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Dodge Showcases 2009 Viper-powered Challenger SRT10 Concept

In Addition, Seven New Mopar® Underground Vehicles Displayed at SEMA

- SRT “one-ups” pony car war to a new level of enthusiasm and race-inspired performance
- The return of the shaker hood with a Dodge Viper V-10 engine — 600 hp and 560 lb. ft. of tire-decimating performance
- Mopar Underground drops the top on Challenger convertible concept
- Mopar Underground design team pulls the stops on two of Dodge’s hottest new vehicles

November 4, 2008, Las Vegas - Chrysler is smokin’ at SEMA.

The company will showcase eight vehicles at the 2008 Specialty Equipment Market Association (SEMA) show, which runs from Nov. 4-7 in Las Vegas, Nev.

Dodge Challenger SRT 10 Concept

The opportunity for SRT engineering to “one-up” the modern-day pony car war comes to fruition with the 2009 Dodge Challenger SRT10 concept. Power for the 2009 Dodge Challenger SRT10 concept comes from the Dodge Viper 8.4-liter, all-aluminum V-10 engine with 600 horsepower and 560 lb. ft. of torque. This new halo concept car delivers the well-known SRT credo of benchmark performance.

The 2009 Challenger SRT10 concept was developed by Chrysler’s in-house performance engineering organization, Street and Racing Technology (SRT) with a focus on the five pillars of every SRT vehicle: bold exterior design that resonates with the brand image, a race-inspired interior, world-class ride and handling across a dynamic range, a standout powertrain and benchmark braking.

“The 2009 Dodge Challenger SRT10 concept resurrects authentic American muscle car for the Dodge brand,” said Kipp Owen, Director — SRT, Chrysler LLC. “SRT has engineered a superb example of performance engineering capability with a resourceful and creative flare.”

At the heart of the 2009 Dodge Challenger SRT10 concept is the proven Dodge Viper powertrain — a V-10 engine with 600 hp and 560 lb. ft. of torque. The driveline is comprised of a Tremec TR-6060 six-speed manual transmission with Dodge Viper gear ratios. The torque routes through a single-piece, four-inch steel drive shaft to an aluminum differential with a 3.73:1 final drive and torque-sensing limited-slip.

With 600 horsepower comes the need for benchmark braking, one of the pillars of SRT. The Dodge Challenger SRT10 concept features an SRT-engineered braking system. All four corners are equipped with silver painted Brembo fixed calipers that feature six pistons in front and four pistons in back. Two-piece 390mm vented rotors are up front and 355mm vented rotors are in the rear. The SRT-exclusive braking system includes knockback mitigation software for even better track response. The system recognizes lateral acceleration and effectively primes itself, anticipating the next brake application.

The 2009 Dodge Challenger SRT10 concept is equipped with a significantly re-tuned version of the 2009 Challenger SRT8 suspension, featuring a multi-link short- and long-arm (SLA) front suspension with BILSTEIN® mono-tube shocks at all four corners. The front suspension cradle combines hydroformed steel tube side rails with a stamped box section lateral member to provide the appropriate level of stiffness. The stiffness is tuned to avoid the transmission of noise, vibration and harshness (NVH) into the passenger compartment.

In the rear, a five-link independent suspension (IRS) with 20 percent stiffer spring rates and a larger rear sway bar offers a better ride by allowing for independent tuning of ride and handling characteristics. Multiple links maintain

independent control of camber and toe during suspension movement. Lower unsprung mass offers a better ride and the de-coupling of left and right wheels over road imperfections maintains better tire contact with the ground and results in better ride comfort. Multiple bushings in the IRS offer the flexibility to tune for ride and comfort. In addition, stabilizer bar attachments to the knuckles provide maximum response to vehicle lean.

The 2009 Dodge Challenger SRT10 concept rides on unique 20 x 9-inch and 20 x 10-inch fully-forged Alcoa aluminum wheels wrapped with Pirelli P-Zero 275/35R20 tires in the front and Pirelli P-Zero 275/40R20 in the rear.

The Dodge Challenger SRT10 concept exterior features a fresh coat of Tornado Red paint and unique forged aluminum wheels. The shaker hood is a nostalgic representation of the 1970 HEMI Cuda giving the 600 hp V-10 room to breathe and the driver an incredible view of the torque lean of the engine.

To reduce weight and complement the vehicle's appearance, a carbon-fiber hood and deck-lid were added. Also, carbon-fiber aerodynamic treatments were developed to keep the car on the track at high speeds. Using technology learned from the Dodge Viper ACR, a front splitter and rear spoiler were engineered to enhance down force and maintain overall vehicle balance.

