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2006 Dodge Viper SRT10: Two Versions of the Ultimate American Sports Car

Note: The Dodge Viper SRT10 will be sold through an extended 2006 model year, and will not be offered as a 2007 model-year vehicle. 2008 Dodge Viper SRT10 information to come at a later date.

August 31, 2006, Auburn Hills, Mich. -

Following the introduction of the Dodge Viper SRT10 Roadster, there was only one way to “top off” the Viper lineup: offer a Dodge Viper SRT10 Coupe, which became a reality in 2006.

The 2006 Dodge Viper SRT10 Roadster and Coupe are the ultimate American sports cars and icons of the Dodge brand.

The Dodge Viper SRT10 Coupe and Roadster offer outrageous power in two high-performance packages, with an 8.3-liter 510-horsepower (380 kW) V-10 engine contributing to blistering acceleration (0-60 mph in less than 4 seconds, 0-100-0 mph in the low 12-second range), and a bold appearance marked by Dodge’s signature crosshair grille design, deep-cut side scallops, swept-back fenders and lowered hood lines.

“The Dodge Viper SRT10 Roadster and Coupe offer unbelievable power, along with stunning performance and instantly recognizable looks. Now, we’re offering customers new options in colors and equipment to enable them to further personalize their Viper SRT10,” said Kipp Owen, Director – Street and Racing Technology, Chrysler Group. “We know many of our customers believe it’s not only how fast you go, it’s also how you look getting there.”

“WHAT’S NEW FOR 2007”

2007 is an extension of MY 2006 with the following modifications:

Exterior

- New colors: Viper Race Yellow, Copperhead Orange Satin Coat and Slate Crystal Clear Coat

Interior

- New black and tan interior available second quarter; includes tan accent stitching on seats, steering wheel, shift knob/boot and park brake handle/boot

Powertrain / Chassis

- Increased horsepower and torque ratings (510 hp, up from 500 hp and 535 lb-ft torque, up from 525 lb-ft)
- Choice of three different 18” x 10” front/19” x 13” rear polished forged aluminum wheels: the standard 10-spoke wheel; optional five-spoke wheel; and the newest optional “H” spoke wheel (as well as a fourth-wheel style, the lightweight Sidewinder wheel available through Mopar)

Equipment Groups/ Packages

- VOI.9 Edition celebrating the ninth Viper Owner’s Invitational and featuring a Stone White Exterior, dual Blue Painted Stripes, two-tone Black and Blue interior and the Five-spoke Polished Forged Aluminum Wheels—Coupe only
- SRT Track Experience standard

DESIGN

Trevor Creed, Senior Vice President -- Design: *“The Viper’s incredible heritage has always been one of the*

touchstones in its design character. The styling of both the Dodge Viper SRT10 Roadster and Coupe evoke many of the cues that made their predecessors unique, and do it in a contemporary way. It's the evolution of an American automotive icon."

2006 Dodge Viper SRT10 Roadster and Coupe styling shares the signature crosshair grille design, deep-cut side scallops, swept-back fenders and lowered hood lines. But beyond their similarities, there are several differences between the 2006 Dodge Viper SRT10 Roadster and Coupe: The only body panels they share are front fascia and fenders, hood and doors. The biggest differentiator – the Viper SRT10 Coupe's hard top – contributes several things beyond its "double bubble" styling.

First, the addition of the roof structure makes the Viper SRT10 Coupe even more torsionally stiff than the Roadster. The 2006 Dodge Viper SRT10 Coupe offers increased downforce and high-speed stability with its sloping roofline and deck lid spoiler. Plus, the 2006 Dodge Viper SRT10 Coupe has an additional 6.25 cubic feet of trunk space than the Viper SRT10 Roadster, for a total of 14.65 cubic feet. Yet another functional enhancement is the roof and headliner structure that offers more room to accommodate a safety cage, while maintaining as much headroom as possible.

The cockpit layout of the 2006 Dodge Viper SRT10 Roadster and Coupe is notable for its race car-themed red push button starter and performance-oriented, highly functional instrument panel with center-mounted tachometer and 220-mph speedometer.

