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2013 SRT Viper – The Return of the Snake

Fifth generation of iconic American-built supercar returns as Street and Racing Technology (SRT) brand's flagship performance machine with more power and performance, superior craftsmanship, new technologies and creature comforts

- Two new models: SRT Viper and SRT Viper GTS
- All-aluminum, 8.4-liter mid-front V-10 engine delivers 640 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports-car engine in the world
- Chassis enhancements boost torsional stiffness by 50 percent
- Triple-digit weight reduction contributes to best power-to-weight ratio of any Viper ever
- Available Track Package improves handling and precision on road or track, while accommodating further weight reduction
- Standard safety features include electronic multistage stability control, traction control and new 4-channel anti-lock brake system (ABS)
- Viper GTS model adds driver-selectable, two-mode suspension system for street or track use
- All-new, innovative interiors set new standards with premium materials, new technologies and impeccable craftsmanship
- Timeless exterior incorporates iconic Viper styling cues with a contemporary execution
- All-new carbon-fiber and aluminum skin sculpted for high-speed stability and .369 coefficient of drag (Cd
- Breakthrough Uconnect Access provides new level of in-vehicle connectivity
- Extensive array of exterior colors and stripes are a mix of classic and new shades and styles

November 20, 2012, Auburn Hills, Mich. - The all-new 2013 SRT Viper makes its long-awaited return to the high-performance sports-car market flush with new technologies and ergonomic improvements while respecting its legacy of American craftsmanship and visceral performance.

"The Street and Racing Technology brand team is extremely proud that our hand-built-in-Detroit, flagship supercar is back and ready to take on the performance-car world," said Ralph Gilles, President and CEO – Street and Racing Technology Brand and Motorsports, Chrysler Group LLC. "Beyond being the flagship for the new SRT brand, the launch of the 2013 Viper proves that we simply would not let the performance icon of the Chrysler Group die. Willed to live on by a very special group of performance enthusiasts inside the company and across Viper Nation, this SRT team under our new leadership was challenged to not just continue the legendary Viper, but to create the fifth generation of our world-class supercar that would showcase the very best we have to offer."

The performance numbers that have been synonymous with Viper throughout its history continue with the all-new 2013 SRT Viper models:

- Top speed = 206 mph
- 0-60 mph acceleration = low 3-second range
- Quarter-mile elapsed time = mid 11-second range
- 0-100-0 mph elapsed time = less than 12 seconds
- Braking distance from 60-0 mph = 106 feet

- Coefficient of drag (Cd) = .369

Two new models enough for any performance buyer

For the 2013 model year, two new models of the iconic supercar will be hand-built at the Conner Avenue Assembly Plant in Detroit – the Viper's home since 1995. Both SRT Viper and SRT Viper GTS models offer new interior and exterior designs incorporating premium materials and new exterior surfaces with aerodynamically functional details that are beautifully integrated into the high-tech carbon fiber and aluminum skin. On the inside, designers and engineers strived to rethink all its touch points and upgrade all its material appointments and technologies.

"The SRT Viper model offers a perfect blend of extreme performance and a deliberate preservation of what has become the iconic DNA of the Viper," Gilles added. "We strove to deliver a supercar that continues to bring the driver as close as possible to the machine."

The SRT Viper GTS builds on the DNA of the SRT Viper model with more technologically advanced solutions, like its driver-selectable two-mode suspension system that allows this world-class car to find new limits on the track while also opening up its envelope as a more mature evolution of the classic, extreme performance formula. Designed and built with premium features and materials inside and out, the Viper GTS will compete with the best performance vehicles in the world – and do so with a wide range of creature comforts, advanced drivetrain and interior technologies.

"We've purposely evolved the iconic soul and raw performance formula that Viper has maintained over the years," Gilles said. "Our returning customers will see the world-class levels of pride, quality and hand-built craftsmanship built into the 2013 Viper. With two price classes of the SRT Viper and SRT Viper GTS, we have offerings for both the traditional core Viper customer and for the new customer who wants the same performance in a package with more technology and premium creature comforts."

Awe-inspiring V-10 powertrain

The heart and soul of the 2013 SRT Viper is its venerable, handcrafted, all-aluminum 8.4-liter, mid-front V-10 overhead-valve engine.

