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Dodge Begins Production of 2010 Viper SRT10 ACR-X

Spec-series Racer to Make Debut in New Dodge Viper Cup Series

- Production of turn-key, spec-series racer kicks off 2010-model-year build of Dodge Viper lineup at Conner Avenue (Detroit) Assembly Plant
- Viper ACR-X aimed at continuing Dodge Viper's storied racing history
- Dodge Viper Cup spec-racing series will debut in July
- Dodge and Street and Racing Technology (SRT) team combine best performance attributes of Viper ACR with Viper Competition Coupe
- Latest special-edition Viper ACR offers improved on-track performance and safety at affordable price
- Final year of production of current-generation car will see some of the most special Vipers ever built

March 29, 2010, Auburn Hills, Mich. - The next chapter in the storied racing history of the Dodge Viper is being written as the first 2010 Dodge Viper SRT10 ACR-X rolled off the assembly line at the Conner Avenue Assembly Plant in Detroit on Monday, March 29. Built for road racing enthusiasts, the Dodge Viper ACR-X combines the best performance attributes of the record-setting, street-legal Dodge Viper ACR (American Club Racer) and the safety equipment of championship-winning Viper Competition Coupe.

"The 2010 model year is going to be unique for the Dodge Viper in many ways both on and off the track, so to kick it off with production of our ultimate special-edition Viper ACR-X is our way of paying tribute to the performance engineering expertise of our SRT team, combined with the passion and dedication of Viper Nation, to keep the tradition going strong," said Ralph Gilles, President and CEO, Dodge Brand. "With its amazing on-track performance, the Viper ACR-X is going to seriously turn the heads of all road-racing enthusiasts, whether it is the grassroots driver all the way up to the professional."

The SRT-developed 8.4-liter V-10 engine that powers the Viper ACR-X is equipped with factory headers and a low-restriction exhaust system that produces 640 horsepower (40 more than production model) and 605 lb.-ft. of torque (45 more than production model). Following the initial build at the Conner Avenue Assembly Plant, each engine is shipped to a dynamometer lab where it is verified for proper outputs and electronically sealed before being sent back to the plant for final installation.

The suspension on the Viper ACR-X also is tuned and upgraded specifically for on-track usage, while the overall vehicle weight is lightened by a full 160 pounds (versus the standard production Viper) to take on even the most challenging road course. Additional aerodynamic upgrades improve downforce, while enhancing stability and significantly improving grip in high-speed cornering.

Similar to the Dodge Viper Competition Coupe, the non-street legal Viper ACR-X boasts safety features such as factory-designed and installed fuel cell and race seat and factory-designed roll cage. Additional racing components are added to meet the significant durability and reliability requirements for on-track competition.

Manufacturer's Suggested Retail Price (MSRP) for the 2010 Dodge Viper ACR-X is \$110,000.

Dodge Viper Cup

The Dodge Viper ACR-X will make its competition debut on July 9-10, 2010 in a newly developed, 10-race spec series called the Dodge Viper Cup, which will be sanctioned by the existing Viper Racing League. Vehicle sales of the Viper ACR-X will be used to self-fund the racing efforts.

Two races per weekend for five weekends will make up the 10-race 2010 Dodge Viper Cup schedule which includes the following:

- July 9-11 at Virginia International Raceway, Alton, Va.
- Aug. 14-15 at Hallett Raceway, Jennings, Okla.
- Sept. 11-12 at Pocono Raceway, Long Pond, Pa.
- Oct. 1-3 at Miller Motorsports Park, Tooele, Utah
- Oct. 22-24 at Daytona International Speedway, Daytona, Fla.

Each vehicle in the new series must be the new Dodge Viper ACR-X. A contingency program sponsored by Dodge Motorsports and Mopar will pay out more than \$200,000 during 2010. Payouts for each race are in cash and Mopar vouchers come as credit toward purchase of Mopar parts and accessories.

Per Race	Cash	Mopar Voucher	Total
1st	\$6,500	\$1,000	\$7,500
2nd	\$4,500	\$500	\$5,000
3rd	\$2,500	\$250	\$2,750
4th	\$1,250	\$150	\$1,400
5th	\$500	\$100	\$600

Additional cash awards will be made to the top-3 finishers in the Dodge Viper Cup. The 2010 champion will win \$25,000, second-place will receive \$10,000 and third-place will pay \$5,000.

Conner Avenue Assembly Plant

The Dodge Viper ACR-X is built on the same production line and using the same quality manufacturing techniques as the street-legal versions of the Dodge Viper.

"We're proud to be the exclusive home of America's ultimate performance car," said Shelly Gordon, Plant Manager - Conner Avenue Assembly Plant, Chrysler Group LLC. "For 15 years, our dedicated workforce has hand built a vehicle that inspires dreams and captures the imaginations of young and old. That passion and attention to detail continues with the launch of some of the most unique Dodge Vipers ever built."

Production of the Dodge Viper began in May 1992 at the New Mack Assembly Plant and was moved to Conner Avenue Assembly Plant in Oct. 1995. Viper V-10 engine production was transferred to Conner Assembly from Mound Road Engine in May 2001. In 2003, the Viper SRT10 roadster hit the market, and the current generation Viper SRT10 Coupe followed in 2005. In March 2008, production began on the new Viper ACR (American Club Racer) - the highest performance street-legal vehicle ever built at Conner Assembly.

Viper Racing Heritage

The Dodge Viper has enjoyed a successful racing heritage that began in 1996 with the original Viper racing entry, the GTS-R, which earned five international GT championships and the 1997-1999 FIA GT championships. It also posted an amazing overall win at the Rolex 24 Hours of Daytona in 1999 - the first for a production-based American car.

The Dodge Viper Competition Coupe, introduced in 2003, delivered the next chapter with its coupe-shaped carbon/Kevlar body and a track-ready chassis, based on the Dodge Viper SRT10. The Viper Competition Coupe has continued the on-track prowess by capturing the 2004 SCCA Speed World Challenge GT title, championships in Formula D Drifting series in 2004 and 2006 and the British GT Championship in 2007 and 2008.

Wide Array Of New Special, Limited-edition Models

To celebrate the final production year of 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.

Numerous special, limited-edition models are planned for the 2010 model year, including the Dodge Viper ACR 1:33 Edition, which pays tribute to the 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 highlights 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.

The 2010 Voodoo-edition Viper ACR will feature an all-Black Clear Coat exterior with a Graphite Driver's Stripe outlined in red. Only 20 cars will be produced with the unique striping on both the exterior, as well as on the steering wheel.

Additional special-edition models will be announced closer to their individual introductions. Pricing on the 2010 Dodge Viper lineup also will be announced at a later date.

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.

Viper Racing League

The Viper Racing League is one of three race series (including Challenge Series and Driving School) sanctioned by Viper Days. The series has 11-weekend events scheduled for the 2010 season at some of the country's most prestigious race tracks. For more information including the 2010 race schedule, visit www.viperdays.com.

For more information on the Dodge Viper ACR-X, call Viper Race Headquarters at (888) 960-3333 or visit www.viperheadquarters.com.

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