

Viper Fans Enthuse Over 'Sexy' 2013 Model

by Jim Stickford

Fans of the Dodge Viper got to meet some of their heroes – the engineers and designers who helped make that vehicle a classic – last week when Maurice Liang, author of “SRT Viper: America’s Super Car Returns,” visited a local meeting place for car enthusiasts at Auto Zone of Birmingham.

Several men who worked on the Viper over the years were also at the store, which sells auto memorabilia. Many who purchased Liang’s book asked the designers and engineers to sign their copies of the book and of scale models of the Viper.

Among those at the store was Scott Krugger, senior design manager for the Chrysler Design Institute. He worked as lead exterior designer for the 2013 Viper SRT.

“I decided to come to Maurice’s book signing with a couple of other key engineers,” Krugger said. “The Viper is really an iconic vehicle. So we tried to keep the form of the new one sexy and make sure the car was beautiful and styled true to its iconic heritage.”

Mark Trostle, head of Design for the 2013 SRT Viper, said he came to the Jan. 19 book signing to show his support for Liang.

“Our customers are passionate about the Viper,” Trostle said. “The new SRT was designed so it was something customers would enjoy washing in their driveways. You want to touch it, dry it. It becomes an emotional experience. That’s how I look at cars, being connected to them, being a designer. I enjoy looking at the shape of the car as much as driving the car. This Viper is the most refined one yet. It has a refined fit and finish and it has traction control.”

The government made Chrysler put in traction control, Trostle said. But many Viper customers love the raw feeling of power they get from driving one, so Dodge made it possible for drivers to turn off traction con-

trol if that’s what they wanted.

Dick Winkles, chief engineer of the Viper powertrain, said the 2013’s powertrain is more refined. Its 640 horsepower is up 40 hp over the last model.

“Because we have electronic stability control, our customers can drive with more confidence,” Winkles said. “The system is very transparent. Most people who drive it don’t know it’s even there. So we can now make the engine much more responsive, much quicker.”

“I’ve been with the Viper since the day it started, back in April of 1989. It was always a ‘back to basics’ car. I like muscle cars and their power; I have three of them myself. So when they talked about adding these traction control features, I wasn’t so sure. But it’s worked out well.”

Jay Herbert, co-founder of the Viper Club, came out from California to support his friend, Liang, who was the other co-founder of the club.

“I live in Sunnydale, California,” Herbert said. “We started the club back in 1993. My Viper is the RT-10, and I am pondering getting a new one. I also run the International Viper Registry. I got my first Viper because I was a Cobra fan and this vehicle was the Cobra I never got to own. I fell in love with the Viper in 1989 at the Chicago Auto Show. I became a ‘Viper prospect’ then and there. I’ve driven the new one and it’s phenomenal. It’s everything a Viper can be and more.”

Liang said he was asked to write the book on the develop-

ment of the 2013 SRT Viper because of his long association with the Viper as both an owner of several models – the 1993 RT-10, the 1996 GTS and the 2008 SRT-10 Coupe – and as the co-founder of the Viper Club.

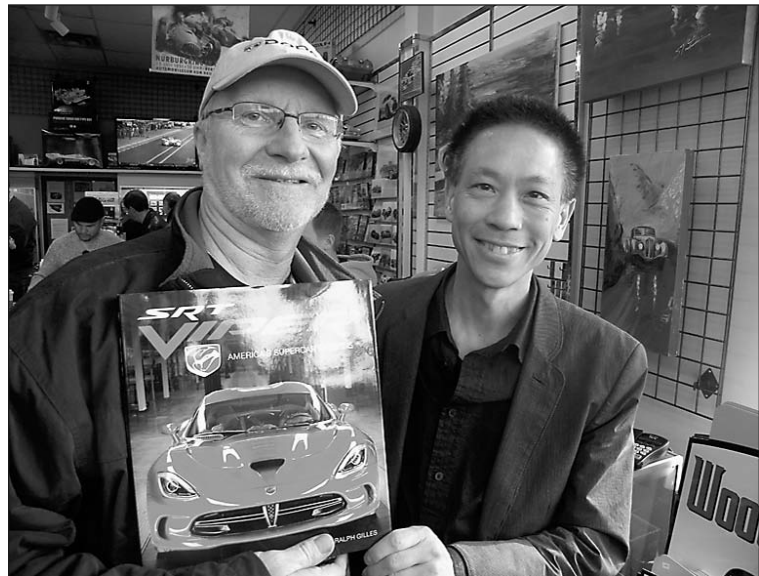
Liang said he worked for 17 years as an engineer for Hewlett-Packard and even wrote the Viper’s Buyers Guide, so when Ralph Gilles said that he recognized Liang’s passion for the car and “asked me if I wanted to document the development process of the 2013 SRT, I said yes.”

The company covered his travel expenses. He visited Detroit from California every couple of months and got to attend some Viper events nationally.

“I like the new car,” Liang said. “They did a nice job of making the car sleeker and more voluptuous and faster. We Viper drivers love the whole ‘king of the hill’ aspect of driving a car with such raw power. This car has that while being more refined than previous models.”

Herb Helbig was at the book signing and said the raw power aspect of the Viper was always a part of the car’s DNA.

