

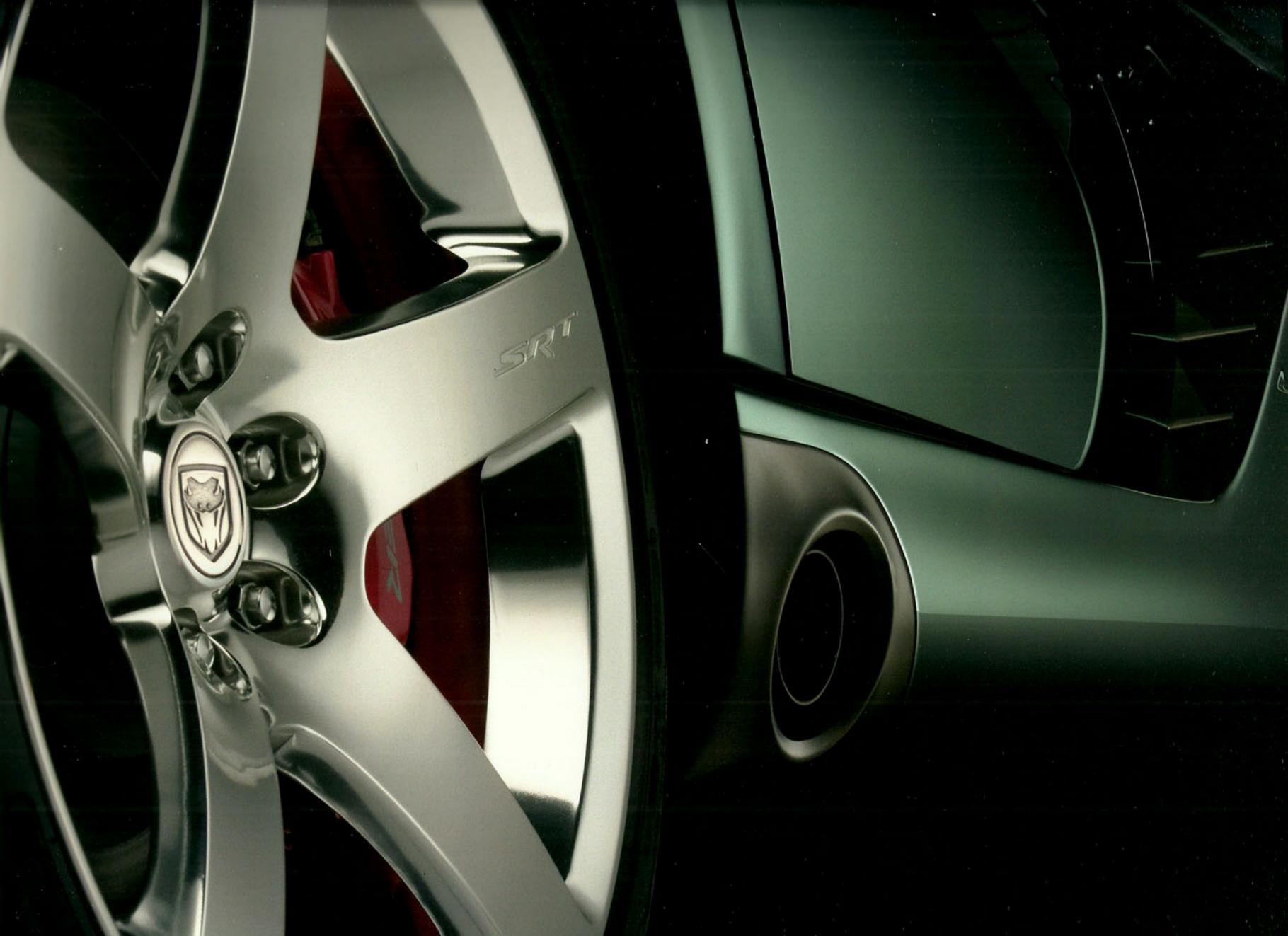




THE LEGENDARY DODGE VIPER

Bold. Innovative. Powerful. Brash. The Dodge Viper symbolizes the pinnacle of performance and style—the point where lavish good-looks meet unabashed American muscle. The ultimate combination of engineering prowess, aesthetic vision and courageous design. Its call is visceral, reaching the core of those who prize performance and disdain compromise. The Viper is equal parts beauty and beast, muscular, untamed, a predator in its natural habitat. No wonder that its enthusiasts' passion is as legendary as its record-breaking accomplishments.

Unmatched on the road and at the track, the Dodge Viper is truly an American icon.