Improvements for 2013 include an ultra-high-flow, lightweight composite intake manifold; high-strength, forged pistons; sodium-filled exhaust valves; new catalysts to ease backpressure and an aluminum flywheel that reduces reciprocating losses. Approximately 25 pounds have been shaved from the fully dressed engine.
Performance ratings for the SRT-engineered V-10 Viper are 640 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports-car engine in the world.

The Tremec TR6060 six-speed manual transmission has been improved with closer gear ratios and a final drive ratio that has been shortened to 3.55 from 3.07. The shifter throw also is shorter. As a result, the 2013 Viper models will be more engaging to drive. Its top speed of 206 mph is now achieved through 6th gear with maximum engine speed (redline) at 6,200 rpm.

Outstanding ride, handling and capability

Starting with a stiffer structure that provides 50 percent more torsional rigidity, the 2013 SRT Viper chassis benefits from numerous enhancements – many learned through racing efforts with Viper GTS-R and Competition Coupe models.

Major upgrades include the addition of a new aluminum x-brace under the hood that ties the suspension pickup points to the magnesium cowl super casting. This benefits torsional rigidity and stiffness. A new aluminum impact beam at the front of the car contributes to overall mass savings and improved weight distribution, while providing excellent crashworthiness.

Structurally, many chassis components were reworked to take advantage of new materials able to accommodate reduced thickness and complex shapes without compromising structural rigidity. The result is an overall weight savings of approximately 100 pounds.

At the rear, the suspension has been re-engineered with the toe link moved forward of the axle for better tow control and dynamic stability.

A new, driver-selectable two-mode suspension system, featuring Bilstein DampTronic Select shock absorbers with both street and track settings, is standard on GTS models.

For 2013, SRT Viper models ride on standard Pirelli P Zero, Z-rated tires with substantially improved overall response, cold-weather performance, and enhanced grip and steering feel, regardless of road surface – while also broadening the performance envelope.

For the first time, standard safety technologies such as electronic multistage stability control and traction control help to maximize traction performance at virtually any speed and driving environment.

While every SRT Viper leaves the factory floor ready to take on any on-road or on-track challenge, the available Track Package further enhances its capability by elevating at-limit performance. Slotted two-piece lightweight rotors from StopTech replace the original equipment, while ultra-lightweight multi-spoke Sidewinder II wheels wrapped in high-performance Pirelli P Zero Corsa "racing-type" compound tires further reduce unsprung weight at all four corners. Selecting the Track Package also slices 57 pounds from the vehicle’s curb weight.

All 2013 Viper models will come with a steering-wheel-mounted launch-control switch, allowing for optimal acceleration from standing starts.

Benchmark braking

Brake performance for the 2013 SRT Viper is engineered to provide shorter stopping distances, better modulation, improved durability and balanced brake performance without fading under extreme conditions.

Each corner features four-piston Brembo brakes with fixed-aluminum calipers and vented rotors boasting a diameter of 355 mm by 32 mm. Brake calipers are forged. All surfaces are machined for full weight optimization. The calipers are among the stiffest available. Heat distortion is nearly eliminated, even under the most demanding braking conditions.

The available SRT Track Package features lightweight and slotted two-piece rotors from StopTech.

New premium materials, craftsmanship and technologies

The all-new, driver-oriented interior cabins of the SRT Viper models have been totally revamped for 2013. Superior craftsmanship, premium material appointments and performance-oriented technologies are evident throughout.

For the first time, all major interior surfaces are sewn and wrapped with additional padding applied in comfort areas. On the Viper GTS model, all surfaces are fully leather-skinned. Standard accent colors are applied to the seats, doors, center console and stitching.

Quality fit and finish is showcased across the lineup by details such as the triple paint-finished gun-metal appliqués on the cluster bezel, HVAC outlets, window-switch bezels, shifter base, park-brake bezel and the integrated passenger grab-handle on the center console.

Standard high-performance racing seats from Sabelt feature a lightweight Kevlar/fiberglass shell created by a state-of-the-art resin transfer-molding technology for mass reduction and long-term durability. Both driver and passenger enjoy improved comfort from thigh support and deep side-bolsters designed to match the extreme lateral acceleration capabilities of the SRT Viper.

Seating positions in the 2013 SRT Viper models are 20 mm lower for more room and enhanced performance-driving ergonomics. Seat travel is extended by 90mm overall, which enables expanded seating options from a more rearward positioned bulkhead. For the first time, seat height can be adjusted by up to 40 mm – manually on the SRT model and power-controlled on the GTS.

