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2013 Viper Lineup Offers All-new, Innovative and Cutting-edge Designs of SRT's Hallmark Race-inspired and High-performance Interiors

- All-new, driver-oriented interiors set new standard for the iconic American supercar
- Two new models feature luxurious materials, refinement, craftsmanship, extreme attention to detail with new technologies and spaciousness
- SRT Viper model offers crafted interior focused on the core performance needs of the enthusiast driver
- SRT Viper GTS model adds intricately formed surfaces, additional color accents and technologies never seen before on Viper
- New full-color, 7-inch customizable instrument cluster display is standard across the lineup, offering cutting-edge visual communication
- Uconnect Access, Chrysler Group LLC's next generation in-vehicle connectivity system, provides new services and applications

November 20, 2012, Auburn Hills, Mich. - The all-new, driver-oriented interior cabins of the SRT Viper models have been totally revamped for 2013.

Superior craftsmanship blends new premium surfaces with thoughtfully applied color and material appointments, performance-oriented technologies, refined ergonomics and enhanced spaciousness and storage.

For the first time, all major interior surfaces are sewn and wrapped with additional padding applied in comfort areas. On the Viper GTS model, all surfaces are fully leather skinned and standard accent colors are applied to the seats, doors, center console and stitching.

Quality fit and finish across the lineup is showcased by piano black, triple-paint gunmetal or satin chrome appliqué on the cluster bezel, HVAC outlets, window switch bezels, shifter base and park brake bezel.

"Our passionate team of designers and SRT engineers set out to revamp the Viper interiors with truly premium materials, extreme attention to detail and the newest information display technologies," said Klaus Busse, Head of Interior Design — Chrysler Group LLC. "The new cockpit carries a driver-oriented theme that rewards the senses with true supercar feel and looks."

New, standard racing seats were developed with Sabelt, the renowned supplier of race-oriented interior components. The high-performance seats feature a Kevlar cushion and lightweight fiberglass shell created by a state-of-the-art resin transfer molding technology for mass reduction and long-term durability. Both driver and passenger enjoy improved thigh support and deep side bolsters designed to match the extreme lateral acceleration capabilities of the SRT Viper while providing comfort. Both seats can also accommodate a 3- or 6-point harness for racing belts.

Seating position in the 2013 SRT Viper models is 20 millimeters (mm) lower for more room and enhanced performance-driving ergonomics. Seat travel is extended by 90 mm overall which enables expanded seating options from a more rearward positioned bulkhead. For the first time, seat height can be adjusted by up to 40 mm.

Standard premium ballistic fabric and Caprice vinyl seats on the Viper model (leather skinned with Alcantara inserts on GTS model) keep both driver and passenger comfortable, and both feature "Viper" embossed in the seat backs.

A new, SRT-designed fully leather-wrapped, three-spoke steering wheel features a thick performance-rim grip, flat-bottom contour for enhanced clearance, along with the new “Stryker” emblem in three-dimensional finish. The SRT model steering wheel features standard piano black trim finish while the SRT GTS model receives a gunmetal trim finish.

Performance-optimized weight ballasts located inside the new steering wheel provide the driver with precision feedback and a competition feel.

Audio system controls are located intuitively on the backside of the center spokes of the steering wheel. On the left front side of the steering wheel are controls to cycle through the instrument cluster menus, activate the voice-recognition system and place or receive handsfree phone calls. Electronic stability control mode selection, cruise and launch controls are located on the right side.

For the first time, cruise control comes standard on both 2013 Viper models – following a request from Viper Nation.

A new, lower-positioned center console provides optimized shift reach and comfort for the driver. Additionally, a shorter throw, leather-wrapped shift knob has a lower profile (approximately 40 mm).

A media console that houses USB, SD and auxiliary (in addition to wireless Bluetooth connectivity) ports is located in the center console storage bin.

The standard keyless system enables passive entry and keyless ignition (with a push button start) via a custom keyless fob.

The new 2013 Viper is the most spacious model in the history of the nameplate.

The floor pan has been extended approximately 90 mm by moving the rear bulkhead rearward to provide enhanced legroom and more rearward seat track movement.

