Contact: Dan Reid

David Elshoff

Dodge Viper SRT10 Will Live On

July 9, 2009, Auburn Hills, Mich. - Chrysler Group LLC announced today that production will continue for the legendary Dodge Viper SRT10.

Originally slated to cease production in December 2009, the Chrysler Group Conner Avenue Assembly Plant — the exclusive home of Dodge Viper production since 1995 — will continue to build the V-10 powered sports car. Chrysler Group is no longer pursuing a sale of the Viper business assets.

“The Dodge Viper has successfully captured the hearts and imagination of performance enthusiasts around the globe,” said Mike Accavitti, President and Chief Executive Officer, Dodge Brand. “We’re extremely proud that the ultimate American-built sports car with its world-class performance will live on as the iconic image leader for the Dodge brand."

Introduced as a concept car in 1989 at the North American International Auto Show in Detroit, the Dodge Viper was designed and engineered to test public reaction to the concept of a back-to-basics, high-performance, limited production sports car.

The reaction was so overwhelming that customer orders began to flow in even before the auto show was over. Chrysler Corporation immediately decided to determine the production feasibility on transforming the crowd-pleasing Dodge Viper show car into a limited-production sports car in no more than three years.

In May 1990, after months of intensive study and testing, Chrysler Corporation announced that the Dodge Viper, powered by an aluminum V-10 was a “go.”

Dodge Viper production began in May 1992 at the New Mack Assembly Plant and was moved to Conner Avenue in October 1995. Viper V-10 engine production transferred from Mound Road Engine to Conner Avenue Assembly in May 2001. In 2008, Dodge introduced the all-new, fourth generation Dodge Viper SRT10. With more horsepower, more torque and more than 30 exterior and interior color combinations, the latest Viper gives enthusiasts the performance they expect on the track and off, with more factory customization options than before.

For 2009, the Dodge Viper SRT10 offers outrageous power, with an 8.4-liter, 600-horsepower (450 kW) V-10 engine contributing to blistering acceleration (0-60 mph in less than four seconds, 0-100-0 mph in the low 12-second range), setting an American sports car benchmark.

To date, more than 25,000 Dodge Vipers have been built.

About Chrysler Group LLC
Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Mopar® and Global Electric Motors (GEM) brand vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler’s culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat’s complementary technology – from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC’s product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

About Dodge
With a work-hard, play-hard attitude, the Dodge brand continues to offer a full line of cars, SUVs, commercial vehicles

and a sales-leading, fifth-generation minivan in 2009.

Dodge introduced several new vehicles last year, including the all-new 2009 Dodge Journey and the 2009 Dodge Challenger. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. The 2009 Dodge Grand Caravan continues to set the mark in minivan value with more than 40 new or improved features from the previous generation, including unsurpassed 17 city / 25 highway mpg fuel economy. The 2009 Dodge Grand Caravan is also the first minivan in the segment to feature the all-new Blind-Spot Monitoring and Rear Cross Path advance safety systems.

Also in 2008, the Dodge Journey entered key volume markets outside North America, joining the Dodge Avenger, Nitro and Caliber. Dodge Caliber was the highest sales volume vehicle for the company outside North America in 2008.

Follow Dodge and Chrysler Group LLC news and video on:

Chrysler Connect blog: http://blog.chryslergroupllc.com
Twitter: http://www.twitter.com/chryslercom and www.twitter.com/chrysler
YouTube: http://www.youtube.com/pentastarvideo
Streetfire: http://members.streetfire.net/profile/ChryslerVideo.htm

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com