

Contact: Kristin Starnes

Dan Reid

## **Dodge Launches Online Viper GTC Customizer; Enthusiasts Can Create a 1 of 1 Hand-built American Supercar**

- Dodge Viper lovers can now design their own custom Dodge Viper GTC at [www.driveSRT.com/Viper](http://www.driveSRT.com/Viper)
- Viper GTC Customizer features a unique design experience to help create a personalized version of the ultimate performance supercar
- More than 25 million unique build combinations are available for the Dodge Viper GTC
- Options include 8,000 hand-painted exterior colors, 24,000 hand-painted custom stripes, 11 wheel options, 16 interior trims, seven aero packages, three brake packages, four suspension options, as well as a host of standalone options
- Dodge will send a complimentary 1:18-scale Viper speed form replica to buyers to confirm their color selection
- Each 1 of 1 Viper will feature a personalized instrument panel badge with the customer's chosen name to commemorate their design
- GTC Inspiration Gallery allows enthusiasts to post their design creations for others to appreciate
- Production of one-of-a-kind Vipers starts this month at the Conner Avenue Assembly Plant in Detroit

April 16, 2015, Auburn Hills, Mich. - For enthusiasts ready to buy and for those who just want to dream, the Dodge brand is launching its new Dodge Viper GTC Customizer, available at [www.driveSRT.com/Viper](http://www.driveSRT.com/Viper). The Viper GTC Customizer offers Viper lovers of all stripes the chance to design their personalized version of the only hand-built performance supercar.

The Dodge Viper GTC Customizer lets enthusiasts create their own virtual-reality vision of the Dodge Viper through dynamic elements that deliver a unique online design experience.

Starting inside the Design Studio of the customizer, users have more than 25 million build combinations to create their one-of-a-kind Snake from the ground up. With 8,000 exterior color options, 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 25 million ways for buyers to customize their one-of-a-kind Dodge Viper. Users can "sit" in the virtual cockpit and take an up-close tour of all 16 available trim options. To help buyers confirm their color choice, Dodge will provide a complimentary Viper speed form replica so they can confirm their color selections before their Viper is built.

Once the design of the perfect Viper is complete, users can place the vehicle in their own lifestyle environments to preview how their custom Viper GTC will look in the real world.

Users also can share their custom supercar designs with family and friends. Images may be downloaded in various resolutions to share on social media or used as wallpaper on phones, tablets or computers. A PDF file of the image, complete with all technical information selected, can be downloaded — an especially useful tool for those ready to purchase. Designers can also share their custom Viper on the GTC Inspiration Gallery for other enthusiasts to appreciate and enjoy.

The 2015 Dodge Viper features a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$84,995. For a starting U.S. MSRP of \$94,995, the new 2015 custom Viper GTC model features all the content of the new GT model

and adds the ability to customize a '1 of 1' design from 25 million possible build combinations, a personalized instrument panel badge, Concierge Service and Viper Ambassador Owner's Portal with exclusive sharable content to track the build of the car.

The new 1-of-1 customization program is available exclusively for customer orders (not for dealer stock). No two customers can order the same configuration, including color, in the same model year. Dealers started taking orders in February. Production of the 1 of 1 Vipers started at the Conner Avenue Assembly Plant in Detroit in April.

### **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 FCA US LLC arrived with more power and performance, superior craftsmanship, new technologies and creature comforts. Powering the 2015 Viper is an 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 on the newest Viper are safety features that include electronic multistage stability control, traction control and a new four-channel anti-lock brake system (ABS). Since 1992, Dodge and SRT have built approximately 30,000 Vipers at the Mack Avenue Assembly Plant (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.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

### **Follow Dodge//SRT and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Dodge brand: [www.dodge.com](http://www.dodge.com)

Direct Connection: [www.DCPerformance.com](http://www.DCPerformance.com)

DodgeGarage: [www.dodgegarage.com](http://www.dodgegarage.com)

Facebook: [www.facebook.com/dodge](http://www.facebook.com/dodge)

Instagram: [www.instagram.com/dodgeofficial](http://www.instagram.com/dodgeofficial)

Twitter: [www.twitter.com/dodge](http://www.twitter.com/dodge) and [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: [www.youtube.com/dodge](http://www.youtube.com/dodge), <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>