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### **Dodge Offers Industry-first '1 of 1' Viper Exclusivity and New Order Concierge Service**

New Dodge Viper Customization Program Leverages Hand-built Production Process at Conner Avenue Assembly Plant in Detroit

- New Dodge Viper GTC model can be custom-tailored with more than 25 million unique build combinations
- Options include 8,000 hand-painted exterior colors, 24,000 hand-painted custom stripes, 10 wheel options, 16 interior trims, 6 aero packages, as well as a host of standalone options
- Dodge will send a complimentary 1:18 scale Viper speed form replica to buyers to confirm their color selection
- Each one-of-one Viper will feature a personalized instrument panel badge with the customer's chosen name to commemorate their design
- New Viper Concierge service offers an exclusive point of contact throughout the custom Viper build process
- All sold customer orders include live Viper Ambassador Owner's Portal online build tracking, allowing customers to follow along the build process with VIP treatment via online updates
- Customers can share their experience with friends and family as they pass each build milestone
- Customized shipping options include rapid transport via enclosed carrier, or new owners can choose to pick their Viper up at the Conner Avenue Assembly Plant in Detroit and take a tour of the facility
- Customers will be able to configure their one-of-a-kind Vipers at [drivesrt.com](http://drivesrt.com)
- 2015 Dodge Viper has a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$84,995. New 2015 Dodge Viper GTC custom model features all the content of the new GT model, and adds the ability to customize a "one-of-one" design, a personalized instrument panel badge, Concierge Service and Viper Ambassador Owner's Portal with exclusive sharable content to track the build of the car for a starting U.S. MSRP of \$94,995
- Dealers will start taking orders of new custom Dodge Viper GTC models in February. Production is scheduled to start at the Conner Avenue Assembly Plant in the second quarter of 2015

January 8, 2015, Auburn Hills, Mich. - Dodge is giving its Viper flagship an unprecedented level of exclusivity, announcing a new custom Viper GTC model and a new program that gives Viper customers the opportunity to create their very own one-of-one American hand-built exotic performance car, personal concierge and the ability to virtually follow along the build process through the Viper Ambassador website at [driveSRT.com](http://driveSRT.com). Viper customers can also take a personal tour of the Conner Avenue Assembly Plant in Detroit where their super car is hand built, as well as choose a variety of delivery options.

"The Dodge Viper is an iconic, one-of-a-kind, hand-built American Supercar with a 645-horsepower hand-built aluminum V10, a hand-crafted body comprised of hand-laid carbon fiber, aluminum, magnesium and high-strength steel and a racing pedigree," said Tim Kuniskis, President and CEO, Dodge and SRT, FCA - North America. "Because every Viper is hand crafted with such an extreme level of detail, we have the unique opportunity to make each one even more special by giving buyers the opportunity to customize each vehicle to their exact specifications. Now, Viper owners will be able to say their Viper is truly one of a kind."

With 8,000 exterior color options, 24,000 custom stripe colors, 10 wheel options, 16 interior trims and 6 aero packages, there are more than 25 million ways for buyers to customize their one-of-a-kind Dodge Viper. To help buyers confirm their color choice, Dodge will provide a complimentary Viper speed form replica so they can confirm

their color selections before their Viper is built.

In September, Dodge announced the 2015 Viper SRT, GT, GTS and TA models, with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$84,995. Now, for a starting U.S. MSRP of \$94,995, the new 2015 custom Viper GTC model features all the content of the new GT model, and adds the ability to customize a '1 of 1' design, a personalized instrument panel badge, Concierge Service and Viper Ambassador Owner's Portal with exclusive sharable content to track the build of the car.

The new 1-of-1 customization program is available exclusively for customer orders (not for dealer stock). No two customers can order the same configuration, including color in the same model year. Dealers will start taking orders in February. Production is scheduled to start at the Conner Avenue Assembly Plant in the second quarter of 2015.

#### **A one-of-a-kind experience; a one-of-a-kind Dodge Viper**

To give all enthusiasts the opportunity to try their hand at designing their very own custom Viper, Dodge and SRT will soon unveil a completely new Viper Customizer at [www.driveSRT.com](http://www.driveSRT.com). Buyers can choose from thousands of exterior colors and stripe options, pick the perfect set of forged wheels and design their custom interior with any one of 16 different interior trims. While creating their one-of-one, high-performance masterpiece, customers can be inspired by a gallery of sample custom Vipers created by Dodge designers. They can also download a hi-resolution version to create a poster and share their creation with fellow enthusiasts via social media. For a preview of customizable options, visit [www.driveSRT.com/2015/viper/1of1](http://www.driveSRT.com/2015/viper/1of1).

#### **New Viper Concierge service makes ordering the Snake a snap**

Ordering a custom Dodge Viper GTC will be elevated to an exclusive experience thanks to the new Viper Concierge, who will provide an exclusive point of contact throughout the custom Viper build process.

From the time the customer Viper order is placed in the system to the moment they pick up or take delivery of their Viper, the Viper Concierge will provide the new owner behind-the-scenes stories and pictures about their custom, hand-built Viper.

It takes between 140 and 160 hours to hand paint each Viper before it goes to assembly, and owners will get regular updates, including pictures of the meticulous paint process and each phase of the handcrafted assembly. Updates will come via a mobile-friendly personalized website, moderated by the Viper Concierge for each custom Viper owner.

Each new custom Viper owner also will get their own unique login for build status updates, a photo gallery and a Q&A section between the owner and Viper Concierge, which will provide an exclusive experience to celebrate the entry into the Dodge Viper family.

The Viper Concierge will be available to answer questions and provide insights, stories, news and images along the way, providing never-before-offered access to each step of the detailed handcrafted precision that goes into each unique custom Viper.

#### **Customers can watch their Viper being built via the new Viper Ambassador Owner's Portal**

Once their new Viper is ordered, buyers will be able to track their Viper as it is built at the Conner Avenue Assembly plant in Detroit via the Concierge Service and website. The VIP Owner's Portal allows customers to follow along the build process of their Viper and get the full Viper VIP treatment, as the Viper concierge will provide weekly updates on the status of their one-of-a-kind supercar. Each weekly update has the ability to be shared with family and friends through social media sites including Facebook, Twitter and Instagram.

Once the vehicle is built, new Viper owners can also decide how they want their vehicle shipped. Customized shipping options include rapid transport, or new owners can choose to pick their Viper up at the Conner Avenue Assembly Plant in Detroit and take a tour of the facility.

#### **About Dodge Viper**

The fifth generation of the Dodge Viper SRT made its highly anticipated return to the high-performance sports car market in late 2012 as a 2013 model. The flagship performance machine of FCA US LLC arrived with more power and performance, superior craftsmanship, new technologies and creature comforts. Powering the 2015 Viper is an all-aluminum 8.4-liter V-10 engine that delivers 645 horsepower and 600 lb.-ft. of torque – the most torque of any

naturally aspirated sports car engine in the world. Standard on the newest Viper are safety features that include electronic multistage stability control, traction control and a new four-channel anti-lock brake system (ABS). Since 1992, Dodge and SRT have built approximately 30,000 Vipers at the Mack Avenue Assembly (1992-1994) and Conner Avenue Assembly Plant (1995 – current), both in Detroit.

### **Dodge//SRT**

For more than 100 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.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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