The new 2013 Viper is the most spacious model in the history of the nameplate. The floor pan and bulkhead have

been extended approximately 90 mm to provide improved legroom and more rearward seat track movement.

A 7-inch, full-color, customizable instrument cluster – with its full-time analog tachometer – is designed specifically for the 2013 SRT Viper.

The dominant center tachometer display features an animated readout that glows red and shows off the new "Stryker" logo when engine rpm approaches redline, safely alerting the driver to upshift.

Drivers can configure the tachometer to display their last shift point and a peak rpm hold marker can be set up for optimum performance. Views include tach-only or tach with digital speed readout.

The new customizable instrument cluster provides an unmatched presentation of the exclusive SRT Performance Pages' statistics and feedback to the driver, including 0-to-60 mph; 0-to-100 mph; eighth- and quarter-mile elapsed times; braking distance; instant g-force measurement readouts and top-speed performance.

The 8.4-inch Uconnect radio doubles as a display for SRT Performance Pages content, such as quarter-mile elapsed time and speed. Data also can be stored for future reference.

Uconnect Access provides new level of connectivity

The 2013 SRT Viper lineup features the new Uconnect Access in-vehicle connectivity system that links drivers to emergency services, as well as richer information and entertainment options – all via improved graphics.

Viper customers can choose between two Uconnect Media Centers – Uconnect 8.4A and Uconnect 8.4AN – which provide a range of new features and multiple ways to control media. The system balances the convenience of an 8.4-inch touchscreen with the reassurance of tactile knobs for common functions such as radio tuning volume adjustment. Touchscreen buttons along the bottom of the screen enable easy access to the radio, climate controls, navigation and phone. Breakthrough voice-text capability is enabled via voice command.

Pairing the vehicle with a compatible Bluetooth-equipped phone featuring the Message Access Profile (MAP) enables handsfree calling and activates advanced text-messaging protocols that:

- Announces receipt of a text message sent to the device
- Audibly identifies the sender
- "Reads" the message aloud

Leveraging Chrysler Group's partnership with Sprint, the driver can access cloud-based voice recognition technology that converts the spoken word into verbatim text messages. Communication is limited only by the user's vocabulary – no need to let go of the steering wheel or learn lists of "canned" responses, as required by competitive systems.

Similarly, the new Viper's navigation system affords the use of continuous, single-sentence instructions, such as: "Navigate to 800 Chrysler Drive, Auburn Hills, Michigan."

Not sure where you need to go? Ask Bing. The powerful search engine will find restaurants, theaters, airports and other landmarks. Choose a destination and Uconnect Access will plot a route on command.

The system also raises the security bar, using its embedded cellular connection to establish direct contact with 9-1-1 dispatchers at the push of a button. A second button connects vehicle occupants with Uconnect help, Chrysler Group customer service or roadside assistance. (Both buttons are located on the Viper's rear-view mirror.)

Additional peace of mind comes in the form or theft-alarm notification, stolen-vehicle assistance and a smartphone app. The latter remotely locks and unlocks doors, flashes lights, sounds the horn and pinpoints vehicle location in places such as crowded parking lots.

Once behind the wheel, its sculpted contours welcome a driver's grip. The steering wheel also is home to a host of finger-tip mounted controls for audio, Uconnect features and launch control.

SiriusXM Travel Link, available with the Uconnect 8.4AN system, provides premium data services and information to make every trip more efficient. SiriusXM Traffic, also only available with Uconnect 8.4AN, works with the vehicle's

navigation system to display traffic speed, traffic flow and accident information to assist travel through congested areas.

An expanded SiriusXM channel lineup is available on both Uconnect systems and includes programming exclusive to Chrysler Group, including the new SiriusXM Latino channels, an auto industry first.

A range of Harman Kardon surround-sound systems are available across the SRT Viper lineup that features the latest in audio system technology. All Harman Kardon audio systems include a high-voltage class D amplifier with tracking power supply and up to 12 channels of amplification. The Harman Kardon system with exclusive Logic 7 surround-sound processing is available in the Viper GTS model with a total of 18-speakers, including four subwoofers located behind the seats. All Harman Kardon systems in the 2013 SRT Viper lineup include high-performance, high-efficiency GreenEdge technology loudspeakers that are extremely light and include rare earth magnets. The magnets inside each speaker ensure efficient speaker operation and enhanced performance. The audio system is powered by a 35-volt tracking power supply – so the new and improved sound system achieves more than double the acoustic power of the current system.

