

Contact: Dianna Gutierrez

Dan Reid

2014 SRT Viper: Flagship Performance Machine of SRT Brand

Power and performance, superior craftsmanship, newest technologies and creature comforts comprise the iconic American-built supercar and flagship of the Chrysler Group LLC's SRT (Street and Racing Technology) brand

- Fifth generation of Viper includes two models designed for true performance enthusiast: SRT Viper and SRT Viper GTS
- New for 2014 TA Special Edition Package with focus on road course handling
- New for 2014 are wider array of exterior colors and stripes for additional customer personalization
- New for 2014 and first ever use for Chrysler Group is available Matte Black exterior paint color on GTS model as part of Anodized Carbon Edition package
- New for 2014 is "rain mode" as part of expanded electronic multistage stability control joining other standard safety features including, traction control and four-channel anti-lock brake system (ABS)
- All-aluminum, 8.4-liter mid-front V-10 engine delivers 640 horsepower and 600 lb.-ft. torque – most torque of any naturally aspirated sports-car engine in the world
- Triple-digit weight reduction versus previous generation model (2010 model year) contributes to best power-to-weight ratio of any Viper ever
- Chassis enhancements boost torsional stiffness by 50 percent over previous generation model (2010 model year)
- Viper GTS model adds driver-selectable, two-mode suspension system for street or track use
- Innovative interiors offer premium materials, newest technologies and impeccable craftsmanship
- Timeless exterior incorporates iconic Viper styling cues with a contemporary execution
- Carbon-fiber and aluminum skin sculpted for high-speed stability
- Uconnect Access provides newest level of in-vehicle connectivity

September 1, 2013, Auburn Hills, Mich. - Following its long-awaited return to the high-performance sports-car market in 2013, the 2014 SRT Viper lineup continues the evolution of the iconic American built supercar with a new track-focused special edition package and a wider array of exterior colors and stripes allowing for more customer personalization.

The performance numbers that have been synonymous with Viper throughout its history continue with the 2014 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 models equal enough for any performance buyer

Two models of the iconic supercar are 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 interior and exterior designs incorporating premium

materials and 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 have enhanced all its touch points and upgraded all its material appointments and technologies.

The SRT Viper model blends world-class levels of pride, quality and hand-built craftsmanship, while retaining the extreme and iconic core performance capabilities of what has become the DNA of the Viper.

The SRT Viper GTS builds on the DNA of the SRT Viper model with more technologically advanced solutions, like its driver-selectable suspension system that allows this world-class car to find extreme 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 models compete with the best performance touring cars in the world – and does so with a wide range of creature comforts, advanced drivetrain and interior technologies.

New for 2014 is the available TA Special Edition Package that is built on the SRT Viper model and expands upon the legendary on-track capability optimizing components straight from the SRT stable and a new brake system from Brembo. The existing and new performance parts are combined into a carefully balanced package that extracts the most out of the Viper's ultra-low center of gravity, 50/50 weight distribution and largest tire contact patch in the production car world.

For the Viper owner who wants the ultimate sinister look, also new for 2014 is the available Anodized Carbon Edition Package developed for the GTS model. Exclusive content includes: a first ever use of Matte Black paint finish by Chrysler Group, carbon fiber front and rear brake ducts, and rear applique, exterior gloss black GTS badge, satin black exhaust bezels, satin black fuel filler cap, Alcantara headliner and door bolsters and knee blockers, Gunmetal door bezels, interior carbon fiber accents, unique instrument panel badge, orange interior stitching, orange brake calipers with black Viper decals and 5-spoke "Rattler" wheels with unique Black Vapor Chrome finish.

Awe-inspiring V-10 powertrain

The heart and soul of the 2014 SRT Viper is its venerable, handcrafted, all-aluminum 8.4-liter, mid-front V-10 overhead-valve engine, featuring an ultra-high-flow, lightweight composite intake manifold; high-strength, forged pistons; sodium-filled exhaust valves; exhaust system catalysts to ease backpressure and an aluminum flywheel that reduces reciprocating losses. Approximately 25 pounds have been shaved from the fully dressed engine compared to the previous generation model (2010 model year).