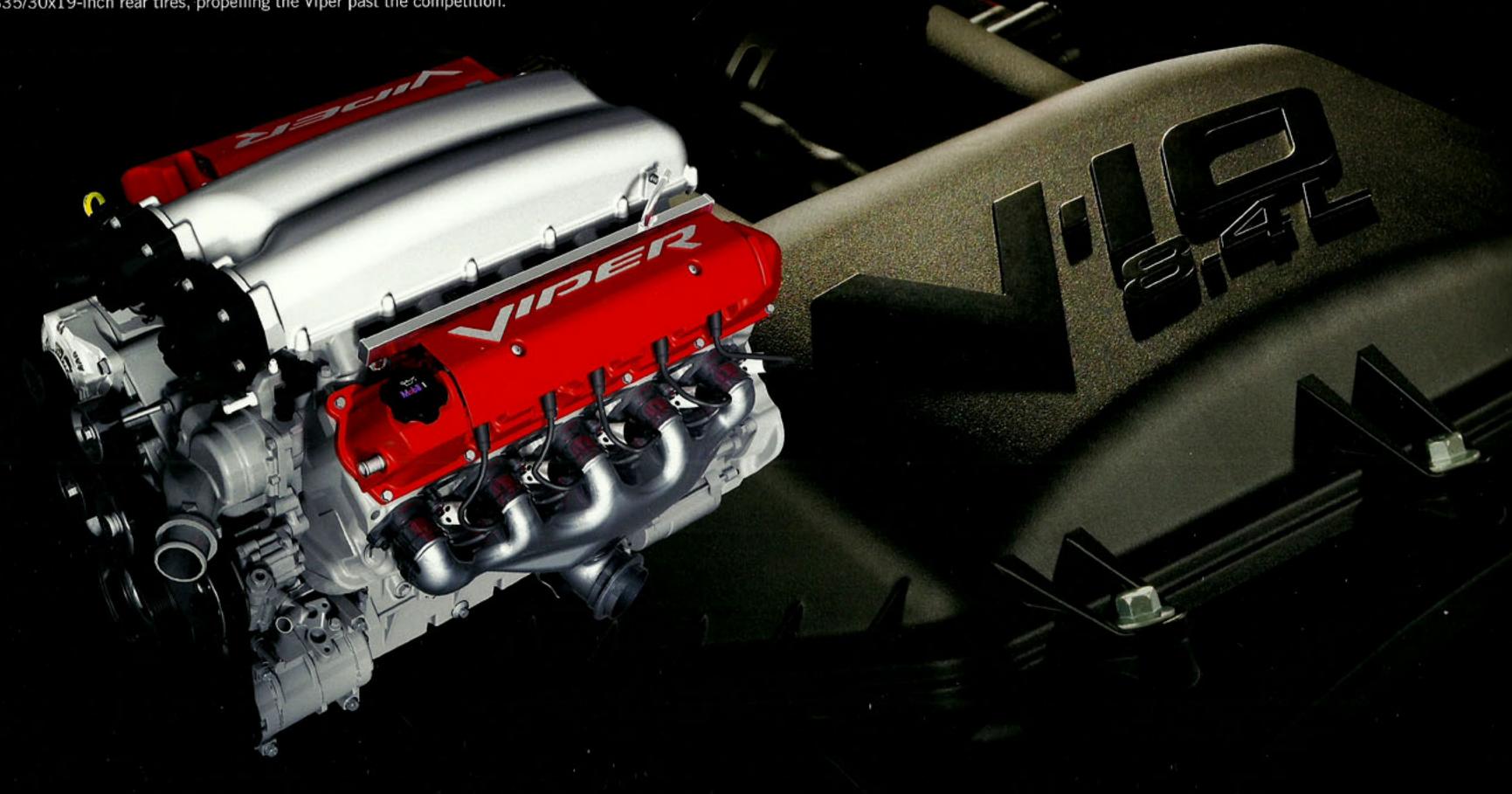


With its descendants setting the standard for American sports cars over the past 20 years, the new 2010 Dodge Viper SRT10® deliberately shatters the mold. Already the unopposed King of the Hill, the 2010 Viper screams to 100 mph in 11 seconds flat and boasts a race-inspired top speed of 202 mph. A new, shorter fifth gear ratio trims the 0–200 mph time by an astonishing 14 seconds. New exterior colors, expanded stripe patterns and limited-edition models mark the new Viper as a species apart; over 7,000 appearance combinations virtually ensure exclusivity. Other improvements stand as proof that Viper remains true to its core promise: to deliver the most exhilarating performance in any class available.



THE 2010 DODGE VIPER SRT10 POWERPLANT

An 8.4-liter V-10 engine with an awe-inspiring 600 horsepower and 560 lb.-ft. of torque generates enough power to light up a small city—or one hellacious sports car. To control that massive output, Viper channels everything through a ZF Sachs® twin-disc clutch that reduces clutch-pedal effort and improves engagement. And to unleash all that force, a Tremec® heavy-duty, six-speed, manual transmission drives 335/30x19-inch rear tires, propelling the Viper past the competition.



ENGINE: 8.4-LITER V-10

10-cylinder, 90-degree V-type I	liquid-cooled
Displacement	8.4 liter (510 cu. in.)
Bore x Stroke	4.055 in. x 3.96 in. (103 mm x 100.6 mm)
Valve System	OHV, Variable-Valve Timing (VVT), 20 valves, roller-type hydraulic lifters
Fuel Injection	Sequential, multi-port, electronic
Construction	Aluminum alloy block with cast-iron liners, aluminum-alloy heads
Compression Ratio	10.2:1
Power (SAE net)	600 bhp (450 kW) @ 6,100 rpm (71 bhp/L)
Torque (SAE net)	560 lbft. (760 N•m @ 5,000 rpm)
Max. Engine Speed	6,250 rpm
Fuel Requirement	Unleaded premium—91 Octane (R+M)/2
Oil Capacity (with Filters)	11 qt. (10.4L)
Coolant Capacity	16 qt. (15L)
Emission Controls	Four three-way catalytic converters, heated oxygen sensors, engine internal features
EPA Fuel Economy (City/Hwy)	13/22

^{*} Meets Tier 2 standards in all 50 states.



