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SRT Unveils New 2013 Viper GTS Launch Edition Model in Monterey

- SRT Viper GTS Launch Edition is inspired by previous-generation Viper Coupe reveals in 1996 and 2006
- Historically significant exterior paint scheme features classic GTS Blue with exclusive, dual full-length Bright White stripes and 'Stryker' hood badge with exclusive blue background
- Exclusive interior content includes serialized dash plaque that aligns the build-sequence number to the vehicle identification number and special 'Stryker' badge on steering wheel
- Production will be limited during first run of 2013 SRT Viper GTS models at Conner Avenue Assembly Plant in Detroit
- SRT brand's flagship performance machine returns later this year with two new models – SRT Viper and SRT Viper GTS – both powered by all-aluminum, mid-front, 8.4-liter V-10 engine delivering 640 horsepower and 600 lb.-ft. of torque

August 15, 2012, Monterey, Calif. - The Chrysler Group's Street and Racing Technology (SRT) brand will mark their first official appearance at the renowned automotive events in Monterey, Calif., this weekend with the unveiling of the new, limited-edition 2013 SRT Viper GTS Launch Edition model.

A sneak peak of the SRT flagship supercar will take place from 10 a.m. – 4 p.m Friday, Aug. 17, at the Quail Lodge as part of "The Quail: A Motorsports Gathering" event. Then on Saturday, Aug. 18, and Sunday, Aug. 19, the SRT Viper GTS Launch Edition will be displayed on the Concept Lawn at the Pebble Beach Concours d'Elegance.

The 2013 SRT Viper GTS Launch Edition evokes memories of past Viper Coupe reveals in 1996 and 2006 with symbolic GTS Blue paint and dual Bright White stripes – exclusive to Launch Edition models – running the length of its all-new exterior that incorporates iconic Viper styling cues with a contemporary execution. The 2013 SRT Viper GTS Launch Edition carries on the tradition of special Viper model builds to the fifth generation of the American-built supercar with true performance enthusiasts and collectors in mind.

"Designed with Viper loyalists in mind, the 2013 SRT Viper GTS Launch Edition model brings back the classic paint schemes that have adorned all previous Viper coupe launches to help us celebrate the return of our brand's flagship performance machine to the supercar market," said Ralph Gilles, President and CEO – Street and Racing Technology Brand and Motorsports and Senior Vice President – Product Design, Chrysler Group LLC. "Our American-built supercar showcases the very best we have to offer by incorporating superior craftsmanship, the finest materials, a host of new technologies and ergonomic improvements while respecting its focus on outright performance."

In addition to its historically significant paint scheme, the wheels on SRT Viper Launch Edition models are a modern deep-section design, featuring a five-spoke polished forged-aluminum design. "Stryker" badges found on the hood and steering wheel add to the exclusivity, with a blue background replacing grey found on all other 2013 SRT Vipers models.

The new Stryker logo was named by owners who attended the 2010 Viper Owners Invitational event in Salt Lake City. Stryker marks the first new emblem for Viper since 2003 and the third incarnation of a Viper logo, following "Sneaky Pete" and "Fang."

Inside of the 2013 SRT Viper GTS Launch Edition, a serialized dash plaque further improves collectability by aligning the build sequence number to the vehicle identification number. Black Laguna leather with contrast stitching is found

throughout, covering the seats, door trim, instrument panel, steering wheel, grab handle, shift knob and center console. Alcantara covers the headliner and white bezels are finished in Satin Silver.

Return of the 'Snake'

The 2013 SRT Viper and SRT Viper GTS models are set to return in fourth quarter of 2012 with more power and performance, superior craftsmanship, new technologies and creature comforts.

The all-aluminum, mid-front, 8.4-liter V-10 powerplant delivers 640 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports car engine in the world. Standard safety features include electronic multistage stability control, traction control and new 4-channel antilock brake system (ABS)

An all-new carbon-fiber and aluminum skin is sculpted for high-speed stability and a slippery .364 drag coefficient. Chassis enhancements bring 50 percent improvement in torsional stiffness, while triple-digit weight reduction results in a Viper best power-to-weight ratio.

The 2013 SRT Viper models feature timeless exterior designs incorporating iconic Viper styling cues with a contemporary execution. All-new, innovative interior designs set new standards with premium materials, new technologies and superior craftsmanship.

SRT Brand Presence in Monterey

In addition to showcasing the new 2013 SRT Viper GTS Launch Edition during the weekend, the SRT brand will have an expanded new vehicle display at the Quail Lodge on Friday, Aug. 17, along with additional displays and interactive fan activities at the Rolex Monterey Motorsports Reunion at Laguna Seca Raceway from Aug. 17–19 and the Pebble Beach Concours d'Elegance from Aug. 16-19.

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 expansion of the SRT vehicle lineup in the 2012 model year features four new products that are world-class performance contenders and bring the latest in safety technologies and creature comforts. These products include the Chrysler 300 SRT8®, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8.

Making its highly anticipated return to the high-performance sports car market in late 2012 is the new 2013 SRT Viper and SRT Viper GTS. The SRT flagship performance machines arrive with more power and performance, superior craftsmanship, new technologies and creature comforts.

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