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## **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 muscle cars and SUVs that deliver unrivaled performance in each of the segments where they compete.

2021 marks the year that Dodge is distilled into a pure performance brand, offering Hellcat-powered, 700-plus-horsepower SRT versions of every model across the lineup. For the 2021 model year, Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock, the new 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world, and the new 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever. Combined, these three muscle cars make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power [Initial Quality Study](#) (IQS). The Dodge brand also ranked No. 1 in the J.D. Power [APEAL Study](#) (mass market). These results are historic because it marks the first time a domestic brand has earned top spots in both J.D. Power studies in the same year.

Dodge is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit [www.fcagroup.com](http://www.fcagroup.com).

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