BEAR RAYIOS

1st	2.66
2nd	1.82
3rd	1.30
4th	1.00
5th	0.80
6th	0.50
Overall top-gear.	1.50

FINAL DRIVE

Frame-mounted hypoid bevel gear with GKN ViscoLok speed-sensing limited-slip differential Axle Ratio......3.07

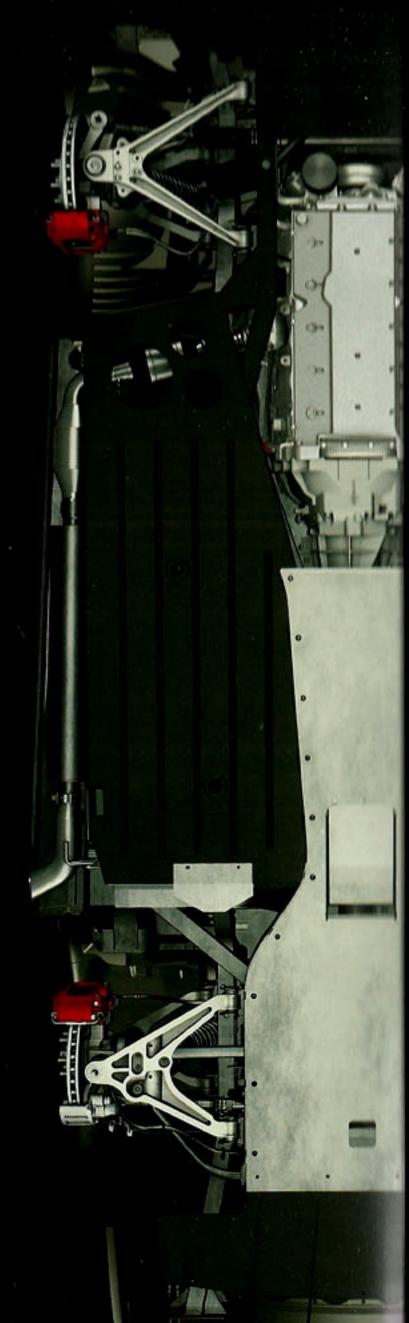
DIMENSIONS AND CAPACITIES

DIMENSIONS AND CAPA	GITIES
Wheelbase	98.8 in. (2510 mm)
Track, Front	61.6 in. (1565 mm)
Track, Rear	60.9 in. (1547 mm)
Overall Length	175.6 in. (4459 mm)
Overall Width (at sills)	75.2 in. (1911 mm)
Overall Height	47.6 in. (1210 mm)
Ground Clearance	5.125 in. (130 mm)
Curb Weight	3,454 lbs. (1567 kg) Coupe
	3,441 lbs. (1561 kg) Roadster
	3,408 lbs. (1552 kg) ACR Coupe
	3,366 lbs. (1533 kg) ACR Hard Core Coupe
Weight Distribution (F/R)	49.6/50.4
Frontal Area	19.3 sq. ft. (1.79 sq. m)
Drag Coefficient	0.42 (top down), 0.38 (top up)
	Roadster; 0.38 Coupe
Fuel-Tank Capacity	16.0 gal. (70L)
† All dimensions measured with	i two passengers.

RRAKES

Front — 14.0" x 1.26" vented disc, with Brembo® dual opposing piston calipers, Roadster and Coupe.

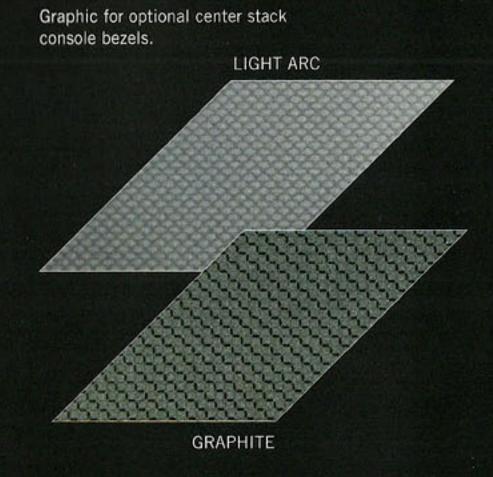
Rear — 14.0" x 1.26" vented disc, with Brembo® dual opposing piston calipers, Roadster and Coupe.

