

Contact: Kristin Starnes

Dan Reid

## **Dodge Viper 25th Anniversary Limited-edition Models Sold Out**

In Response to Customer Requests New Snakeskin ACR Added to Special-edition Viper Lineup

- 1:28 Edition ACR (American Club Racer) – all 28 units sold out within 40 minutes
- Voooodoo II Edition ACR – all 31 units sold out within two hours
- Snakeskin Edition GTC – all 25 units sold out within two ordering days
- GTS-R Commemorative Edition ACR – all 100 units sold out within two ordering days
- Orders for the 2017 limited-edition models opened on Friday, June 24
- Responding to customer requests, Dodge is introducing Snakeskin ACR Edition and will build as many as 31 units

June 30, 2016, Auburn Hills, Mich. - Dodge Vipers certainly do go fast, both literally and figuratively. After first going on sale Friday, June 24, 2016 special-edition 2017 Dodge Vipers designed with exclusive content to celebrate the 25<sup>th</sup> anniversary and final year of Viper production are totally sold out.

Leading the selling spree was the new 1:28 Edition ACR. All 28 units sold out in just 40 minutes. All 31 units of the Voooodoo II Edition ACRs had new owners within two hours. The Snakeskin Edition GTC (25 units) and GTS-R Commemorative Edition ACR (100 units) took only two ordering days to sell out. All 22 units of the Dodge Dealer Edition ACR sold out within five ordering days.

"From just 40 minutes to five days, the 25th Anniversary special-edition Dodge Vipers sold out incredibly fast, insuring their future collectability," said Tim Kuniskis, Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "Our customers are asking, so we're adding one more special edition — the Dodge Viper Snakeskin ACR."

An all-new ACR version of the Snakeskin Edition will be made available with up to 31 units to continue the 25<sup>th</sup> Viper Anniversary celebration. Orders for the Snakeskin ACR special edition will open in mid-July.

### **New 2017 Viper Snakeskin Edition ACR**

- Color was inspired by the original 2010 Snakeskin ACR
- Features new Snakeskin Green exterior with a custom snakeskin-patterned SRT stripe, ACR Package, Extreme Aero Package, carbon ceramic brakes, ACR interior, serialized instrument panel Snakeskin badge and a custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- As many as 31 units of this new special-edition configuration will be produced for 2017
- Looking back in Viper history: 31 units of the original Snakeskin Viper ACR were built in 2010

As one of the most unique and exotic high-performance machines on the road today, Dodge announced on June 21 that the brand is honoring the Viper's rich, colorful and exceptional performance heritage on and off the track by building these limited-edition models in the following exclusive configurations:

### **Viper 1:28 Edition ACR** – 28 units sold out within 40 minutes

- Pays tribute to the current production car single lap record of 1:28.65 set by champion driver Randy Pobst in a 2016 Dodge Viper ACR at historic Laguna Seca Raceway in Monterey, Calif., in October 2015
- Features black exterior and painted rear wing with red ACR stripes, Extreme Aero Package, Carbon

Ceramic brakes, 1:28 Edition exterior sill decal, ACR interior with red accent stitching, serialized instrument panel 1:28 Edition badge, along with a custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door

- *Looking back in Viper history:* Using the same track record theme, Dodge previously produced 33 units of the 2010 Viper ACR 1:33 Edition to tout its previous track record of 1:33.915 set by SRT dynamics engineer Chris Winkler at Laguna Seca Raceway in November 2009

#### **Viper VooDoo II Edition ACR** – 31 units sold out within two hours

- Modeled after the original 2010 Viper VooDoo edition
- Features black exterior and graphite metallic ACR driver's stripe with red tracer outline, Extreme Aero Package, Carbon Ceramic brakes, VooDoo II exterior sill decals, ACR interior with silver accent stitching, serialized instrument panel VooDoo II badge and custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- *Looking back in Viper history:* 31 units of the original VooDoo Viper ACR were built in 2010

#### **Viper Snakeskin Edition GTC** – 25 units sold out within two ordering days

- Color was inspired by the original 2010 Snakeskin ACR
- Features new Snakeskin Green exterior with a custom snakeskin-patterned SRT stripe, Advanced Aerodynamics Package, GT black interior, serialized instrument panel Snakeskin badge and a custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- *Looking back in Viper history:* 31 units of the original Snakeskin Viper ACR were built in 2010

#### **Viper GTS-R Commemorative Edition ACR** – 100 units sold out within two ordering days

- Designed to pay tribute to one of the most distinguishable and iconic Viper paint schemes of all time – the white-and-blue combination of the 1998 Viper GTS-R GT2 Championship Edition
- Features Pearl White exterior with Blue Pearl GTS stripes, Extreme Aero Package, Carbon Ceramic brakes, Exterior Carbon Package, unique red Stryker badge decal, GTS-R exterior sill decals, USA flag B-pillar decals, ACR interior with red accent stitching, Header Red seat belts, serialized instrument panel GTS-R badge and a custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- *Looking back in Viper history:* 100 units of the 1998 Viper GTS-R GTS Championship Edition were produced to commemorate the Viper winning the 1997 FIA GT2 championship

#### **Dodge Dealer Edition ACR** – 22 units sold out within five ordering days

- Available exclusively through Dodge's highest sales volume Viper dealers, Tomball Dodge of Tomball, Texas, and Roanoke Dodge of Roanoke, Ill.
- Features Viper White exterior with Competition Blue center stripe, Adrenaline Red driver stripe, Carbon Ceramic brakes, Extreme Aero Package, ACR interior with red accent stitching and custom car cover that matches the exterior paint scheme and showcases the customer name above the driver's side door
- Serialized instrument panel ACR badge

#### **Industry-first '1 of 1' Viper Customization Program Continues**

Continuing for the 2017 model year is the exclusive Viper "1 of 1" customization program that enables buyers to create their one-of-a-kind "Snake" from the ground up. With 16,000 exterior color options, including matte exterior finishes, 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 50 million ways for buyers to customize their one-of-a-kind Dodge Viper. Each "1 of 1" model Viper features a personalized instrument panel badge with customer's chosen name to commemorate their exclusive design. No two customers can order the same configuration, including color, in the same model year.

#### **ACR Model Returns as Ultimate Street-legal Racer**

The Dodge Viper ACR returns in 2017 as the indisputable "ultimate street-legal race car" with significant aerodynamic and suspension upgrades. Relaunched in 2016, the third edition (1999-2002, 2008-2010) of the Viper

ACR has taken the performance car world by storm with more track records than any production car in the world — a total of 13 road course lap records as certified by the Sports Car Club of America.

#### **About Viper**

All 2017 Dodge Vipers are powered by the iconic 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 safety features include electronic multistage stability control, traction control and a new four-channel anti-lock brake system.

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.

#### **About 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 proudly offers a complete lineup of performance vehicles that stand out in their own segments. For 2020, Dodge literally expands its high-performance Charger model lineup, adding a Widebody exterior to America's only four-door muscle car. The 2020 Dodge Charger SRT Hellcat maintains its reign as the most powerful and fastest mass-produced sedan in the world.

The 2020 Dodge lineup also features the 2020 Dodge Challenger SRT Hellcat Redeye, 2020 Dodge Challenger SRT Hellcat, the Challenger R/T Scat Pack Widebody and the 2020 Challenger R/T Scat Pack 1320. The 2020 Dodge Durango SRT, the fastest, most powerful and most capable American three-row SUV, completes the brand's performance lineup. These visceral performance models join a 2020 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger. 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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