Storage space inside the new cockpit of the 2013 SRT Viper also has been improved with an oversized, lighted glove box that opens via a dampened door with an electric push button located in the center stack. A new storage compartment between the driver and passenger seat (open bin with netting on Viper model, while enclosed, leather wrapped and sewn on GTS model) is integrated into the rear bulkhead.

Below the bulkhead storage area is a large, rubber-lined bin that features two full-size, removable cup holders (available on Viper model, standard on GTS model). Integrated map pockets are built into both doors on both models.

All interior storage spaces are flocked with soft-touch material, showing attention to the smallest design detail and to enhance overall quality.

Adjustable accelerator, clutch and brake pedals are constructed from high-quality magnesium and aluminum alloy.

Intricate interior detail appointments on the doors and center-storage tray include exclusive, subtle-raised schematics of famous race tracks including the 12.9-mile Nürburgring Nordscheilfe in Nürburg, Germany and Laguna Seca Raceway in Salinas, Calif., where current single-lap records are held by previous generation Viper ACR models.

SRT Viper interior focuses on core performance needs

The six-way, manually adjusted driver seat in the 2013 Viper features a ballistic fabric with Caprice vinyl surface and is positioned 20 millimeters lower than the previous model with height adjustments for enhanced driver positioning. The performance trim layout of the 2013 SRT Viper model features a sewn-and-wrapped instrument panel, center console, doors and A pillars. Color-keyed stitching is applied throughout the interior cabin.

The standard black interior combination includes black accent stitching on the instrument panel (through the cowl), center stack, console, pull brake, shifter boot, shifter head, steering wheel, upper doors and seats.

The standard black cloth seating surfaces in the 2013 Viper model also can be upgraded with black, red or tan Nappa leather.

SRT Viper GTS features intricately crafted materials and color appointments

The interior cabin of the 2013 SRT Viper GTS model features standard hand-cut, sewn-and-wrapped Nappa leather soft-touch surfaces throughout, including the leather-wrapped instrument panel, center console, doors and A pillars.

A variety of selectable colors are provocatively applied to the leather-appointed areas where the body comes in contact, including the doors, seats, console and HVAC outlet accents. Standard quality stitching is used in matching interior colors on the GTS model.

Available interior color combinations on the Viper GTS model include black, black/Header Red and black/Caramel.

An optional Laguna Interior Package features SRT Laguna premium leather surfacing throughout the entire cabin in either black or Sepia. Unique embossments are designed into the door bolsters, seats and the storage bag while a new Alcantara headliner completes the package.

The six-way, power-adjustable, standard leather-skinned driver seat is positioned 20 mm lower than the previous model with height adjustments for enhanced driver positioning.

A new 7-inch, full-color, customizable instrument cluster – with its full-time analog tachometer – is designed specifically for the 2013 SRT Viper.

The cluster appears dark until the driver starts the car. Once the SRT Viper's V-10 engine fires up, the LED-backlit gauges come to life.

The dominant center tachometer display features an animated readout that glows red and shows off the new "Stryker" logo when engine rpm approaches redline, safely alerting the driver to upshift.

When necessary, additional context-based messages and diagnostic information are communicated via easy-to-understand readouts. Warning messages also are displayed and automatically stored to enable the driver to review when parked.

Drivers can configure the tachometer to display their last shift point and a peak rpm hold marker can be set up for optimum performance. Views include tach-only or tach with digital speed readout.

The new customizable instrument cluster provides an unmatched presentation of the exclusive SRT Performance Pages' statistics and feedback to the driver, including 0-to-60 mph; 0-to-100 mph; eighth- and quarter-mile elapsed times; braking distance; instant g-force measurement readouts and top-speed performance.

The 8.4-inch Uconnect radio doubles as a display for SRT Performance Pages content such as quarter-mile elapsed time and speed. Data also can be stored for future reference.

Drivers can customize cluster readouts through nine available main menus. The four corners of the center display can be set for to show information at a glance, including current fuel economy, outside temperature, compass direction and alternate gauges when needed.

