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## **Dodge Unleashes 150 MPH Viper-Powered 2004 Dodge Ram SRT-10**

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Five Hundred Uncoiled Viper Horsepower = Most Powerful Production Pickup Ever

**ex • cess n.** 1. action or conduct that goes beyond the usual, reasonable or lawful limit

If it's worth doing, it's sometimes worth overdoing. So only Dodge could create the boldest, baddest and fastest full-size pickup ever, the Viper-powered 2004 Dodge Ram SRT-10.

Taking its rightful place as the ultimate performance pickup, the 2004 Dodge Ram SRT-10 brings a massive dose of Viper power to the performance pickup segment, with a class-demolishing 500 horsepower and 525 lb.-ft. of torque. Topping 150 mph in maximum speed and reaching 60 mph in approximately five seconds, Dodge has recalibrated all expectations for truck performance.

"The Dodge Ram SRT-10 may be the first halo truck, but trust me, this truck is no angel," said Wolfgang Bernhard, Chief Operating Officer, Chrysler Group. "The Ram SRT-10 is true to the performance ideals that created the original Dodge Viper: keep it simple and make it fast."

"There is no replacement for displacement," added Bernhard. "The Ram SRT-10 delivers its astounding performance in a way that only Viper owners will recognize, with an endless rush of torque."

### **The 500 Club**

The numbers don't lie: the Dodge Ram SRT-10 is the most outrageous pickup ever. With 500 horsepower, 525 lb.-ft. of torque, 505 cubic inches and a 500-watt, ear-melting sound system, Dodge dominates in every category. Simply put, the 2004 Dodge Ram SRT-10 is the new performance truck icon.

The Ram SRT-10's mayhem-making ability is delivered courtesy of the highest displacement engine in a factory pickup truck-the same 8.3-liter V-10 that powers America's ultimate sports car, the all-new 2003 Dodge Viper. The V-10's horsepower rating easily surpasses all other pickups - not to mention virtually every production sports car in the world.

"We set out to create the Viper of trucks and we delivered," said Jim Schroer, Executive Vice President - Global Sales and Marketing. "This is a unique truck - a low volume, over-the-top collectible that remakes the entire segment. In the performance truck segment, the Ram SRT-10 simply dominates the road - and proves once again that Dodge DNA runs true and deep."

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