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## **Chrysler Group's SRT (Street and Racing Technology) Brand Takes Over Baltimore Labor Day Weekend**

- SRT Brand returns as Presenting Sponsor for the Grand Prix of Baltimore
- SRT Motorsports races two SRT Viper GTS-Rs on Saturday in the 2013 American Le Mans Series presented by Tequila Patron
- On-site events include SRT Brand vehicle displays and ALMS driver autograph sessions
- SRT will help promote the movie, "Rush" to its fans at racing events, via the brand's website – [www.driveSRT.com](http://www.driveSRT.com) – where "Rush" movie stills can be viewed, on the brand's social media channels, and with new graphics on the No. 91 SRT Viper GTS-R

August 28, 2013, Auburn Hills, Mich. - Chrysler Group's SRT (Street and Racing Technology) Brand will race into Baltimore Labor Day weekend for the city's "Grand Prix of Baltimore presented by SRT." The brand returns as the presenting sponsor for all races this weekend on the streets of Baltimore and will host a variety of events that will be open to attendees. The weekend activities kick-off Friday, Aug. 30, and run through Sunday, Sept. 1.

"Returning as the presenting sponsor of the 'Grand Prix of Baltimore' allows us to showcase SRT as the performance brand of Chrysler Group and display our portfolio of high-performance vehicles to a discerning crowd of motorsports enthusiasts," said Beth Paretta, Director – SRT Brand and Motorsports Marketing and Operations, Chrysler Group LLC. "This year we have a larger footprint around the inner harbor with displays, signage and various areas to host our dealers, SRT owners and fans."

The three-day event includes races for the American Le Mans Series (ALMS), IndyCar and Indy Lights.

### **SRT Motorsports Competes in the ALMS GT Class**

The SRT Motorsports team will field two SRT Viper GTS-Rs in Saturday's race at the 2-mile street circuit, the seventh event on the 2013 ALMS schedule. The driver lineup for Saturday's race includes Kuno Wittmer and Jonathan Bomarito in the No. 93 Pennzoil Ultra SRT Viper GTS-R. Coming off their first victory for Viper in ALMS competition since 2000 at Road America will be Marc Goossens and Dominik Farnbacher in the No. 91 SRT Rush Viper GTS-R.

SRT Motorsports competed at Baltimore in 2012, one of four events entered during the year in preparation for a full 2013 ALMS season. The No. 93 car finished 11th.

### **SRT Race Weekend Activities**

Race attendees can visit the brand's extensive vehicle display, located on the inner circle at Eutaw Street and Pratt Street, to see and learn about the lineup that includes the Chrysler 300 SRT, Dodge Charger and Challenger SRT, Jeep® Grand Cherokee SRT and the all-new SRT Viper. The display area will be hosted by product specialists who can answer questions about the product and brand. Also on display will be the Fiat 500 Abarth and new 2014 SRT Viper GT3-R race car. The display space is open on Friday from 9AM-5PM and on Saturday and Sunday from 9AM-6PM.

Attendees can take their photo with the 2013 SRT Viper or the Viper GT3-R in the eShots photo booth. The photos can be emailed and shared with friends via social media.

The production version of the SRT Viper will get extra attention by being driven ahead of the official pace car in all

three weekend races. And race-goers will see the SRT logo on all event signage that includes the event logo at the grandstand Start / Finish line and the "Hairpin" turn area (Turn 3).

#### **No. 91 Rush SRT Viper GTS-R**

The brand also announced that it will team 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 and fire 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](http://www.driveSRT.com) – where "Rush" movie stills can be viewed, and on the brand's social media channels. The SRT brand has added graphics from the film to its No. 91 Rush SRT Viper GTS-R, which will compete in Saturday's race in the GT Class of the ALMS.

#### **About SRT and SRT Motorsports**

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 lineup features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT, Dodge Challenger SRT, Dodge Charger SRT and Jeep Grand Cherokee SRT are joined by the flagship SRT Viper and Viper GTS models, which are making their highly anticipated return to the high-performance sports car market.

The engineering expertise within SRT extends well beyond its high-performance street vehicles. Technical support for the Chrysler Group's various racing programs is provided by the astute engineers at SRT Motorsports, where lessons learned on the race track directly translate to improved vehicles for the company's customers.

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