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Dodge Opens Order Banks for New 2016 Dodge Viper ACR

The fastest street-legal Viper track car ever offers a tremendous value for performance

May 12, 2015, Auburn Hills, Mich. - Viper enthusiasts with the need for ultimate handling, performance and road course domination, as well as the ability to drive their Viper home from the track, can now place their orders for the fastest street-legal Viper track car ever. The Dodge brand has announced pricing and opened order banks for the recently introduced 2016 Dodge Viper ACR.

Unveiled last week at the revamped Conner Avenue Assembly Plant in Detroit, the American Club Racer model of the iconic, hand-built American supercar will have a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$117,895 (excluding destination and gas guzzler tax).

"Bringing our street-legal Dodge Viper ACR back is going to arm our track enthusiasts with the ultimate weapon to dominate road courses across the country," said Tim Kuniskis, President and CEO — Dodge and SRT Brands, FCA — North America. "This is without a doubt the best Viper ACR ever. The latest in aerodynamic, braking and tire technology will ensure its legendary performance reputation around the world."

Originally introduced in 1999 and last available for the 2010 model year, the Viper ACR has a long-standing legacy as the ultimate street-legal track car for club racing. The new 2016 model honors that performance legacy with significant aerodynamic and suspension upgrades, new Carbon Ceramic brakes with six-piston calipers and high-performance tires specifically designed for ACR. Standard equipment highlights include:

- Delivers ultimate in stopping performance with unprecedented brake fade resistance through ACR-exclusive Carbon Ceramic Matrix 15-inch two-piece rotors and six-piston front calipers from Brembo®
- Unique track suspension features 10-setting, double-adjustable, Bilstein coil-over racing shocks and unique race alignment delivering up to 3 inches of suspension height adjustment for fine-tuning corner weight
- The latest race tire compound technology with massive Kumho® Ecsta V720 high-performance tires (295/25/19 front, 355/30/19 rear), designed and developed specifically for the 2016 Dodge Viper ACR, delivers laps times that are 1.5 seconds faster than off-road only race tires
- Combination of suspension, aero treatment and ACR-specific tires delivers sustainable 1.5 g cornering during high-speed turns
- Lightweight carpet, minimal three speaker audio and manual seats designed to manage weight and maintain optimal 50/50 weight distribution
- Powered by iconic, hand-built 8.4-liter V-10 engine rated at 645 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports-car engine in the world
- Unique Alcantara hand-crafted interior to assist driver stability under high G-loading features iconic 'ACR' dash badge and accent stitching
- Offers '1 of 1' customization option for the ultimate personalized Viper track car
- Optional ACR Extreme Aero Package (late availability) delivers nearly 1 ton of peak downforce at top speed through massive adjustable dual-element carbon fiber rear wing, rear carbon fiber diffuser, unique SRT hood with removable louvers, detachable extension for the front splitter and additional dive planes

Production of the 2016 Dodge Viper ACR will begin in third quarter 2015 at the Conner Avenue Assembly Plant. Vehicles will start arriving in dealerships in the third quarter of 2015.

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.

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