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 features close gear ratios and a final-drive ratio of 3.55. Short shifter throws make the 2014 Viper models extremely engaging to drive. Its top speed of 206 mph is 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 than the previous generation (2010 model year) model, the 2014 SRT Viper chassis benefits from numerous enhancements – many learned through racing efforts with Viper GTS-R, Competition Coupe and ACR-X models.

In addition to the aluminum x-brace under the hood that ties the suspension pickup points to the magnesium cowl super casting, an aluminum impact beam at the front of the car contributes 50/50 weight distribution, while providing excellent crashworthiness. This also benefits torsional rigidity and stiffness.

Structurally, many reworked chassis components 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 versus the previous generation model (2010 model year).

The SRT Viper includes a single mode, high performance suspension while the GTS model adds a driver-selectable suspension system featuring Bilstein DampTronic Select shock absorbers with street and track settings.

SRT Viper models ride on standard Pirelli P Zero, Z-rated tires with outstanding grip, steering feel and cold-weather performance, regardless of road surface – while also broadening the performance envelope on the street or the track.

Standard safety technologies include electronic multistage stability control and traction control which helps to maximize traction performance at virtually any speed and driving environment.

New for 2014 is a rain mode which is added to the on and off settings of the SRT Viper and the on, off, sport and track settings of the SRT Viper GTS and the TA Special Edition.

All 2014 Viper models feature a steering-wheel-mounted switch for the standard launch control, allowing for optimal acceleration from standing starts.

While every SRT Viper leaves the factory floor ready to take on any on-road or on-track challenge, the new TA Special Edition package further enhances its capability by elevating the at-limit, on-track performance.

The suspension on the 2014 SRT Viper TA is uniquely tuned and upgraded specifically for on-track usage and to maximize the performance of the Pirelli P Zero Corsa tires, which are mounted on ultra-lightweight, multi-spoke Sidewinder II wheels. A two-mode Bilstein DampTronic suspension system features firmer levels of damping and a smaller spread between modes than what is found on the current Viper GTS models.

Shock dampers, springs and road racing derived stabilizer bars have been retuned for optimal on-track performance. The standard aluminum structural X-brace is replaced with a lighter carbon fiber brace that effectively ties the four corners of the engine compartment together and contributes to the 50-percent increase in torsional rigidity and stiffness across the Viper lineup.

For 2014, the ultra-lightweight multi-spoke Sidewinder II wheels are available with either the standard Pirelli P Zero tires or the high-performance Pirelli P Zero Corsa "racing-type" compound tires. While further reducing unsprung weight at all four corners, the "Sidewinder II" wheels in a Matte finish are included in the TA Special Edition Package.

Benchmark braking

Brake performance for the 2014 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.

Lightweight and slotted two-piece rotors from StopTech are standard on the SRT Viper GTS models for 2014.

For the new 2014 Viper TA Special Edition package, SRT engineers have worked in parallel with Brembo on a system that increases thermal capacity and optimizes heat dissipation providing improved extreme use. The brake calipers on the 2014 SRT Viper TA feature a black anodized finish with the Viper logo shown in TA Orange.

New premium materials, craftsmanship and technologies

The driver-oriented interior cabins of all 2014 SRT Viper models feature superior craftsmanship, premium material appointments and performance-oriented technologies.

All major interior surfaces are sewn and wrapped with additional padding applied in comfort areas. On the Viper GTS model, Nappa leather wrapped surfaces surround the cabin and seat inserts are made of Alcantara. 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.

An optional Interior Carbon Fiber Accents Package is also available.

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

Seating positions provide ample room and performance-driving ergonomics. Seat travel stretches 90mm overall for numerous seating options. Seat height also can be adjusted by up to 40 mm – manually on the SRT model and power-controlled on the GTS.

A 7-inch, full-color, customizable instrument cluster – with its full-time analog tachometer – is designed specifically for the 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 tachometer-only or tachometer with digital speed readout.

