

WILD ON THE STREET.

DODGE VIPER SRT-10, RAM SRT-10, AND SRT-4



SRT



**DODGE SRT HITS
THE ROAD HARD.**

STRIKES WITHOUT WARNING.

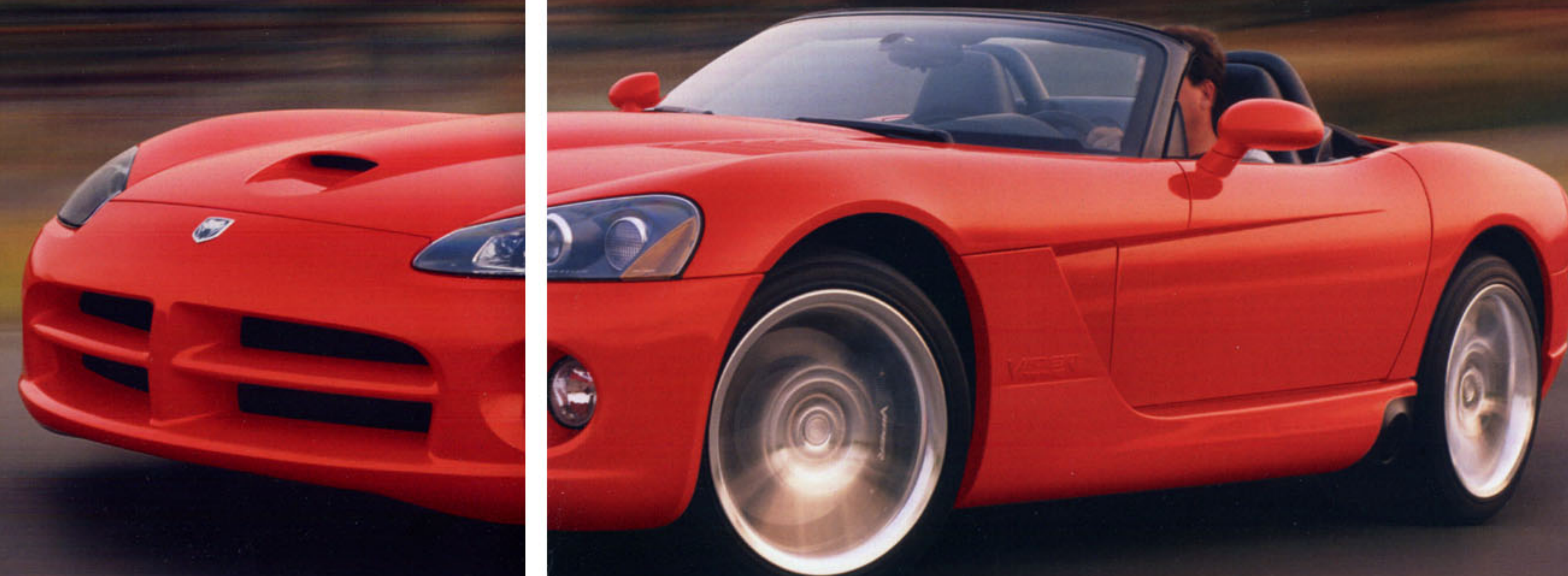
EXTREME PERFORMANCE — This is the one and only goal of the Chrysler Group's Performance Vehicle Operations (PVO). With this in mind, Dodge created three new SRT models: Dodge Viper SRT-10, Dodge Ram SRT-10, and Dodge SRT-4. Each SRT model shows how far Dodge can go with millions of miles of motorsports experience, generations of high-performance know-how, and the desire to be driven.

"Until now, no U.S. automaker has truly integrated its motorsports and high-performance vehicle operations. Take great high-performance engineering expertise, throw in a bit of counsel from our COO, Wolfgang Bernhard, and we have a winning combination for those who truly want ultimate performance vehicles."

*Jim Schroer
Executive Vice President
Chrysler Group Global Sales and Marketing*



The essence of SRT is Dodge Viper SRT-10. It starts with the V10 engine. 505 cubic inches (8.3 liters) of displacement, 525 lb-ft torque, and 500 hp. Details: by boring the cylinders and stroking the crank, Dodge engineers created an extra .3 liters of displacement for an extra 50 hp and 35 lb-ft of torque over the previous Viper engine. And when it comes to horsepower, Viper leaves tough competitors like BMW Z8 and Corvette Z06 eating dust.



Groundbreaking, earthshaking, eye-popping. When Viper power meets Ram strength, the result eats up the concrete. With dominating torque and horsepower from the Viper V10 engine under its hood, Ram SRT-10 is ready, willing and able to kick ass and take names on any road in America. As Wolfgang Bernhard, Chrysler Group COO, says, "We set out to create the boldest, baddest, fastest pickup truck ever, and that is exactly what we have done." And in the process, Dodge Ram helps establish the performance image of the whole three-vehicle Dodge SRT line.



RAM GUTS, VIPER POWER.



MENACE TO THE STREET.



In the SRT line, Dodge dedicates itself to superior power, real-world, can-do, street-smart style, and the last word in performance. SRT-4 is the fastest car under \$20,000* (limited availability). 2.4-liter turbocharged 215-hp, 245 lb-ft torque engine. 17-inch performance wheels. 11-inch disc brakes with upgraded pads. Viper-style seats and performance gauges. All the ingredients of power, plus the basics of style.

*Based on 0-60. MSRP excludes tax.



To find out more about the Dodge SRT line, or any other Dodge car, truck, or minivan, just call 800-4ADODGE, or visit dodge.com, or go straight to the source — your nearest certified Dodge dealer.

04/03 440,000

GRAB LIFE BY THE HORNS



DODGE