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Dodge Cars and Trucks; "Grab Life" Attitude and "Burn Rubber" Performance

November 18, 2003, Auburn Hills, Mich. -

One word says everything you need to know about Dodge: Viper.

Performance, heritage, style, attitude and a passionate car-building philosophy all are manifested in one car.

The Dodge Viper SRT10 represents the halo for an entire Chrysler Group, for the Dodge brand and for the SRT line in its unabashed outrageousness.

But the Viper's embodiment of extreme performance is contagious. This means that car and truck buyers will find from their very first test drive that every vehicle in the Dodge lineup exhibits the symptoms of "Fast Lane Fever."

Dodge caught the fever at the race track. Winning cars, winning trucks and winning engines have powered our NASCAR, NHRA, and grassroots drivers to victory circles across America.

Drivers like Ryan Newman, Rusty Wallace, Sterling Marlin and Bill Elliott light up fans by living on the edge week in and week out, and giving them a reason to cheer for America's authentic performance brand.

Their dedication brings the passion for performance full circle, to the go-fast people at Dodge who live for the smell of burning rubber.

The SRT Lineup

The Dodge SRT lineup, developed by Chrysler Group's Performance Vehicle Operations, represents some of the most extreme products ever developed by DaimlerChrysler and the Dodge brand. Whether it's the Dodge Viper SRT10, Dodge SRT4 or the Ram SRT10 enthusiasts can look to Dodge as the claimholder to America's fastest, most powerful production cars in each of their market segments.

The Dodge Viper SRT10's 505 cubic inches of engine displacement – generating 500 horsepower and 525 lb.-ft. of torque – will make it truly unique in its performance specifications. The Viper SRT10 achieves some of the highest all-around performance claims ever for a production vehicle.

The Dodge SRT4 is designed to smoke the tuner market with an estimated top speed of 148 mph, sub-six-second 0-to-60 mph times and a \$20,995 price tag. At 230 horsepower and 250 lb.-ft. of torque, the turbocharged SRT4 is estimated to be the quickest production car available in the United States for less than \$21,000. Sport Compact Car magazine agrees, naming the Dodge SRT4 its Compact Car of the Year for 2003.

As the boldest, baddest and fastest full-size pickup ever, the Viper V-10-powered Dodge Ram SRT10 hauls more than just cargo. With a 150 mph top speed, the Dodge Ram SRT10 is the ultimate performance pickup, delivering an endless rush of torque. Uncoiling 500 Viper SRT10 horsepower, 525 lb.-ft. of torque, 505 cubic inches of V-10 muscle and a 508-watt, ear-melting sound system, Dodge Ram SRT10 is the most outrageous pickup ever. The Ram SRT10 definitely hauls.

"For 2004, we looked at our whole Dodge line in order to make sure we get a little more Dodge Viper SRT10 into all of our products," said Darryl Jackson, Vice President, Dodge Division. "We think Dodge represents the best car and truck values in America, and we believe the Viper is a big part of this. Of course, when people think of the Viper their first thoughts are performance, style and power; not necessarily value. But think about it. The Viper delivers more power and performance than cars that are three and four times the price. How can you get better value than that?"

Performance Vehicle Operations

Performance Vehicle Operations (PVO) is the Chrysler Group's mission leader for extreme performance.

With this in mind, PVO has created three sensational vehicles for Dodge, each designed to be the undisputed performance leader in their vehicle class: the Dodge Viper SRT10, Dodge Ram SRT10 and Dodge SRT4. These vehicles combine the vast resources of the Chrysler Group's performance engineering team, with real world experience gleaned from motorsports competition, to achieve new standards of performance in a line of vehicles that only Dodge could build.

"We are combining our extensive motorsports experience, along with our legendary Viper development team and our Mopar Performance Parts, to create a line of extreme performance vehicles that will blow past everyone else," said Dan Knott, Director, Performance Vehicle Operations. "PVO brings together the best performance development processes, durable high-performance parts and some of our most talented and experienced motorsports and performance car engineers to produce truly exciting cars and trucks."

Performance Vehicle Operations is structured as a profit center within the Chrysler Group focusing on enhancing Dodge, Jeep® and Chrysler brand product lines and image through high-end, limited-volume specialty vehicles.

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