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Chrysler Group's SRT (Street and Racing Technology) Brand Partners with Universal Pictures to Promote 'Rush'

Biographical action film about 1976 Formula 1 season opens nationwide in theaters Sept. 27

August 26, 2013, Auburn Hills, Mich. - Chrysler Group's SRT (Street and Racing Technology) brand today announced it is teaming up with Universal Pictures in the United States to promote "Rush," a Ron Howard biographical action film based on the true story of Austrian Formula 1 champion driver Niki Lauda and his return to racing after a 1976 crash that almost took his life. The movie opens nationwide Sept. 27.

SRT will help promote the movie to its fans at racing events, via the brand's website – www.driveSRT.com – where "Rush" movie stills can be viewed, and on the brand's social media channels.

"SRT owners and fans are genuine auto and racing enthusiasts," said Beth Paretta, Director – SRT Brand and Motorsports Marketing and Operations, Chrysler Group LLC. "Every aspect of performance vehicles and motorsports is part of their DNA, and they'll love the action and adrenaline of 'Rush,' the story of one of the greatest rivalries in Formula 1 racing history."

The SRT brand has added graphics from the film to its No. 91 Rush SRT Viper GTS-R race car that competes in the GT Class of the American Le Mans Series (ALMS). Upcoming ALMS events where the SRT motorsports team will compete include the Aug. 31 Grand Prix of Baltimore Presented by SRT weekend and the Sept. 21 Circuit of the Americas race in Austin, Texas.

In its first ALMS event appearance Aug. 11, the "Rush"-sponsored No. 91 Viper GTS-R race car driven by Marc Goossens and Dominik Farnbacher road to victory in the GT Class at Road America in Elkhart Lake, Wisc. The win was the first for a Viper in ALMS competition since 2000.

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 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 392, Dodge Charger SRT8 and new 2014 Jeep Grand Cherokee SRT are joined by 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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