

Contact: Dan Reid  
Dianna Gutierrez

## **Chrysler Group LLC's SRT (Street and Racing Technology) Brand Kicks Off Third Consecutive 2013 SRT Tour**

- First 2013 SRT Tour stop kicked off May 9-12 at American Le Mans Series in Monterey, Calif.
- The 2013 Dodge Challenger SRT8, Dodge Charger SRT8 and Chrysler 300 SRT8 along with 2014 Jeep® Grand Cherokee SRT vehicles to be on display
- The all-new 2013 SRT Viper on display at select locations
- The third year of SRT Tour will visit unique lifestyle events over three-month span

May 16, 2013, Auburn Hills, Mich. - For the third consecutive year, the SRT Tour, showcasing the latest high performance vehicles from Chrysler Group LLC's SRT (Street and Racing Technology) brand, will unleash four drivers and four SRT vehicles on a cross-country journey, providing enthusiasts and owners from coast-to-coast with the opportunity to experience the 2013 SRT lineup of vehicles at unique venues. The 2013 SRT Tour hit the ignition this past weekend, in Monterey, Calif., at the American Le Mans Series race weekend at Laguna Seca Raceway.

The three-month tour will showcase the current SRT vehicle lineup, including the Dodge Challenger SRT8, Dodge Charger SRT8, Chrysler 300 SRT8, newly launched 2014 Jeep® Grand Cherokee SRT and, with select appearances by the 2013 SRT Viper, giving attendees a sneak peek at the all-new version of the iconic supercar. Attendees will have the chance to chat about the vehicles with an experienced and knowledgeable roster of SRT drivers, including John "Hammer" Palazzolo, Sean Yoder, Jamie Jantz and Rachel Miller.

"We're excited to travel the country for the third summer in a row and share our entire SRT lineup with the thousands of high-performance fans and loyalists," said Beth Paretta, Director of Marketing and Operations – SRT Brand and Motorsports, Chrysler Group LLC. "Building off the success we've had over the last two SRT Tours, our team always looks forward to showcasing the power, performance, luxury and security features offered on all of our SRT vehicles."

In addition to Laguna Seca, SRT Tour stops in May include an enthusiast car show in Riverside, Calif., Cars and Coffee in Irvine, Calif., and a Tour stop at Bill Luke Dodge in Phoenix, Ariz. A mix of unique, upscale locations will fill out the remainder of the 2013 SRT Tour events, with visits to elite car enthusiast events and premier racing facilities on the horizon.

For more information on the 2013 SRT Tour, visit [www.drivesrt.com/tour](http://www.drivesrt.com/tour). To experience every Tour adventure through photos, videos and posts from the road, follow the SRT Tour on the SRT brand's Facebook ( [www.facebook.com/driveSRT](http://www.facebook.com/driveSRT)), Twitter (@SRTtour) and Instagram (#SRTtour) pages.

### **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 SRT vehicle lineup features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The 2013 Chrysler 300 SRT8, Dodge Challenger SRT8, Dodge Charger SRT8 are joined by the new 2014 Jeep Grand Cherokee SRT and the SRT flagship 2013 Viper and Viper GTS

®

models which are making their highly anticipated return to the high-performance sports car market.

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