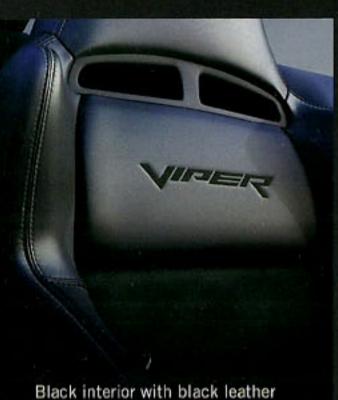


THE 2010 DODGE VIPER SRT10 CUSTOMIZATION OPTIONS

The Dodge Viper is uniquely recognizable; its sculpted contours and aggressive stance drawing an envious gaze from competitors, and a broad smile from enthusiasts. In 2010, the desire to admire intensifies with 12 paint options—including electrifying Toxic Orange and Bright Silver Metallic exterior colors—the most choices in a single year. Seven stripe options (including ACR), four wheel selections, four interiors and two interior bezels encourage experimentation and customization, proving that freedom isn't only found behind the wheel.







trimmed seats and black suede.

microfiber seat inserts.



microfiber suede seat inserts.



with red accent stitching and black

microfiber suede seat inserts.



PAINT COLORS

Viper White Clear Coat

Bright Silver Metallic Clear Coat Graphite Metallic Clear Coat Viper Black Clear Coat Viper Red Clear Coat Viper Very Orange Clear Coat

Toxic Orange Pearl Coat Viper Race Yellow Clear Coat

Snakeskin Green Pearl Coat Anaconda Green Clear Coat

Viper GTS Blue

Viper Blue Metallic Clear Coat

STRIPE OPTIONS



Bright White



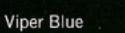
Black



Bright Silver







ACR Stripe

WHEELS



FIVE SPOKE

Durabright, forged aluminum

Front: 18" x 10" / Rear: 19" x 13"



SIX SPOKE Polished, forged aluminum Front: 18" x 10" / Rear: 19" x 13"



RAZOR Polished, forged aluminum Front: 18" x 10" / Rear: 19" x 13"



ACR SIDEWINDER
Forged aluminum
Front: 18" x 10" / Rear: 19" x 13"

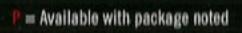
ZOID VIPER BUYER'S GUIDE

	VIPER ROADSTER	COUPE	VIPER A
EXTERIOR			
Bumpers - Injection-molded Xenoy® material	•		
Painted dual racing stripes: Stone White, Black, Bright Silver Metallic, Graphite Metallic, Viper Blue and Red Clear Coat	0	0	0
ACR Black Painted Center Band (n/a with Viper Black Exterior, delete optional)		_	
ACR Red Painted Driver's stripe	-		0
Car Cover - Fitted (included with Protection Group)	Р	P	P
Deck-lid spoiler - Integrated	•	•	
Defroster - Rear window, electric			
Fascias - Body-color	•	•	
Glass - Tinted	•		
Headlamps - High-Intensity Discharge (HID) low and high beams	•	•	•
Hood - With air-induction hood scoop and functional hood louvers	•		
Mirrors - Dual outside power		•	
Roof Canopy - "Double Bubble" for maximum head clearance	-	•	
Soft Top - Manual, bi-fold clam shell, rigid front panel, single center latch, glass rear window, black cloth trim, folding tonneau cover		-	-
Soft Top - Tan cloth available w/ Premium Tan Package	P		-
Taillamps - Wrap-around		•	
Windshield Wipers - Variable intermittent, two- speed with low-profile flat blades		•	•
INTERIOR			
Air Conditioning - Manual controls	•	•	
Ashtray - Removable	•	•	
Bezel Finish - Choice of finishes on instrument panel and console center bezel trim: Light Arc or Graphite	0	0	0
Carpet - Floor covering, cut-pile construction	•		
Black interior		•	
Two-tone interior in Black/Red, Black/Medium Slate or Black/Tan w/ Premium Tan Leather Package	0	0	0
Console - Full-length floor, vinyl-wrapped, soft- touch feel, molded shape with padded armrest/ storage bin lid		•	
Floor Mats - Embroidered (included with Protection Group)	P	Р	P
Instrument Cluster - 220-mph (355 kph) analog speedometer, trip odometer, 7,000-rpm tachometer, voltmeter, oil pressure, coolant temperature and fuel gauge	•		
Leather shift knob, shift boot, parking-brake handle, parking-brake boot, steering-wheel rim	•		1000
Lighter - Cigar			
Locks - Power, speed-sensitive			