ENGINEERING

Kipp Owen, Director – Street and Racing Technology: *"With bold, in-your-face performance, the Dodge Viper SRT10 remains the icon of the Dodge brand. With the introduction of the Dodge Viper SRT10 Coupe, Dodge and SRT offer two ways to enjoy the Viper legend."*

An aluminum-block 8.3-liter (505 cubic-inch) V-10 engine powers the 2006 Dodge Viper SRT10, generating 510 horsepower (380 kW) and 535 lb.-ft. (725 N•m) of torque – 90 percent of it available in the 1,500- to 5,600-rpm range. And with all that power comes certification as a Low Emissions Vehicle (LEV).

Transferring the Dodge Viper SRT10's power to the rear wheels is a heavy-duty six-speed manual transmission.

Stopping power is another carefully developed part of the Viper SRT10 equation, with 14-inch brake rotors gripped by Brembo 44/40 dual opposing piston calipers in the front and Brembo 42/38 dual opposing calipers in the rear. This system results in a world-class braking performance of 60 mph-to-zero in less than 100 feet.

Dodge Viper SRT10 performance is further defined by a race-bred aluminum, four-wheel independent suspension featuring lightweight, high-performance aluminum control arms and knuckles, damped by lightweight coil-over shock absorbers. Power is delivered to the pavement via a Dana 44-4 Hydra-Lok speed-sensing limited-slip differential.

The 2006 Dodge Viper SRT10 rides on forged aluminum, polished 18- x 10-inch front and 19- x 13-inch rear wheels, clad in Michelin zero-pressure run-flat tires. Each tire includes low-pressure sensors in the valve stem.

Dodge Viper Competition Coupe

Beginning in 1995, Dodge began campaigning a "factory" racing Viper -- the Viper GTS-R. In 2003, the newest generation of racing Viper was unveiled -- the Viper Competition Coupe.

The Dodge Viper Competition Coupe makes use of race-bred technologies, including a carbon fiber-Kevlar coupe body. At the same time, it makes use of many Dodge Viper SRT10 production pieces to keep the retail price at slightly more than \$130,000.

Other enhancements for competition include a safety cage, window net, six-point driver restraints, fire-suppression system, differential cooler, ducted brakes and racing slicks. A track-ready chassis based on the Dodge Viper SRT10 Roadster is also key to the Viper Competition Coupe's readiness for serious racing action.

The Dodge Viper Competition Coupe is powered by a V-10 engine tuned for 520 horsepower (387 kW) and 540 lb.-ft. (732 N•m) of torque -- serious power for a serious race car.

The Dodge Viper Competition Coupe cannot be registered for the street. But, it is eligible to compete in GT-class racing in venues including the Sports Car Club of America (SCCA) SPEED World Challenge and the Viper Racing League.

PRODUCT HIGHLIGHTS

- With a new-for-2006 coupe version to “top off” the Dodge Viper SRT10 lineup, the Dodge Viper SRT10 continues to set the definition of extreme, while delivering a refined, yet outrageous and powerful American sports car
- Dodge Viper SRT10 Coupe features all-new, unique and dramatic rear-end styling, clearly differentiating it from the Dodge Viper SRT10 Convertible
- Dodge Viper SRT10 Coupe offers an answer for autocross aficionados demanding power, outrageousness and back-to-basics nature of the Dodge Viper
- Dodge Viper SRT10 generates 510 horsepower (380 kW) and 535 lb.-ft. (725 N.m) of torque from its 505-cubic-inch V-10 engine. It boasts estimated performance numbers of 0-60 mph in less than four seconds, 60-0 mph braking in less than 100 feet, and 0-100-0 mph in the low 12-second range
- Long considered the most iconic American vehicle of its era, the Dodge Viper SRT10 features an outrageous design in a low-slung roadster shell. Lowered hood lines, swept-back fenders and deep-cut side scallops are reminiscent of the original Viper, yet give the Dodge icon a look of refinement
- The Dodge Viper SRT10 features Viper’s long-held back-to-basics sports car approach. Its characteristics include a traditional front-engine, rear-wheel-drive layout with six-speed transmission, a race-bred, fully independent four-wheel suspension, massive tires and wheels for maximum grip, and world-class brakes for benchmark stopping power. The Dodge Viper SRT10 is exactly what an American sports car is supposed to be
- The Viper SRT10 Coupe and Roadster are part of a broad lineup of Street and Racing Technology (SRT) vehicles developed under the credo: “Race inspired, street legal”