A race-inspired interior includes leather seats with added bolstering and red-stripe stitched accents on the seats and steering wheel. Four-bomb gauges with tachometer and 180-mph speedometer keep an eye on vital signs. The Dodge Challenger SRT10 concept also comes equipped with SRT's exclusive Reconfigurable Display (RCD) with Performance Pages. This system provides drivers instant feedback on zero-to-60 mph, 60-to-zero mph braking, g-forces and 1/4-mile times. Carbon-fiber accents are throughout the interior and of course, the Dodge Challenger SRT 10 Concept inherits the red, dash-mounted, push-button starter from Dodge Viper.

SRT performance vehicles, including the Dodge Viper SRT10, Dodge Caliber SRT4, Dodge Charger SRT8, Chrysler 300C SRT8, Jeep® Grand Cherokee SRT8 and the Dodge Challenger SRT8, are engineered by Chrysler's in-house performance organization: Street and Racing Technology.

Mopar® Underground

The Mopar Underground design team put flare into two of Dodge's hottest new vehicles. The all-new Dodge Challenger and the all-new Dodge Ram 1500 were the chosen vehicles to let the imagination go wild. These vehicles incorporate not only well-known Dodge design cues but utilize an array of performance parts and esthetic components available from Mopar. If you can dream it, you can build it with Mopar.

Following are six additional vehicles developed by Mopar Underground:

Dodge Challenger Blacktop

The Dodge Challenger Blacktop is a menacing creation from the minds of the Mopar Underground design team. This impressive vehicle began life as a 2009 Dodge Challenger R/T equipped with a 5.7-liter HEMI V-8 and 6-speed manual transmission. Mopar Underground added custom-made spoilers, and altered the front clip to create added "brow" over the grill. To finish off the look, a black-on-black racing stripe paint scheme was added. The "in the weeds" stance and superb handling characteristics are accomplished by the Mopar coil-over suspension and strut tower brace. Blacktop rolls on massive 22-inch Dodge Viper wheels from Factory Reproductions wrapped in Dunlop tires measuring 265/35 R22 front and 305/30 R22 rear. To ensure the powertrain can keep up with the suspension, underhood performance is enhanced. The addition of Mopar components including a cat back dual-exhaust and a cold air intake allow the HEMI V-8 to breathe easy. The interior is enhanced with Katzkin leather seating finished in bright red plus a Mopar Kicker audio system for premium sound.

Dodge Challenger Targa

The Dodge Challenger Targa is a full-blown competition car which raced and completed the infamous Targa Newfoundland race this year. "Samantha" started life as a Mopar Challenger drag race package car. Many features were borrowed from the Dodge Viper but the most noticeable is the snakeskin green paint. To keep the front end down, a Mopar chin spoiler, developed in a full scale wind tunnel, was added to the front of the car. Mopar gauges keep a close eye on the systems. The Mopar hood is equipped with a scoop to make room for the 540 horsepower, 490 lb. ft. of torque, 392 HEMI® V-8 Mopar crate motor. Mated to a Tremec six-speed manual gearbox, the engine blasts power to the rear wheels through a production 2009 modified gear ratio in the rear end. An abundance of fade resistant stopping power comes from Stop-Tech brakes. Up front, the six-piston calipers clamp 380mm rotors, while in the rear, four-pot calipers work with 355-mm rotors. Developed by KW, the race suspension and brake upgrades are

from a proven hero — the Dodge Viper ACR which just broke the production car lap record at the world-renown Nurburgring in Germany. With only a few exceptions, the Dodge Challenger Targa was built using parts available through Mopar.

Dodge Ram TRXtreme

The 2009 Dodge Ram TRXtreme plays up the off-road capabilities of the 2009 Ram TRX package. Starting life with a quad cab TRX-4 off-road truck, this truck was upgraded to a serious off-road machine. The Mopar Underground design team added 4.5-inches of extra ground clearance using a Mopar lift kit. This made room for Mopar polished and forged 20-inch wheels wrapped in knurly BFG 37X12.50's. The paint is a bright yellow and mineral grey two-tone incorporating a mud splash theme. A set of Mopar wheel flares, a wheel-to-wheel Mopar tube step and a box rail are painted to match the theme. Rearward visibility comes from Mopar aftermarket telescoping mirrors, which extend when needed. The one-off steel hood with cooling louvers and larger grille take care of any heat issues that may arise under severe use. A bed accessory system from Mopar holds off-road gear and a Mopar-tuned dual exhaust system gives an impressive growl. Interior features include a Mopar navigation system, DVD headrests and Mopar leather seats by Katzkin.