	VIPER ROADSTER	VIPER COUPE	VIPER ACR
INTERIOR (CONTINUED)	Keyror		
Mirror - Manual day/night rearview w/ reading lamps	•		•
Pedals - Power-adjustable	•	•	
Power Outlet - Auxiliary 12-volt	•	•	
Rear-window Defroster	•	•	•
RADIO			
AM/FM stereo, CD/MP3 capability and 310-watt RMS audio amplifier		•	
Seven speakers including subwoofer		•	
SEATS			
Preferred suede and leather performance-style buckets		•	•
Driver and passenger fore-and-aft adjustment		•	
Continuous adjustment recliners			
Six-point restraint system provisions		•	•
Tan Napa Premium leather seats w/ perforated inserts	0	0	0
Steering Column - Tilt	•		•
Steering Wheel - Leather-wrapped	•	•	
TRUNK			
14.65 cu. ft. cargo space		•	•
8.4 cu. ft. cargo space	•		
Windows - Power, driver and passenger with one- touch feature		•	
POWERTRAIN AND CHASSIS			
8.4-liter, OHV, 20-valve SFI all-aluminum V-10 engine	•	•	
Six-Speed Manual Transmission	•	•	
Differential - GKN ViscoLok speed-sensing limited-slip	•	•	
Exhaust System - Dual-side	•	•	
Oil Cooler - Engine	•	•	
Parking Brake - Manual, console-mounted	•	•	
Steering - Power rack-and-pinion		•	
Sport Suspension - Four-wheel independent, light- weight performance, SLA-type with coil-over shocks, tubular stabilizer bars	4		-
Competition Suspension - Double adjustable coil- over dampers			
Tires - Michelin Pilot Sport PS2 non-run-flat, Front: 275/35ZR18 BSW, Rear: 345/30ZR19 BSW	•	•	1
Tires - Michelin Pilot Sport Cup, Front: 295/35ZR18 BSW, Rear; 345/30ZR19 BSW			
Wheels - 18-inch x 10-inch front/19-inch x 13-inch rear	•		
Forged-aluminum five-spoke			-
Polished forged-aluminum six-spoke	0	0	
Razor polished forged-aluminum with five U-shaped spokes	0	0	-
ACR Black painted Sidewinder Wheel			

	VIPER ROADSTER	VIPER	VIPER ACR
BRAKES			
Four-wheel disc brakes	•		
Anti-lock Brake System (ABS)	•		•
StopTech, slotted lightweight rotors (included in ACR Package)	_	-	Р
SAFETY AND SECURITY	Y I I		
Adjustable Pedals			
Air bags - Advanced multi-stage front air bags with Occupant-classification System (OCS) ^(a)	•	•	
Anti-lock Brake System (ABS) - four-wheel			•
Central High-mounted Stop Light (CHMSL)— Incorporated into deck-lid assembly	•	•	
Door Locks - Speed-sensitive power	•		
Energy-absorbing steering column			•
Interior head-impact protection			
Seat belts - Three-point belts with pretensioners, load limiter and traveling inboard buckles	•	•	•
BeltAlert			
Constant-force Retractors (CFR)	•	•	•
Security Alarm	•	•	•
Tire-pressure Monitoring (TPM)	•	•	•

Protection Group - Includes fitted car cover and embroidered floor mats	0	0	0
Premium Tan Interior Group - Napa leather seats with perforated centers, tan center console, lower instrument panel and door panels, tan canvas convertible top (Roadster Only)	0	0	0
SIRIUS Satellite Radio/Uconnect™ Navigation with AM/FM/CD/MP3	0	0	0
ACR (Coupe only) - Includes aerodynamic improvements, wide rear wing, fanged front splitter with track extension, dive planes, racing suspension, black painted center band (n/a/w Viper Black), fog lamp delete.	1	-	
ACR Hard Core - achieves an additional 40-lb. weight savings by deleting audio system, hood silencer pad, trunk carpet and tire inflator		_	0.
Aero Appearance Group - Includes narrow rear wing and front splitter	0	0	-
SRT Track Experience - Includes a one-day driving experience designed for SRT owners and performance enthusiasts to maximize their driving knowledge and skills on the street or track. Held at select tracks throughout the season with first-rate driving instruction. Visit www.drivesrt.com			





THE 2010 DODGE VIPER SRT10 ACR

Improved driver control and feel is at the heart of the 2010 Dodge Viper SRT10 ACR. A short-throw shifter enhances the driver experience, especially when coupled with the redesigned rear wing profile and endplates which optimize vehicle aerodynamics and improve rear yaw downforce. When combined with the new fifth gear ratio, the ACR's top speed increases by 4 mph. The ACR models also feature a carbon-fiber fanged splitter in front and an adjustable seven-position carbon wing that works together to produce an awe-inspiring 1,000 lbs. of downforce at 150 mph.

The Viper ACR's enhanced four-wheel independent suspension features high-performance aluminum control arms and knuckles, and a KW suspension with two-way adjustable competition coil-over shock absorbers with remote reservoirs. Lightweight wheels, two-piece slotted StopTech brake rotors and Michelin PS Cup tires complete the Dodge Viper ACR—a race enthusiast's dream come true.

The ACR has a proven track record with extraordinary lap times at two of the world's most challenging and celebrated racetracks—7:22 at Germany's Nürburgring and only 1:33 at Laguna Seca. Now you can take the wheel of a true speed machine with the street-legal Dodge Viper ACR.



2010 VIPER SPECIAL EDITIONS

Special editions are a long-standing tradition of the Dodge Viper. With its limited production run, the 2010 Dodge Viper SRT10 is, in itself, a special edition. However, to further the final production run, true enthusiasts can own a truly extraordinary Viper. Every special edition Viper comes with its own unique interior, wheels, painted stripes and identification. But if these special editions aren't

quite exclusive enough for you, our top Viper dealers signed up for the Dealer Exclusive Program to put their own spins on Viper. Check with the Viper specialists at Woodhouse Dodge, Tomball Dodge and Roanoke Dodge to learn more about their private collections.







