

### Three Finalists Named in SRT Viper Color Contest

New Blue Exterior Paint Color on Display at SEMA Show; Online Vote Helps Determine Winning Name

- More than 11,000 names submitted by SRT brand enthusiasts
- SRT Viper GTS at 2013 SEMA show wears the new exterior color
- Fans can cast their vote at the show and at [www.driveSRT.com/colorcontest](http://www.driveSRT.com/colorcontest)
- Person who submits winning name rewarded with trip to 2014 Rolex 24 Hours at DAYTONA®

November 5, 2013, Auburn Hills, Mich. - SRT brand enthusiasts submitted more than 11,000 names for the new blue exterior paint color for the 2014 SRT Viper. Now it's time for fans to vote online to choose the winning name. Voting for the final round of the "SRT Viper Color Contest" runs Monday, Nov. 4, through Sunday, Nov. 10, giving fans a chance to vote their favorite color name into SRT Viper history.

The SRT Viper Color Contest launched in October, providing participants an opportunity to put a name on the new exterior color the 2014 SRT Viper. Now, fans can decide the winning name from the following three finalists via [www.driveSRT.com/colorcontest](http://www.driveSRT.com/colorcontest):

- Competition Blue
- Overtaking Blue
- Viral Blue

The winning name will be announced on Tues., Nov. 12. In addition to having their name become part of Viper history, the fan who submits the winning name will win a trip to the 2014 Rolex 24 Hours at Daytona at Daytona International Speedway and the opportunity to spend time with the SRT Viper Design team throughout the race weekend.

From Tues., Nov. 5 through Fri., Nov. 8, a SRT Viper GTS wearing the new exterior color, a shade of blue, will be featured in the Mopar display area of the 2013 Specialty Equipment Market Association (SEMA) Show in Las Vegas.

"The 'SRT Viper Color Contest' is a great opportunity for SRT brand enthusiasts to be creative, original and become part of Viper history, and what better place to see history in the making than the annual SEMA show," said Ralph Gilles, President and Chief Executive Officer – (SRT) Street and Racing Technology Brand and Motorsports, Chrysler Group LLC. "We know just how passionate our fans can be and this is the perfect event to showcase their creations and see their ideas come to life."

In addition to a new exterior color, the SRT Viper GTS on display at SEMA will be fitted with a variety of exterior and interior Mopar accessories.

"The SRT Viper is the perfect canvas for customization," Mopar CEO Pietro Gorlier said. "With more than 150 quality-tested accessories, Mopar enables Viper enthusiasts to personalize their ride."

Among the accessories on the SRT Viper GTS is a Mopar carbon fiber X-brace in the engine compartment that adds strength and structural stiffness, and delivers a 50-percent weight savings over the stock X-brace. A silver Stryker logo on the X-brace harmonizes the X-brace and the valve covers, which have exposed carbon fiber and a brushed-aluminum finish with an SRT decal.

Inside, a Mopar stainless-steel pedal kit with rubber grip inserts provides ample grip with added style. A Mopar carbon

fiber satchel sits between the driver and passenger seat to provide extra storage. Aluminum doorsill scuff plates from Mopar complete the additional interior equipment.

#### **About SRT Viper**

The fifth generation of iconic American-built supercar has returned in 2013 as the SRT (Street and Racing Technology) brand's flagship performance machine with more power and performance, superior craftsmanship, new technologies and creature comforts. Power from the all-aluminum, 8.4-liter mid-front V-10 engine delivering 640 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports-car engine in the world, combines with triple-digit weight reduction to produce the best power-to-weight ratio of any Viper ever. Standard safety features include electronic multistage stability control, traction control and new 4-channel anti-lock brake system (ABS).

Two new 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 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 Viper GTS model adds many premium features including a leather wrapped interior, five mode electronic stability control and a two mode adjustable suspension.

#### **About SRT Brand**

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.

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