Refined evolution of SRT's hallmark – aggressive and functional exterior designs

The all-new, timeless exterior design blends contemporary execution with evolutionary refinement.

All-new carbon-fiber hood, roof, decklid and aluminum door panels are firsts for SRT Viper models resulting in significant weight reduction, improved high-speed stability and a .369 drag coefficient while still achieving negative lift.

The forward-hinged hood carries the redesigned Viper badge – aptly named "Stryker" by the Viper Club of America – positioned in the center; and offers unobtrusive access to several service points and the SRT-engineered V-10 powerplant.

The classical low-stance and the extreme cab-rearward proportions that have become the unmistakable silhouette of the iconic supercar, return on the 2013 SRT Viper models along with the dramatic fender "gills" – another traditional Viper design cue that helps to extract heat from the engine compartment.

The 2013 Viper models feature a contemporary take on the traditional "double-bubble" roof configuration that maximizes headroom for the driver and passenger while maintaining a low frontal area – allowing additional room for helmets during recreational competitive driving.

Dual-function, bi-xenon projector headlamps are tightly packaged with white light-emitting diode (LED) daytime running lamps and LED turn signals in a sinister "snake eye" configuration.

Functional "blisters" incorporated into the 70 mm projector headlamp lenses create a three-dimensional view that gives Viper a distinctive glare.

The lower-front grille is purposefully designed as an evolution of the traditional Viper low-profile cooling opening configuration and discretely carries a refined V-shape structure.

The exhaust system continues to exit forward of the rear wheels and now carries further refinement with cast aluminum, sill-mounted exhaust bezels.

For the first time, the 2013 SRT Viper models carry LED taillamps that integrate stop-and-turn illumination in one element. Snakeskin texture in the lens carries the surface work seen in the gills and hood textures. With dark-masked lenses, the horizontal lamps appear dark until the LED elements fire. Each lamp carries 50 LEDs that provide a unified "crystallized" illumination effect.

The five-spoke, forged-aluminum "Rattler" wheel design on the 2013 Viper model is available with fully polished (standard), fully painted Hyper Black or fully painted Matte Black finishes.

The Viper GTS has a split six-spoke forged-aluminum "Venom" wheel design with three available finishes, including polished face with graphite-painted pockets (standard), fully painted Hyper Black or fully painted Matte Black.

Available SRT Track Package wheels are ultra-lightweight, track-ready wheels in Hyper Black or Matte Black finishes.

For 2013, a mixture of classic Viper exterior paint shades have been reformulated, while new colors are also being introduced during a multistage painting process that results in show-car like finishes.

Six exterior color choices are offered on the SRT Viper models including: Adrenaline Red, Venom Black, Bright White, Gunmetal Pearl, Race Yellow and Shadow Blue Pearl. The SRT Viper GTS model receives an expanded exterior color palette with the availability of Stryker Red Tri-Coat Pearl and GTS Blue.

Two distinctive body stripe configurations are offered. The SRT Viper is available with a pair of tapered stripes starting on the clamshell hood and making their way onto the roof and finishing on the rear hatch. The SRT Viper GTS model is available with a pair of wide stripes running the length of the coupe from front to rear fascia.

Both stripe configurations are expertly applied in the paint booth before the main body color. Only after the paint is cured, a final clear coat is used to ensure the stripes are an integral part of the finished product.

Exterior stripe color packages include: Black Venom, Billet Silver and Gunmetal Pearl. Bright White body-length stripes are being used exclusively on the 2013 SRT Viper GTS Launch Edition model.

Manufacturer's suggested retail price (MSRP) for the 2013 SRT Viper model is $97,395 (excluding $1,995 destination), while MSRP for the 2013 SRT Viper GTS model is $120,395 (excluding $1,995 destination).

About SRT

The Chrysler Group's Street and Racing Technology (SRT) brand uses a successful product development formula featuring five proven hallmarks: awe-inspiring powertrains; outstanding ride, handling and capability; benchmark braking; aggressive and functional exteriors and race-inspired and high-performance interiors to remain true to its performance roots.

The SRT lineup in the 2013 model year features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8 are joined by the SRT flagship Viper and Viper GTS models, which are making their highly anticipated return to the high-performance sports car market.

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