2006 DODGE VIPER SRT10 LINEUP

Dodge Viper SRT10 Roadster and Coupe

Standard features

- 8.3-liter 510-horsepower V-10 engine
- Six-speed manual transmission
- Dana 44 Hydra-Lok speed-sensing limited-slip differential
- Engine oil cooler
- Four-wheel independent suspension
- Coil-over shock absorbers
- Michelin zero-pressure run-flat tires
- Forged aluminum wheels, 18-inch front, 19-inch rear
- Four-wheel disc brakes with Brembo four-piston calipers
- Rear-window defroster
- Tinted glass
- High-intensity discharge headlamps
- Bi-fold clamshell soft top
- Instrument cluster with 220-mph analog speedometer, 7,000-rpm tachometer, voltmeter, oil pressure, coolant temperature and fuel gauge
- Power speed-sensitive locks
- Power-adjustable pedal cluster
- AM/FM stereo with six-disc CD player and 310-watt amplifier
- One-touch power windows
- Keyless entry system
- Security alarm

Coupe only:

- “Double-bubble” roof canopy

Optional Features

- Dual painted stripes in several colors
- Five-spoke forged aluminum wheels
- “H-spoke” forged aluminum wheels
- SIRIUS Satellite Radio

Dodge Viper Competition Coupe

Standard Features

- 8.3-liter V-10 engine, producing 520-horsepower (387 kW) and 540 lb.-ft. (732 N•m) of torque
- Tremec T-56 synchronized six-speed manual transmission
- Speed-sensing limited-slip differential
- Sequential, multi-port electronic fuel injection with individual runners
- Stainless-steel, side-exit exhaust with tubular headers, GTS-R-style low-restriction racing mufflers
- Carbon fiber-Kevlar coupe body
- Wind-tunnel tuned rear wing, front splitter and rear diffuser, partial undertray
- Backbone tubular steel space frame with separate cowl structure and FIA-legal safety cage incorporating engine bracing
- Cast-aluminum independent suspension with unequal-length upper and lower “A” arms, 2.25-inch race springs, Moton monotube two-way adjustable coil-over dampers, high rate anti-roll bar, six-lug production hubs
- Three-piece BBS wheels with forged aluminum centers
- Four-wheel vented cast-iron disc brakes with Brembo four-piston calipers; advanced ABS
- Racing fuel cell
- Racetech competition seat
- Driver-activated fire suppression system
- Center cockpit safety net and custom-fitted side-window netting
- Team Tech six-point driver restraint system
- Electrical system cut-off

SAFETY AND SECURITY

Please refer to the [Safety Glossary](#) for descriptions of the following available features:

- Advanced Multi-stage Air Bag System
- Three-point Seat Belts with Pretensioners
- Constant Force Retractors (CFR)
- Center High-mounted Stop Lamp (CHMSL)
- Keyless Entry System

COLOR AVAILABILITY

- Viper Red
- Viper Black
- Viper Blue
- Viper Race Yellow
- Slate Crystal Pearl Coat
- Copperhead Orange Satin Coat – Coupe only
- Stone White with Viper Blue Stripes – 9th Viper Owners Invitational Special Edition Coupe only

MANUFACTURING INFORMATION

- 2006 Model year production began: July 2005 (Roadster); August 2005 (Coupe)
- Production location: Conner Avenue Assembly Plant in Detroit, Michigan
- 8.3-liter V-10 engine: Conner Avenue Assembly Plant in Detroit, Michigan
- 6-speed manual transmission: Tremec transmission plant, Queretaro, Mexico

MARKET POSITION

Simply put, there is nothing else like the Dodge Viper SRT10. Offered in Roadster and Coupe versions, Dodge Viper SRT10 delivers serious, race-inspired performance without apology. With its dramatic styling, 510 horsepower (380 kW) and outrageous attitude, the Dodge Viper SRT10 is the ultimate American sports car *f*{ and the essence of the Dodge brand's unwavering commitment to extreme performance.

