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## **Dodge Announces Pricing for All-New 2006 Viper SRT10 Coupe**

“Double-bubble” Dodge Supercar “Tops Off” Viper Lineup

- All-new 2006 Dodge Viper SRT10 Coupe priced at \$83,995
- Boasts Viper-signature triple 500s: 505-cubic-inch V-10 engine, 500 horsepower, 525 pound-feet of torque
- Zero to 60 mph in under 4 seconds, 0-100-0 mph in low 12 seconds, over 1g on the skidpad

August 17, 2005, Auburn Hills, Mich. -

Dodge announced pricing today for the all-new, heart-pounding 2006 Dodge Viper SRT10 Coupe. Returning in hardtop form for the first time since the 2002 model year, the 2006 Dodge Viper SRT10 Coupe is available for \$83,995, which includes \$850 for destination. The 2006 Dodge Viper SRT10 Coupe arrives in Dodge showrooms in October.

“With heart-pounding performance and head-turning design, Viper is the icon of the Dodge brand,” said Darryl Jackson, Vice President -- Dodge Marketing, Chrysler Group. “The all-new 2006 Dodge Viper SRT10 Coupe is a true Dodge supercar boasting triple 500s – a 505-cubic-inch V-10 engine, 500 horsepower and 525 pound-feet of torque – plus a race-bred, stick-to-the-pavement suspension and braking performance that will separate your retinas.”

### **2006 Dodge Viper SRT10 Coupe Design**

The all-new 2006 Dodge Viper SRT10 Coupe features a “double-bubble” roof design and dramatic rear styling with wraparound taillamps reminiscent of the 1996-2002 Dodge Viper GTS Coupe.

Another connection to the Dodge Viper GTS Coupe is the inaugural color scheme: The 2006 Dodge Viper SRT10 Coupe will be launched with a Viper Blue exterior accented with Stone White stripes, a nod to the blue-with-white-stripes motif of the original Dodge Viper GTS Coupe.

To develop the 2006 Dodge Viper SRT10 Coupe, the starting point was the stout structure of the Dodge Viper SRT10 Convertible. With the addition of the roof structure, the Viper SRT10 Coupe becomes even more torsionally rigid than the Convertible. From an aerodynamic standpoint, the all-new 2006 Dodge Viper SRT10 Coupe is designed for downforce and high-speed stability, with a sloping roofline and deck lid spoiler.

In addition to the new canopy and deck lid, the 2006 Dodge Viper SRT10 Coupe has a special windshield surround, door side glass, rear fascia, quarter panels and taillights.

The deck lid for the Dodge Viper SRT10 Coupe was designed for customer convenience as well as structural integrity. The decklid opening is deeply integrated into the rear fascia, which offers a low lift-over height for stowing cargo.

### **2006 Dodge Viper SRT10 Coupe Features**

Race-inspired characteristics are evident throughout the cockpit of the 2006 Dodge Viper SRT10 Coupe, which features a performance-oriented, highly functional instrument panel with center-mounted tachometer and 220-mph speedometer.

The 2006 Dodge Viper SRT10 Coupe offers more usable trunk space: 4 cubic feet more than the Dodge Viper SRT10 Convertible, for a total of 6.25 cubic feet.

New options for 2006 on both the Dodge Viper SRT10 Coupe and Dodge Viper SRT10 Convertible include two new styles of forged wheels: an “H-pattern” wheel and a five-spoke wheel (MSRP \$700), SIRIUS Satellite Radio (MSRP

\$195) and dual exterior stripes: silver stripes on red and black cars and black stripes on yellow cars (MSRP \$3,000). Additional color and stripe combinations will be introduced throughout the model year.

The first 200 of the all-new 2006 Dodge Viper SRT10 Coupes will be offered with a First Edition package that includes a Viper Blue exterior (the only coupe available in blue) accented with dual Stone White stripes; the five-spoke forged wheels; a car cover with dual stripes; seats and floor mats with contrasting blue stitching and embroidery; parking-brake handle, shift knob and steering wheel all highlighted with contrasting blue stitching and blue leather; and a serialized dash plaque (MSRP \$4,995).

#### **Race-inspired Performance**

An aluminum-block 8.3-liter (505-cubic-inch) V-10 engine powers the all-new Dodge Viper SRT10 Coupe, generating 500 horsepower and 525 pound-feet (712 N•m) of torque — 90 percent of the torque available in the 1,500- to 5,600-rpm range. Transferring the Dodge Viper's power to the rear wheels is a heavy-duty six-speed manual transmission.

Stopping power is another carefully developed part of the Dodge Viper SRT10 equation, with 14-inch brake rotors gripped by Brembo 44/40 dual opposing piston calipers in the front and Brembo 42/38 dual opposing calipers in the rear. This system results in a world-class braking performance of 60-0 mph in less than 100 feet.

Dodge Viper SRT10 performance is further defined by a race-bred aluminum, four-wheel independent suspension featuring lightweight, high-performance aluminum control arms and knuckles, damped by lightweight coil-over shock absorbers. Where the rubber meets the road, Dodge Viper SRT10 rides on forged aluminum, polished 18-in. x 10-in. front and 19-in. x 13-in. rear wheels, clad in Michelin zero-pressure run-flat tires.

#### **Street and Racing Technology (SRT)**

Formed in 2002, SRT is the industry's leading in-house automotive performance group. SRT creates some of the Chrysler Group's boldest, most distinctive products that deliver benchmark performance at the lowest price.

SRT boasts 10 SRT-badged Chrysler and Dodge performance vehicles, all of which will be in dealer showrooms by year's end: Dodge Viper SRT10 Convertible and Coupe, Dodge SRT4, Dodge Ram SRT10 regular cab and Quad Cab™, Dodge Magnum SRT8, Dodge Charger SRT8, Chrysler Crossfire SRT6 Coupe and Roadster and Chrysler 300C SRT8.

The 11th SRT vehicle, the all-new 2006 Jeep® Grand Cherokee SRT8, will arrive in dealerships early next year.

#### **Dodge Brand**

With a U.S. market share of seven percent, Dodge is the fifth-largest nameplate in the United States and the eighth-largest nameplate in the automotive industry. In 2004, Dodge sold more than 1.4 million vehicles in the global market.

Dodge continues to lead the minivan market segment with a 20 percent market share in the United States. In the truck market, Dodge has an 18 percent market share. In the car market, Dodge has a 4.5 percent market share.

The all-new 2006 Dodge Viper SRT10 Coupe is built at the [Conner Avenue Assembly Plant](#) in Detroit.

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