

## **You Had the Speed Dream Again.**

You fire up the engine, and it roars with the unbreakable will and untamed ferocity of a captured animal. A smile comes to your lips as the tires catch hold and the strong hands of acceleration sink you into your seat. With the precision instrumentation begging you for some top-end action, you let this baby loose. Sun shining on chrome. Your adrenaline coursing. The landscape quickly becomes a blur of lines and colour, as you slice effortlessly through the wind. Ahead, the S-turns will soon begin their near constant winding down a road you always knew you'd find... Is this heaven?

You had the speed dream again.

You've been having similar dreams, of one day commanding the ultimate unification of mechanical strength and agility, as long as you can remember. But until lately, the dream has left you with no clear memory of what this fantasy vehicle was that you were piloting. It was always more of a feeling you knew you'd one day feel.

But lately, after you heard some of the guys at work saying that in 2004, Chrysler's Performance Vehicle Operations (PVO) team was coming out with three of the hottest, fastest and most extreme Dodge vehicles ever to soar down a road, it's been coming in a lot clearer.

What is this mystery car you've always dreamt about owning?

**Meet the Dodge Street Racing Technology (SRT) lineup.** Three of the fastest and most powerful vehicles in each of their respective market segments. Three of the fastest vehicles DaimlerChrysler has ever developed.

First, there's the **2004 Dodge SRT-4**. Initially designed as an affordable little compact that automotive customizers could use as a base car to trick out, someone forgot to tell the PVO guys to stop enhancing its power and performance until the end result was the second fastest rocket in the Dodge lineup.

With a 2.4-litre intercooled turbo engine that blasts off with 230 horsepower at 5300 rpm, as well as 250 pound-feet of torque, Dodge SRT-4 is the embodiment of "Fast and Furious." You can still add after-market enhancements to it if you want, but with an extensive list of standard equipment and performance numbers nearly off-the-chart, you really don't have to. SRT-4 comes out of the factory with a dire need for speed.

**2004 Dodge Ram SRT-10.** The fastest full-size pickup ever. What more is there to say? The SRT-10 is quite simply the Ultimate Ram Pickup. Yes, you still have all the workhorse capability and tenacity that made Ram the premiere name in trucks. If it's a Ram, it's got that in its DNA.

But on the weekend, you can haul a lot more than cargo whenever you want. Dodge Ram SRT-10 is an unstoppable Viper-powered force of hurtling metal, burning rubber and

mechanized muscle. Built to crush the competition off the line the same way Ram Pickups do on the job, Ram SRT-10 redefines performance pickup.

Chrysler's PVO team injected Dodge Ram SRT-10 with 500 horsepower, 525 pound-feet of torque and 505 cubic inches of V-10 power. The result? Take it to a track and say hello to a top-speed of 150 mph if you have the guts.

Then there's the Godfather. The anaconda of ultimate sports car performance. The one they have clubs devoted to. The one they publish entire magazines about. The convertible with venom: **2004 Dodge Viper SRT-10**.

If you're fast enough, you might see one go by. Dodge Viper SRT-10 strikes the road with 505 cubic inches of engine displacement that generates 500 horsepower and 525 pound-feet of torque. It is the perfect synthesis of automotive engineering, state-of-the-art aerodynamics and brute strength, but to passers-by, it will sound like it's in charge of the wind and be gone in an instant.

An automotive showstopper and kinetic phenomenon, the Convertible, Dodge Viper SRT-10 is a laser beam on the outside and a fighter plane cockpit on the inside. Every gauge, every curve on the Viper SRT-10 was created with precise handling and awe-inspiring quickness in mind. Gauges like the 7000-rpm tachometer and the 350 km/h (220 mph) speedometer are placed perfectly for any driver lucky enough to command one to derive ultimate performance from this flying snake.

A model celebrated as the longtime standard for sports car superiority, 2004 Dodge Viper SRT-10 was designed with four goals in mind and they all had to do with the monstrous V-10 engine. 0-100-0 mph in less than 13.2 seconds. 0-60 in less than four seconds, 0-100 in less than ten seconds and the quarter mile in under 12 seconds. Mission accomplished.

Cutting through the wind with pedal to spare, it's a beautiful day for a drive in the country. The willing engine screams a song about total freedom. Taking curves like you're on rails and accelerating past anything else on the road. You're having the speed dream again, but this time it's different. In the morning, you're heading to a Dodge retailer to pick out the car of your dreams. You aren't sure which SRT it will be until you've driven all three, but you'll know for sure when you do. Rest easy my friend. Soon you'll be flying down the road, exploring the power and performance limits of man and machine.

Heaven awaits.