Demographics

- Gender: 89% male / 11% female
- Age: 49 median
- Household income: \$173,000 median
- Education: 44% college degree
- Household: 62% married
- Occupation: Primarily executive/entrepreneurial

MARKET ADVANTAGES

- Continues to set the definition of extreme performance in a powerful, yet refined American sports car
- Dodge Viper SRT10 Coupe, new for 2006, "tops off" the Viper lineup
- Powered by a 505-cubic-inch V-10 engine producing 510 horsepower (380 kW) and 525 lb.-ft. (712 N•m) of torque
- SRT performance: 0-60 mph in less than four seconds, 60-0 mph braking in less than 100 feet, and 0-100-0 mph in the low 12-second range
- Outrageous design in a low-slung shell, with lowered hood lines, swept-back fenders and deep-cut side scallops
- Back-to-basics sports car approach: traditional front-engine, rear-wheel-drive layout
- Race-bred, fully independent four-wheel suspension
- Massive tires and wheels
- World-class brakes

PRODUCT CHRONOLOGY

2006 Model Year

- SRT10 Coupe introduced. Like the Roadster, the Coupe has:
 - 8.3-liter 500-horsepower V-10 engine
 - Signature crosshair grille design
 - Deep-cut side scallops
 - Swept-back fenders and lowered hood
- Coupe distinguished by:
 - "Double-Bubble" roof
 - Unique rear styling with wraparound taillamps
 - New canopy and deck lid
 - Deck lid spoiler
 - New windshield surround, door side glass, rear fascia and quarter panels
 - Unique weatherstrip pieces, headliner, carpet and trim panels
- Other new features:
 - Two wheel options
 - Polished forged aluminum five-spoke wheel
 - "H-spoke" polished forged aluminum wheels
 - Available SIRIUS Satellite Radio

2005 Model Year

- New Viper Race Yellow body color
- New Copperhead Orange body color
- New Copperhead Orange interior package featuring black leather interior with contrasting stitching on seats and shift knob accents

2004 Model Year

- New Viper White body color
- Standard red brake calipers
- Standard folding tonneau cover
- New trunk carpet

2003 Model Year

- Introduction of the all-new SRT10 two-seat convertible with all-new 8.3-liter V-10—500-hp (372 kW) engine
- Lower hood with larger grille opening and integrated louvers
- 2.6-inch longer wheelbase (than 2002 RT/10)
- High-intensity discharge headlamps
- New HVAC system for improved performance and air flow
- New windshield wiper blade design with low-profile flat (beam-style) blades
- 1.1-inch shorter overall length than 2002 RT/10
- Power adjustable clutch, throttle and brake pedals (4-inch total pedal travel)
- New driver foot rest (adjustable)
- Next-generation, multistage driver and front passenger air bags(a)
- New four-wheel anti-lock disc brakes
- Exterior colors: Viper Red, Viper Black, Viper Bright Silver Metallic

2002 Model Year

- GTS Final Edition — Last 360 Viper Coupes red with white stripes, special badging
- Graphite Metallic (RT/10 and GTS) and Graphite Metallic with silver stripe (GTS only) color schemes

2001 Model Year

- Viper Race Yellow and Deep Sapphire Blue Pearl Coat exterior colors
- Optional Black center stripes with Viper Race
- Yellow on GTS
- Standard four-wheel disc anti-lock brakes

2000 Model Year

- Viper Steel Gray exterior color
- Child seat tether anchorage
- Revised ACR (American Club Racer) Group—Performance oil pan, Dynamic Suspensions adjustable monotube shock absorbers and new nameplate

1999 Model Year

- 18-inch aluminum wheels with Viper logo center caps and Michelin Pilot Sport™ tires
- Cognac Connolly® leather interior group
- Black exterior color with or without silver stripe
- GTS ACR Group homologated for club racing
- Spring 1999 introduction

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