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Dodge Embraces Viper's Roots and Revs Up Excitement, Delivering the Ultimate Hand-built American Exotic Supercar with a New Starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$84,995

- New for 2015, Dodge is reducing the Viper's starting U.S. Manufacturer's Suggested Retail Price (MSRP) by \$15,000 to start at \$84,995
- Adjusting for inflation, the 2015 model year Viper is priced competitively to the first generation Viper, which launched in 1992, as calculated by Kelley Blue Book
- The Dodge Viper was first introduced in 1992 with a starting U.S. MSRP of \$50,700. Adjusted for inflation, the equivalent in today's dollars would be \$86,130
- Current Gen 5 Viper owners to receive a certificate worth \$15,000 to be redeemed toward the purchase of a new Dodge Viper. This \$15,000 certificate is in addition to the \$15,000 price reduction
- All existing 2014 model year dealer inventory will be reduced by \$15,000, effective immediately
- 2015 Dodge Vipers will be sold throughout the entire Dodge dealer network
- New for 2015, the Viper's refined 8.4-liter V-10 engine and Tremec six-speed manual transmission delivers 645 horsepower and up to 20 miles per gallon on the highway
- Production of the 2015 model year Dodge Viper will begin at the Conner Avenue Assembly Plant in Detroit in the fourth quarter with vehicles arriving in dealer showrooms in the first quarter of 2015

September 8, 2014, Auburn Hills, Mich. - Dodge is reconfirming its commitment to the future of the Viper and repositioning the iconic Detroit-built supercar for 2015, giving the snake more horsepower, improved fuel economy and a new starting price \$15,000 less than the 2014 model it replaces.

For 2015, the hand-built American exotic now delivers an increased 645 horsepower, gets up to 20 miles per gallon and is offered at a new starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$84,995 (all prices exclude tax, title, license, destination and gas guzzler tax).

Reaching back into its 100-year history, Dodge is using the formula that successfully launched the original 1992 Dodge Viper, but with even more power, refinement and craftsmanship. Adjusting for inflation, the 2015 model year Viper is priced competitively to the first generation Viper, as calculated by Kelley Blue Book. When Viper was first introduced, the U.S. MSRP was \$50,700. Adjusted for inflation -- that equates to \$86,130 in today's dollars.

“The Gen 1 Viper had 400 horsepower. It didn’t have air conditioning, anti-lock brakes, traction control or stability control. It didn’t even have real windows. It was the purest, rawest and most visceral American performance car of its time,” said Tim Kuniskis, President and CEO — Dodge and SRT Brands. “The Gen 5 Viper maintains the purity of the original car, with its seductive design, perfect weight balance and all-aluminum V10 with an additional 245 horsepower. But the rawness has been tamed with state-of-the-art five-mode ESC, two-mode suspension, ABS, traction control, launch control and a lightweight structure comprised of carbon fiber, magnesium and aluminum. Despite the Gen 5’s massive leap forward in technology and performance, we’re pulling its starting price back to the equivalent of the original Gen 1 car.”

Dodge is repositioning every Viper model with a lower starting price.

In addition to the new starting price, all existing Gen 5 Viper owners will get a certificate worth \$15,000 that can be redeemed toward the purchase of a new Dodge Viper. This \$15,000 certificate is in addition to the \$15,000 price reduction.

Effective immediately, all existing 2014 model year Vipers in dealer inventory will also be re-invoiced and receive a new Monroney label that highlights the \$15,000 price reduction.

Dodge is also expanding Viper sales beyond the current SRT network of dealers. More than 2,300 Dodge dealers will be able to sell the 2015 Dodge Viper.

“We have a saying at Dodge: ‘If you know... you know,’ and if you know Viper, you know this is big news,” Kuniskis added, “and if you don’t know Viper, it’s time to check it out and see what makes owning and driving the iconic Viper so much more unique, exclusive and interesting than any other American performance vehicle.”

New 2015 Dodge Viper models and features

For 2015 model year, Dodge is also introducing a number of product enhancements, new packages and new colors, including:

- SRT – new accent stitching on the seats and instrument panel, Alcantara accents on the doors and instrument panel and ‘Viper’ badged aluminum sill plates
- GT – new model with Nappa leather seats with Alcantara inserts, Alcantara accents on the doors and IP, ‘Viper’ badged aluminum sill plates, two-mode suspension, five-mode ESC, ‘GTS’ hood and two-piece StopTech slotted rotors
- GTS Ceramic Blue Special Edition with an exclusive Ceramic Blue exterior color and Black stripes
- TA 2.0 Special Edition with high-performance Aero Package
- High-impact Y’Orange, Stryker Orange and Stryker Purple exterior colors – arriving to dealers in early 2015

Production of 2015 model year Vipers will begin at the Conner Avenue Assembly Plant in Detroit in the second half of the fourth quarter of 2014. Vipers will start arriving in dealerships in the first quarter of 2015.

Dodge//SRT

For 110 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

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