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2006 Dodge Viper SRT10: Market Position and Advantages

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MARKET POSITION

Simply put, there is nothing else like the Dodge Viper SRT10. Offered in Roadster and Coupe versions, Dodge Viper SRT10 delivers serious, race-inspired performance without apology. With its dramatic styling, 510 horsepower (380 kW) and outrageous attitude, the Dodge Viper SRT10 is the ultimate American sports car *f*{ and the essence of the Dodge brand's unwavering commitment to extreme performance.

DEMOGRAPHICS

- Gender: 89% male / 11% female
- Age: 49 median
- Household income: \$173,000 median
- Education: 44% college degree
- Household: 62% married
- Occupation: Primarily executive/entrepreneurial

MARKET ADVANTAGES

- Continues to set the definition of extreme performance in a powerful, yet refined American sports car
- Dodge Viper SRT10 Coupe, new for 2006, "tops off" the Viper lineup
- Powered by a 505-cubic-inch V-10 engine producing 510 horsepower (380 kW) and 525 lb.-ft. (712 N•m) of torque
- SRT performance: 0-60 mph in less than four seconds, 60-0 mph braking in less than 100 feet, and 0-100-0 mph in the low 12-second range
- Outrageous design in a low-slung shell, with lowered hood lines, swept-back fenders and deep-cut side scallops
- Back-to-basics sports car approach: traditional front-engine, rear-wheel-drive layout
- Race-bred, fully independent four-wheel suspension
- Massive tires and wheels
- World-class brakes

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