SNAKESKIN GREEN EDITION ACR

1:33 EDITION

VOCODOO EDITION

CANADIAN EDITION







Astronauts, fighter pilots and professional racers know it as the X-dimension. It's the point at which a vehicle reaches a velocity so intense, reality itself seems like a slow-moving mirage. It's for these speed junkies that Dodge created the 2010 Dodge Viper SRT10 ACR-X.

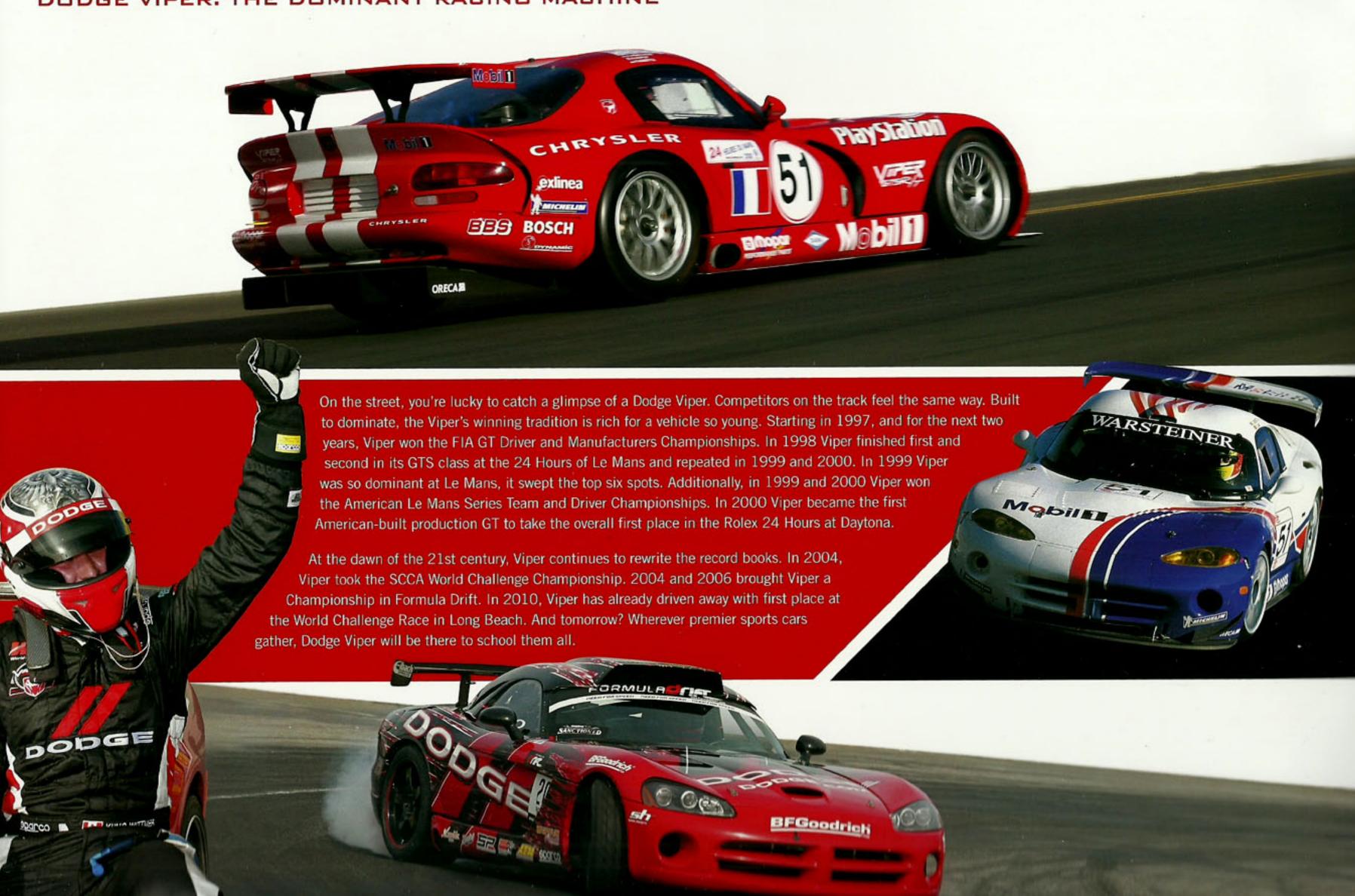
The ultimate combination of the street-legal Viper ACR and the track-only Viper Competition Coupe, the ACR-X churns out a heart-stopping 640 hp, pushed to the limit with a variety of modifications including headers and a low-restriction exhaust system. Track-tuned suspension and aerodynamics, plus a factory-designed roll cage, fuel cell and race seat mark the ACR-X as a serious racing contender, for serious racers who demand extreme performance.

During the development of the ACR-X, spectacular lap times were posted at Mosport (1:20.6), Sebring (2:08.72) and Moroso (1:17.14).

With all that power at the ready, Viper ACR-X owners put their racing skills to the test in the Dodge Viper Cup, sanctioned by the Viper Racing League. After all, the only thing better than entering the X-dimension is beating another driver to it.

For more information on the ACR-X, call Viper Race Headquarters at 888.960.3333.

