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Chrysler Canada: Dodge Revs Up Viper Excitement, Delivering the Ultimate Hand-built American Exotic Supercar with a New Starting Canadian Manufacturer's Suggested Retail Price (MSRP) of \$84,995

- New for 2015, Dodge is reducing the Viper's starting Canadian Manufacturer's Suggested Retail Price (MSRP) by \$15,000 to start at \$84,995
- Current MY13 and MY14 Gen 5 Viper owners in Canada 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
- 2015 Dodge Vipers will be sold throughout the entire Dodge Canada dealer network
- New for 2015, the Viper's refined 8.4-litre V-10 engine and Tremec six-speed manual transmission delivers 645 horsepower
- Production of the 2015 model year Dodge Viper will begin at the Conner Avenue Assembly Plant in Detroit, Michigan in the fourth quarter with vehicles arriving in dealer showrooms in the first quarter of 2015

September 17, 2014, Windsor, Ontario - 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 of \$84,995.

Reaching back into its 100-year history, Dodge is using the formula that successfully launched the original 1992 Dodge Viper – world-beating performance priced at the sweet spot of the high-performance car segment - but with even more power, refinement and craftsmanship.

"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 fibre magnesium and aluminum. Despite the Gen 5's massive leap forward in technology and performance, we're pulling its starting price back."

In addition to the new starting price, all existing MY13 and MY14 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.

"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 colours, 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 colour and Black stripes
- TA 2.0 – Special Edition with high-performance Aero Package
- High-impact Y'Orange, Stryker Orange and Stryker Purple exterior colours – 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 Canadian dealerships in the first quarter of 2015.

About Dodge

The Dodge brand is tearing into its centennial year as North America's mainstream performance brand, celebrating its 100th anniversary in 2014. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The consolidated Dodge and SRT brands will offer a complete lineup of performance vehicles that stand out within their own segments. Dodge will be the "mainstream performance" brand within the Chrysler showroom. SRT will be positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2015 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and Charger SRT Hellcat. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and Dodge Viper.

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep, Dodge, Ram, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Chrysler Town & Country, Jeep Wrangler, Dodge Journey, Ram 1500, Jeep Grand Cherokee and Fiat 500.

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