

A banner image with a dark red, textured background. On the left, the word "DODGE" is written in white, bold, sans-serif capital letters. In the center, the text "2017 DODGE VIPER" is written in a smaller white font, with "OVERVIEW" below it in a larger, bold white font. On the right side, there is a large, semi-transparent red circle containing the number "17" in a white, bold, sans-serif font.

DODGE

2017 DODGE VIPER
OVERVIEW

17

FCA CANADA
2017 Dodge Viper
OVERVIEW

About the 2017 Dodge Viper

Dodge is marking the 25th anniversary of Viper and the final year of Viper production.

Continuing for the 2017 model year is the exclusive Viper “1-of-1” customization program that enables buyers to create their one-of-a-kind “Snake” from the ground up. With 16,000 exterior colour options, including matte exterior finishes, 24,000 custom stripe colours, 11 wheel options, 16 interior trims and seven aero packages, three brake packages and four suspension options, there are more than 50 million ways for buyers to customize their one-of-a-kind Dodge Viper.

The fifth generation of the flagship performance machine of the Dodge and SRT brands features more power and performance, superior craftsmanship, new technologies and creature comforts. Powering the 2017 Viper is an all-aluminum 8.4-litre V10 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 Viper safety features include Electronic Multistage Stability Control, Traction Control and a new four-channel anti-lock brake system.

The newest Dodge Viper ACR (American Club Racer) launched in 2016 and has taken the performance car world by storm by becoming the indisputable “ultimate street-legal race car” with more track records than any production car in the world — a total of 13 road course lap records as certified by the Sports Car Club of America.

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.

Highlights

- With more track records (13) than any production car in the world, the Dodge Viper ACR honours its long-standing legacy as ultimate street-legal track car through significant aerodynamic and suspension upgrades
 - Ultimate stopping performance combined with unprecedented brake fade resistance through ACR-exclusive Brembo Carbon Ceramic Matrix 15-inch two-piece rotors and six-piston front calipers
 - 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
 - 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 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
 - Unique Alcantara® hand-crafted interior to assist driver stability under high G-loading features iconic “ACR” dash badge and accent stitching
 - Optional ACR Extreme Aero Package 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
- Viper GTC and ACR models are available in more than 50 million unique configurations as customers can choose from more than 16,000 unique paint colours (in gloss or matte finishes) and more than 48,000 unique stripe combinations from “1 of 1” customization program, for truly one-of-a-kind hand-built supercar
 - Each 1-of 1-model Viper features a personalized instrument panel badge with customer’s chosen name to commemorate their exclusive design
 - No two customers can order the same configuration, including colour, in the same model year
- All Dodge Vipers are powered by the iconic, hand-built 8.4-litre V10 engine rated at 645 horsepower and 600 lb-ft of torque – the most torque of any naturally aspirated sports-car engine in the world

Dodge Viper model lineup

For 2017, the Dodge Viper lineup consists of the following models:

- Viper GTC
- Viper GTS
- Viper ACR

Exterior colours

- Adrenaline Red
- Anodized Carbon (Matte)
- Billet Silver Metallic
- Ceramic Blue
- Competition Blue
- GTS-R Blue Pearl
- Gunmetal Pearl
- Snakeskin Green
- Stryker Green Tri-coat Pearl
- Stryker Orange Tri-coat Pearl
- Stryker Purple Tri-coat Pearl
- Venom Black
- Viper White
- Y'Orange
- Custom paint colour in matte or gloss finishes

Interior colours

- Black
- Black/Demonic Red
- Black/Header Red
- Black/Sepia
- Black/Yorange
- Demonic Red
- Sepia
- TA Black/Orange

A red-tinted banner featuring a winding road at night. The word "DODGE" is on the left, "2017 DODGE VIPER OVERVIEW" is in the center, and a large "17" in a circle is on the right.

DODGE

2017 DODGE VIPER
OVERVIEW

17

About FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 91st anniversary in 2016. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep®, Dodge, Ram and FIAT brands, as well as the SRT performance vehicle designation. The company also distributes Alfa Romeo models and Mopar products. In addition to its assembly facilities, which produce the Chrysler Pacifica, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