The nine main screens include a full tachometer for the traditional performance enthusiast, speed, fuel economy, trip odometers, audio source, stored messages, vehicle information and SRT Performance Pages.

The screens can be configured depending on driver preference. Once a screen is chosen, it becomes the default setting, with no need to select a save or set buttons. The settings are linked to each key fob, so two drivers who share a vehicle will see their personal gauge settings as soon as their key fob is used to start the vehicle.

Uconnect Access provides new level of connectivity

The 2013 SRT Viper lineup features the new Uconnect Access in-vehicle connectivity system that links drivers to emergency services, as well as richer information and entertainment options – all via improved graphics.

Viper customers can choose between two Uconnect Media Centers – Uconnect 8.4A and Uconnect 8.4AN – which

provide a range of new features and multiple ways to control media. The system balances the convenience of an 8.4-inch touchscreen with the reassurance of tactile knobs for common functions such as radio tuning volume adjustment. Touchscreen buttons along the bottom of the screen enable easy access to the radio, climate controls, navigation and phone. Breakthrough voice-text capability is enabled via voice command.

Pair the vehicle with a compatible Bluetooth-equipped phone featuring the Message Access Profile (MAP) enables handsfree calling and activates advanced text-messaging protocols that:

- Announces receipt of a text message sent to the device
- Audibly identifies the sender
- “Reads” the message aloud

Leveraging Chrysler Group’s partnership with Sprint, the driver can access cloud-based voice recognition technology that converts the spoken word into verbatim text messages. Communication is limited only by the user’s vocabulary – no need to let go of the steering wheel or learn lists of “canned” responses, as required by competitive systems.

Similarly, the new Viper’s navigation system affords the use of continuous, single-sentence instructions, such as: “Navigate to 800 Chrysler Drive, Auburn Hills, Michigan.”

Not sure where you need to go? Ask Bing. The powerful search engine will find restaurants, theaters, airports and other landmarks. Choose a destination and Uconnect Access will plot a route on command.

The system also raises the security bar, using its embedded cellular connection to establish direct contact with 9-1-1 dispatchers at the push of a button. A second button connects vehicle occupants with Uconnect help, Chrysler Group customer service or roadside assistance. (Both buttons are located on the Viper’s rear-view mirror.)

Additional peace of mind comes in the form of theft-alarm notification, stolen-vehicle assistance and a smartphone app. The latter remotely locks and unlocks doors, flashes lights, sounds the horn and pinpoints vehicle location in places such as crowded parking lots.

Once behind the wheel, its sculpted contours welcome a driver’s grip. The steering wheel also is home to a host of finger-tip mounted controls for audio, Uconnect features and launch control.

SiriusXM Travel Link, available with the Uconnect 8.4AN system, provides premium data services and information to make every trip more efficient. SiriusXM Traffic, also only available with Uconnect 8.4AN, works with the vehicle’s navigation system to display traffic speed, traffic flow and accident information to assist travel through congested areas.

An expanded SiriusXM channel lineup is available on both Uconnect systems and includes programming exclusive to Chrysler Group, including the new SiriusXM Latino channels, an auto industry first.

A range of Harman Kardon surround-sound systems are available across the SRT Viper lineup that features the latest in audio system technology. All Harman Kardon audio systems include a high-voltage class D amplifier with tracking power supply and up to 12 channels of amplification. The Harman Kardon system with exclusive Logic 7 surround-sound processing is available in the Viper GTS model with a total of 18-speakers, including four subwoofers located behind the seats. All Harman Kardon systems in the 2013 SRT Viper lineup include high-performance, high-efficiency GreenEdge technology loudspeakers that are extremely light and include rare earth magnets. The magnets inside each speaker ensure efficient speaker operation and enhanced performance. The audio system is powered by a 35-volt tracking power supply – so the new and improved sound system achieves more than double the acoustic power of the current system.

About SRT

The Chrysler Group’s Street and Racing Technology (SRT) 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 lineup in the 2013 model year features five vehicles that are world-class performance contenders and bring

the latest in safety technologies and creature comforts. The Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8 are joined by the SRT flagship Viper and Viper GTS models, which are making their highly anticipated return to the high-performance sports car market.

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