DODGE VIPER: THE DOMINANT RACING MACHINE









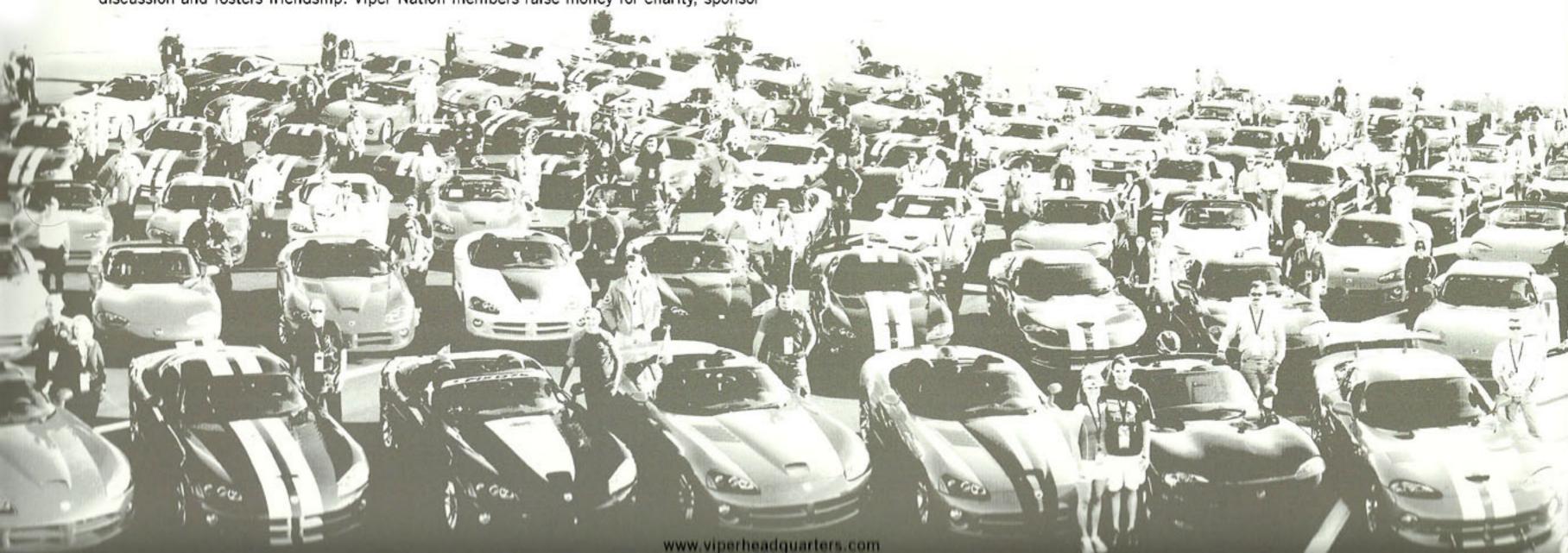
Welcome to Viper Nation. It's the bond that's most apparent. A bond that draws people from all walks of life. That inspires families to fly 3,000 miles for a weekend rally. A bond between men and women and machine in a quest for the ultimate in power and control. Uncompromising. Unyielding. Essential.

Welcome to Viper Nation, a global community without geographic borders or political differences. Instead, a nation whose population adheres to a single goal: celebrating the speed, power, heritage and thrilling ride of America's ultimate sports car, the Dodge Viper.

Viper Nation includes over 25,000 owners, over 100,000 dedicated enthusiasts, and innumerable fans. It spans the continents, it connects communities, it encourages discussion and fosters friendship. Viper Nation members raise money for charity, sponsor

Viper rallies and participate in car shows. And mostly they dream. Of owning a new Viper, of owning another one, and of the next road trip in their favorite Viper, with nothing ahead but the wide open road and all the time in the world to spend racing along it.

Within Viper Nation, owners share a special connection. The purchase of a new Viper includes a year's membership in the Viper Club of America (viperclub.org), a community dedicated to supporting the Viper owner with advice, connections and events. New owners can also learn about their Viper's capabilities at a Viper Days event (viperdays.com), taught by professional drivers on a closed track. An array of adrenaline-filled activities and lifelong friendships await you—accelerate your life with Viper Nation.



DODGE VIPER: MAKING HISTORY

Few people who visited the North American International Auto Show in 1989 expected to see a prototype that would become a legend. None, even today, are likely to forget it. From the first production Viper to roll off the line in '92, to the classic white-striped blue Viper GTS Coupe that paced the Indianapolis 500 in '96, to the 500 hp Viper SRT10 that hit the streets in '03, the Viper has captured the world's imagination.

The Dodge Viper has an unmistakable aura. It's a characteristic found only in vehicles that are handassembled by true craftspeople who put quality above all else. In the Conner Avenue Assembly Plant, home to the Viper since fall of 1995, building each Viper is more than a job. It's a labor of love. Small wonder that so many others love it too.

