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## **2010 Dodge Viper SRT10 Awarded *Detroit News* Readers' Choice "Best Curves"**

- *Detroit News* reader-judges award reflects consumer sentiment at the 2010 North American International Auto Show
- Readers' Choice awards reinforce Dodge brand's leadership in expressive design and driving excitement
- Dodge Viper SRT10 stands out with its signature crosshair grille, deep-cut side scallops, swept-back fenders and lowered hood lines
- More than 7,600 custom interior and exterior configurations are now available, including 12 different colors, six stripe options, five different interior color combinations, four different wheel choices and three available interior bezels

January 14, 2010, Auburn Hills, Mich. - The 2010 Dodge Viper SRT10 drove away with the *Detroit News* Readers' Choice award for "Best Curves," from the 2010 North American International Auto Show. The paper's panel of 100 consumer-minded *Detroit News* reader-judges — rather than industry professionals — selected the 2010 Dodge Viper SRT10 as the most expressively styled vehicle at the show.

"The *Detroit News* Readers' Choice award for Best Curves speaks perfectly to the sexy styling of the race-proven Dodge Viper's design," said Ralph Gilles, President and CEO, Dodge Brand. "The expressive styling of the iconic Dodge Viper gets everyone's endorphins kicking and heart racing, even when it's not hitting the redline at triple-digit speeds. And with its unique two-tone exterior color combinations and aerodynamic components, the even more passionate and track-ready styling of the Dodge Viper ACR looks even more unmistakable."

The 2010 Dodge Viper SRT10 remains available in two body styles – Roadster and Coupe. Both feature a dramatic new hood with a larger, more efficient hood scoop for air induction and larger, functional hood louvers to facilitate a greater cooling effect for the more powerful 8.4-liter, 600-horsepower V-10 engine underneath.

Several exterior differences exist between the 2010 Dodge Viper SRT10 Roadster and Coupe. In fact, the only body panels they share are front fascia and fenders, hood and doors. However, all of the iconic Dodge Viper SRT10 design cues have been maintained, including the signature crosshair grille, deep-cut side scallops, swept-back fenders and lowered hood lines.

Unique to the 2010 Dodge Viper SRT10 Coupe is its "double bubble" roof styling for greater torsional stiffness than the Roadster. The 2010 Dodge Viper SRT10 Coupe also features increased downforce and greater high-speed stability with its sloping roofline and deck-lid spoiler.

Inside, the Dodge Viper SRT10 Roadster and Coupe cockpit retains its characteristic red push-button starter and performance-oriented, highly functional instrument panel with center-mounted tachometer and 220-mph speedometer. Five interior trim and seating colors, plus a choice of bezel finishes on the center instrument panel and console adds to the increased level of Dodge Viper SRT10's detail and customization.

### **About 2010 Dodge Viper SRT10**

For the final year of production for the current-generation Dodge Viper SRT10, Dodge plans to deliver a vehicle lineup like no other since the introduction of the iconic American sports car in 1992.

The heart of the 2010 Dodge Viper SRT10 remains the venerable 8.4-liter (510 cu. in.) V-10 engine that produces 600 (450 kW) horsepower and 560 lb.-ft. (760 N•m) of torque. Benchmark performance numbers, including 0-60 mph in less than 4 seconds, quarter-mile time in the mid 11-second range and 0-100-0 mph in 11 seconds flat and a top

speed of 202 mph, continue to prove how the serious, race-inspired, street-legal two-seater performs without apology. Body style offerings remain unchanged with the availability of Roadster and Coupe models along with the ACR (American Club Racer) package. Approximately 500 vehicles will be built for the 2010 model year.

With the introduction of two new exterior colors, Toxic Orange Pearl Coat and Bright Silver Metallic Clear Coat, Dodge Viper SRT10 is now available in 12 different colors, the most regularly available choices in one model year. And with six stripe options in the new wider configuration, five different interior color combinations, four different wheel choices and three available interior bezels; the 2010 Viper SRT10 will be available in more than 7,600 combinations — the most for any one model year — significantly adding to the exclusivity of each car like never before.

Numerous special, limited-edition models are planned for the 2010 model year, including the Dodge Viper ACR 1:33 Edition, which will pay tribute to the new production car lap record set on Nov. 24, 2009 at Laguna Seca raceway. The unique two-tone Black Clear Coat/Red Clear Coat exterior color scheme on this model is the opposite form of the original Viper ACR. Interior features include piano black console bezels with red gauge highlights complemented with red accent stitching in the seats. Only 33 cars will be produced as 1:33 Edition Viper ACR models.

Additional special edition models will be announced closer to their individual introductions.

**viperheadquarters.com:**

Dodge has created a new website designed to showcase the Dodge Viper SRT10 both on the street and on the track. Check out the new online home for all things Viper at [www.viperheadquarters.com](http://www.viperheadquarters.com).

**About Dodge**

Dodge is a full line of cars, SUVs and MPVs that are agile, daring, sensible and inventive. The product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10.

Dodge introduced two new vehicles for the 2009 model year: the all-new 2009 Dodge Journey, the brand's first crossover vehicle and the 2009 Dodge Challenger, a modern-day American muscle car. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. J.D. Power and Associates further acknowledged this leadership by naming the Dodge Grand Caravan the Most Dependable Van for 2009. The 2010 Dodge Grand Caravan continues to set the mark in the minivan segment with unsurpassed fuel economy of 17 city / 25 highway mpg and minivan-first innovations including the segment's only Stow 'n Go<sup>®</sup> and Swivel 'n Go<sup>™</sup> seating and storage systems. The 2010 Dodge Avenger, with ESC, also earned the 2009 Top Safety Pick rating from the IIHS.

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