built and then put the cars through their paces.

The Dodge and SRT brands are hosting this gathering on what marks the 20th anniversary of the first Viper homecoming in Auburn Hills in 1994.

"With its 640-horsepower hand-built aluminum V-10 and hand-crafted body comprised of carbon fiber, aluminum, magnesium and high-strength steel, the Viper is a one-of-a-kind American exotic vehicle that is designed to reward each owner with pure performance and a high level of exclusivity," said Tim Kuniskis, President and CEO, Dodge and SRT Brands, Chrysler Group LLC. "This flagship American supercar has inspired loyal Viper enthusiasts for more than 20 years and continues to do so, as is evident by the more than 550 people who are coming to this Open House."

Over the course of the weekend Open House activities, attendees will have a chance to gather for lunch and a tour of the Conner Avenue Assembly Plant (CAAP) in Detroit where their cars were hand-built, visit the Walter P. Chrysler Museum in Auburn Hills, MI and also head out the Chrysler Proving Grounds in Chelsea, MI, to drive their Vipers on the test track.

Viper owners are also helping the local Detroit community by bringing a canned food item to the Conner Assembly Plant to benefit Operation Get-Down, a local crisis center supported by CAAP that provides homeless and transitional housing facilities for the Detroit area.

About Dodge Viper

The fifth generation of the Dodge Viper SRT made its highly anticipated return to the high-performance sports car market in late 2012 as a 2013 model. The flagship performance machine of the Chrysler Group arrived with more power and performance, superior craftsmanship, new technologies and creature comforts. Powering the Viper is an all-aluminum 8.4-liter V-10 engine that delivers 640 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports car engine in the world. Standard on the newest Viper are safety features include electronic multistage stability control, traction control and new 4-channel anti-lock brake system (ABS). 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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