1989 - Viper Concept unveiled at Detroit Auto Show

1992 - First production Viper

1994 – 1st Viper Owners Invitational takes place 1995 - Viper Club of America is officially formed

1995 - GTS-R unveiled

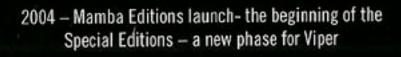














2006 - New Coupe launches



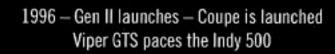
2008 - The 10th Viper Owners Invitational hits Detroit



2008 - Gen IV launches



1995 - Production moves to Conner Avenue Assembly Plant



2002 - Viper Comp Coupe unveiled

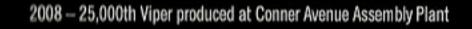
2003 - Gen III launches - totally redesigned













2008 - Viper ACR sets production lap record at Nürburgring



2009 - Viper ACR sets production lap record at Laguna Seca



2010 - Production begins on ACR-X

DODGE VIPER PRODUCTION 1992-2010



In less than two decades, the Dodge Viper has transformed the world of high-performance vehicles. On tracks once dominated by European machines, the Viper now reigns supreme. The Viper has continuously evolved from its birth as a barebones muscle car, and automotive enthusiasts have remained enraptured by its venomous power and raw beauty through every model reincarnation.



1992 TOTAL VEHICLES: 285 AVAILABLE COLORS: Red



1993 TOTAL VEHICLES: 1,043 AVAILABLE COLORS: Red, Black



1994
TOTAL VEHICLES: 3,083
AVAILABLE COLORS: Red, Black, Emerald Green, Yellow



1998
TOTAL VEHICLES: RT/10- 379, GTS- 837
AVAILABLE COLORS: RT/10- Red, Silver; GTS- Red, Silver



1999
TOTAL VEHICLES: RT/10- 549, GTS- 484, ACR- 215
AVAILABLE COLORS: RT/10- Red, Black, Silver; GTS and ACR- Red, Black, Silver



2000
TOTAL VEHICLES: RT/10- 840, GTS- 731, ACR- 218
AVAILABLE COLORS: RT/10- Red, Black, Steel Gray; GTS- Red, Black, Steel Gray



2004
TOTAL VEHICLES: 2,435 (All Roadsters)
AVAILABLE COLORS: Red, Black, Silver, Yellow, 200 Mamba Editions in White



2005
TOTAL VEHICLES: 2,010 (All Roadsters)
AVAILABLE COLORS: Red, Black, Stone White, Silver, Yellow, Copperhead Orange



2006
TOTAL VEHICLES: Roadster- 752, Coupe- 1,117
AVAILABLE COLORS: Roadster- GTS Blue, Viper Red, Race Yellow,
Slate Crystal; Coupe- GTS Blue, Red, Black, Yellow, Stone White
Copperhead Orange, Slate Crystal

The 1992 Dodge Viper came in one model: RT/10 Roadster, one speed: fast, and one color: red. Having built a runaway hit, the Dodge engineers did what they do best. They upped the ante. In the coming years, the Dodge Viper would see four refresh/redesigns. Larger, more powerful V-10 engines would be paired with larger, more capable brakes. Aerodynamics and driver feedback would steadily improve. Available models increased and customization options expanded. Today's Dodge Viper is just as recognizable as the first, sharing a heritage built on power, engineering and a quest for exceptional performance. In 18 years, the Viper has reached adulthood. No wonder the competition is running scared.



1995
TOTAL VEHICLES: 1,577
AVAILABLE COLORS: Red, Black, Emerald Green, Yellow



2001
TOTAL VEHICLES: RT/10- 874, GTS- 650, ACR- 227
AVAILABLE COLORS: RT/10- Red, Sapphire Blue, Race Yellow;
GTS- Red, Sapphire Blue, Race Yellow



2008
TOTAL VEHICLES: Roadster- 712, Coupe- 688, ACR- 179
AVAILABLE COLORS: Roadster- GTS Blue, Snakeskin Green, Viper Red, Venom Red,
Black, Viper Violet, Orange, Bright Blue, Silver; Coupe- GTS Blue, Snakeskin Green,
Viper Red, Venom Red, Black, Viper Violet, Orange, Bright Blue, Silver;
ACR- Venom Red, Viper Red, Viper Violet, Orange, Bright Blue



1996
TOTAL VEHICLES: RT/10- 721, GTS- 1,166
AVAILABLE COLORS: RT/10- Red, White, Black; GTS- Blue



2002
TOTAL VEHICLES: RT/10- 545, GTS- 759, ACR- 159
AVAILABLE COLORS: RT/10- Red, Race Yellow, Graphite Metallic;
GTS- Red, Race Yellow, Graphite Metallic



1997
TOTAL VEHICLES: RT/10- 117, GTS- 1,671
AVAILABLE COLORS: RT/10- Blue, Red; GTS- Blue, Red



2003 TOTAL VEHICLES: 1,875 (All Roadsters) AVAILABLE COLORS: Red, Black, Silver



2009
TOTAL VEHICLES: Roadster- 167, Coupe- 241, ACR-245
AVAILABLE COLORS: Roadster, Coupe and ACR- Bright White, Race Yellow, Viper Red,
Graphite, GTS Blue, Snakeskin Green, Black, Orange, Bright Blue, Anaconda Green



2010
AVAILABLE COLORS: Roadster and Coupe- Bright White, Race Yellow, Viper Red, Graphite, GTS Blue, Snakeskin Green, Black, Orange, Bright Blue, Anaconda Green