The 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 2014 SRT Viper lineup features two new Uconnect Systems and a suite of new Uconnect Access services

Viper customers can choose between the Uconnect – Uconnect 8.4A or Uconnect 8.4AN systems – which provide a range of communications, entertainment and navigation features along with an easy-to-use interface that includes steering-wheel controls, touchscreen, voice recognition technology and traditional buttons. 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. A menu of touchscreen buttons along the bottom of the screen enable easy access to the radio, media, climate controls, navigation (when equipped), phone and apps.

As part of the new suite of Uconnect Access Services, 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 the new voice texting feature that:

- Announces receipt of a text message sent to the device
- Audibly identifies the sender
- “Reads” the message aloud
- Enables the driver to dictate a free-form response

Leveraging the high-speed data connection built into the car, 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 “pre-determined” responses, as required by competitive systems.

Similarly, the new Viper’s available 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 Yelp. The powerful social media connected search service will provide a recommended list of restaurants, or other landmarks. Choose a destination and, is equipped the Uconnect System will plot a route on command.

The system also raises the security bar, using its high-speed data 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 rearview mirror.)

Additional peace of mind comes in the form of 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 fingertip 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 2014 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 timeless exterior design of the 2014 SRT Viper lineup blends contemporary execution with evolutionary refinement.

Carbon-fiber hood, roof, decklid and aluminum door panels result in significant weight savings, high-speed stability and a .369 drag coefficient while still achieving negative lift.

The forward-hinged hood offers unobtrusive access to several service points underneath. Six standard air extractors on the SRT model (available on GTS model) or two standard air extractors on the GTS model remove heat from the SRT-engineered V-10 powerplant. The "Stryker" badge is positioned in the center of the hood in front of the air intake. .

The classical low-stance, extreme cab-rearward proportions, and dramatic fender "gills" – another traditional Viper design cue that also helps to extract heat from the engine compartment comprise the unmistakable silhouette of the iconic supercar.

The 2014 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.

The optional Exterior Carbon Fiber Package includes carbon fiber brake ducts located in the front grille opening, carbon fiber rear brake ducts behind the side glass, and a carbon fiber rear applique.

The optional Advanced Aerodynamics Package features carbon fiber front corner splitters and a carbon fiber rear spoiler, which provides 280 pounds of downforce at 150 miles per hour and 460 pounds of downforce at top speed.

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.

Both 2014 SRT Viper models carry LED tail lamps 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 2014 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.

The available Sidewinder II wheels are ultra-lightweight, track-ready wheels in Hyper Black or Matte Black finishes. The Matte Black finished wheels are included in the TA Special Edition Package.

Exterior color choices for 2014 consist of the following:

- SRT model: Adrenaline Red, Billet Silver (new for 2014) Venom Black, Bright White, Gunmetal Pearl, Race Yellow and Viper GTS-R Blue (replaces Shadow Blue Pearl);
 - TA Special Edition Package is available in TA Orange, Venom Black or Bright White
- GTS model: Adrenaline Red, Billet Silver, Venom Black, Bright White, Gunmetal Pearl, Race Yellow and Viper GTS-R Blue (replaces Shadow Blue Pearl) along with Stryker Red and Anodized Carbon (new for 2014)

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, Bright White, Gunmetal Pearl and new for 2014 Adrenaline Red.

About SRT

The Chrysler Group's SRT (Street and Racing Technology) 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 2014 SRT lineup features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT, Dodge Challenger SRT 392, Dodge Charger SRT and Jeep® Grand Cherokee SRT join the flagship SRT Viper, which made its highly anticipated return to the high-performance sports car market in 2013.

Follow SRT and Chrysler Group news and video on:

SRT site: <http://drivesrt.com>

Chrysler media site: <http://media.chrysler.com>

Twitter: www.twitter.com/drivesrt or www.twitter.com/chrysler

YouTube: <http://www.youtube.com/drivesrt> or <http://www.youtube.com/pentastarvideo>

Chrysler Connect blog: <http://blog.chryslergroupllc.com>

Streetfire: <http://members.streetfire.net/profile/ChryslerVideo.htm>

Corporate website: <http://www.chryslergroupllc.com>

-###-

Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>