Dodge Ram R/T

The Dodge Ram R/T starts off with a 2009 Ram Sport with a 380 horsepower, 5.7-liter HEMI V-8, a 4.10 gear and a high stall converter, which rockets the truck to impressive times. With this blank canvas, Mopar Underground created a Dodge Challenger inspired version of the Dodge Ram. On the performance side is a Mopar cold-air intake kit to keep the engine breathing and a Mopar dual exhaust system with a performance rumble. The exterior is painted classic B5 Blue, with a Mopar dual-snorkel aluminum hood and carbon-fiber accent stripes. A dropped chassis is possible with a concept Mopar air suspension kit. The look is made more evident by the body-kit which consists of sill and box pieces, finished up with a chin spoiler. For wheels, concept Mopar 22-inch Alcoas wrapped in 285/45R22s in front and 305/40R22s in the rear. A Mopar hard tonneau cover and a unique integrated spoiler are combined with the Mopar bed mat showing an ambient under-rail LED lighting system. The interior features Katzkin leather seats with body-color stitching to match the instrument panel and steering wheel. A set of Mopar pedals are installed, adding to the performance look and capability.

Dodge Ram Sportsman

The most noticeable aspect of the 2009 Dodge Ram Sportsman is the unique blowing-leaves paint scheme inspired by a new interpretation of traditional camouflage designed by Mopar Underground. The paint is protected by a set of accent Mopar wheel flares and running boards with an integrated step. The Sportsman features Dodge's exclusive RamBox storage system, filled with plenty of outdoor gear. In addition, the bed rail system holds a cargo rack for additional cargo capacity. The Mopar telescoping trailer tow mirrors aid in rear visibility and match the color theme. The vehicle gets the right stance and added capability with a Mopar 2-inch lift kit supported by Mopar polished and forged 20-inch wheels with 33-inch tires. In addition, you will be able to enjoy SIRIUS® satellite TV or movies on the Mopar headrest DVD system. Sit back and relax in the perforated leather Mopar seats by Katzkin, embroidered with the Sportsman logo. The steering wheel and door pulls have been trimmed to match, and the Mopar ambient lighting system gives a unique glow to the interior.

Dodge Ram Mopar Street Package

Using a 2008 Dodge Ram Sport, the exterior Blackberry paint really plays up the Dodge Ram Mopar Street Package. This Mopar Underground truck features a Mopar body kit consisting of sill extensions and a chin spoiler. A slight Mopar body-drop/leveling kit and Mopar concept 22-inch polished Alcoa forged wheels add to the appearance. A Mopar high-style hard tonneau cover blends with the truck. To add to the aggressive look, the Mopar all aluminum dual-snorkel hood sits over the 390 horsepower HEMI V-8, which is backed with a Mopar-tuned dual exhaust. The theme is continued in the interior with Mopar ambient lighting. Mopar suede and leather seats trimmed with premium piping and stitching add to the high-end feel of the truck. The steering wheel and door pulls are trimmed to match for a complete package. Entertainment is delivered via a Mopar DVD headrest system and a Mopar-Kicker audio system. The bed is also dressed with a Mopar bed rug and under-rail accent LED lighting.

70 Years of Mopar

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Originally used in the 1920s, Mopar (a simple contraction of the words MOrtor and PARts) was trademarked for a line

of antifreeze products in 1937. It was also widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960s – the muscle car era. The Chrysler Corporation built race-ready Dodge and Plymouth “package cars” equipped with special high-performance parts. Mopar carried a line of “Special Parts” for super stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use. For more information go to www.mopar.com.

Dodge Brand

With a U.S. market share of 6.4 percent, Dodge is Chrysler LLC’s best-selling brand and the sixth largest nameplate in the U.S. automotive market. In 2007, Dodge sold more than 1.3 million vehicles in the global market, including the best-selling minivan in 2007 total sales, Dodge Grand Caravan.

The Dodge brand’s first crossover vehicle — the all-new 2009 Dodge Journey — arrived in dealer showrooms in the first quarter of 2008, and is now available outside North America in petrol and diesel powertrains in both left- and right-hand drive. Arriving in dealerships is the all-new 2009 Dodge Ram with game-changing exterior and interior design, innovations, best-in-class features and craftsmanship; the all-new 2009 Dodge Challenger, a modern interpretation of the American muscle car; and the new 2009 Dodge Durango Hybrid, a hybrid-electric vehicle that combines fuel efficient advanced hybrid technology with full-size SUV performance and capability. Last fall, America’s best-selling minivan, the all-new 2008 Dodge Grand Caravan, arrived in dealerships with 35 new or improved features including the newest innovation, the Swivel ‘n Go™ seating system. In 2007, Dodge Avenger and Nitro entered key volume segments outside North America, joining the Dodge Caliber, the highest sales volume vehicle for the company outside of North America.

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