“I’m an engineer who has been with the Viper since 1989,” Helbig said. “The design team really started as a collection of engineers who thought of themselves



Maurice Liang, right, shows off his book on the development of the 2013 SRT Viper to “Grailkeeper” and Viper engineer Herb Helbig.

as guys working on a lot of cool stuff. We didn’t have a lot of resources at the time and didn’t even know if the car would get built.”

Helbig said that his knowledge of the Viper’s history from its beginning has resulted in his being

known in the “Viper Nation” as the “Grailkeeper.” He said that when the first Vipers were sold, they found that customers were people from all over the income spectrum buying the car, adding, “It had so much charisma that all sorts of people were buying it.”

FOR RENT
3 bedroom, 1 Bath,
Attached Garage,
Air, Deck, Fenced Yard.
Clean, fresh, home.
13 and Chicago Rd, N. Warren.
\$950 a month
1 and a half security.
313-882-6579

CONDOS FOR RENT
— Totally Remodeled —
Warren Tech Center
1 bedroom, includes heat \$725
Sterling Hgts (Canal & VanDyke)
1 bedroom \$650
Chesterfield Twp
2 bedroom \$700
Call Jamie
Realty Executives Midwest
586.532.6700 x125

WARREN URGENT CARE
8am-10pm • 7 Days a week • 365 Days a Year
“Bringing Quality Urgent Care To Your Neighborhood”
“We Care”
URGENT CARE FOR ACCIDENTS AND INJURY
ADULT & PEDIATRIC ILLNESS
Digital X-Rays, EKG and Lab Work, On-Site Lab Service, Strep, Mono, Pregnancy & Urine Testing, Vaccinations, Sports & School Physicals, Occupational Medicine, Work-Related Injuries, Pre-Hire Physicals (BAT & Urine Screening)
SPECIAL ON SPORTS PHYSICAL \$25.00 State-of-the-Art Facility
586-276-8200
31700 Van Dyke • Warren, MI 48093
On Van Dyke Rd., between 13 & 14 Mile in St. John’s Windemere Park
OTHER CONVENIENT LOCATIONS:
Woodland Urgent Care 22341 W. 8 Mile Road Detroit 313-387-8700
N. East Macomb Urgent Care 43900 Garfield, Suite 121 Clio Township 586-868-2600
FLU SHOTS
ATTENTION
Chrysler, GM, Ford Employees, we’re within 2 miles of your plants
HAP & BCN
NO Referrals Needed!
www.warrenurgentcare.com

Specializing in hardwood floors for over 20 years...
Timberland FLOORS
We Bring Samples To You!
We Do Quality Work, Show Up On Time And Clean-Up Spotless Afterwards
Call or email for an estimate!
Call Toll Free **800-878-7196**
email: floorme@comcast.net
Licensed and Insured

Gift Certificates Available
BREAKFAST • LUNCH • DINNER
Catering Available
Dine-In or Drive-Thru Carryout
Luca's
FAMILY RESTAURANT AND CONEY ISLAND
— MONDAYS —
99¢ CONEYS
All Day!!!
THIS WEEK SPECIAL
4 PIECE BROASTED CHICKEN DINNER with Potatoes and Soup
\$6.45
THIS WEEK SPECIAL
CONEY COMBO
2 CONEYS
Fries and a Drink
\$5.49
OPEN 24 HOURS
Dine-In & Drive-Thru
Luca's Coney Island
26631 Van Dyke • Just South of 11 Mile
586.427.4000

VYLETEL **GMC**
OWNER LOYALTY IS BACK!
\$1,000 Additional Rebate Towards Sierra 2500 HD
ALL MAKES & MODELS, GET OUT OF YOUR LEASE UP TO A YEAR EARLY! ASK US HOW!
FREE OFFERS
EXPERIENCE BUICK
2 YEAR Scheduled Maintenance!
2 YEAR XM Satellite Radio!
2 YEAR OnStar w/Directions & Connections!
2013 GMC SIERRA
1500 EXT. CAB SLE 4WD
MANAGER DEMO SPECIAL. DISCOUNTED FOR DEMO MILES. YOU SAVE BIG!
SIGN & DRIVE LEASE WITH ABSOLUTELY \$0 DUE AT SIGNING.
12K miles per year; payment is figured GM pricing plus tax. Must have non GM lease in household. All other fees included.
24 MONTH LEASE FOR ONLY \$239*
Universal Home Remote, Adjustable Power Pedals, Remote Start, Electric Rear Defroster, Vortec 5.3L V8 Engine, 6 Speed Auto Transmission, HD Trailing Pkg., 20" Chrome Clad Wheels, Locking/EZ Lift Tailgate, 6-Way Power Seat, Auto Dual Zone A/C, Steering Wheel Controls, Bluetooth, Fog Lamps, Chrome Door Handles/Mirror Caps & More!
2013 BUICK ENCORE
FWD CONV. GROUP
Sunroof and Bose Sound System
39 MONTH LEASE FOR ONLY \$269*
Stock #5825-13 • Deal #40601
10K miles per year with \$1,499 at signing. Payment plus tax, title, license & doc fee. NO SECURITY DEPOSIT REQUIRED.
2012 GMC TERRAIN
NOW SLT
\$25,999*
WAS \$32,155
Leather Heated Seats, Sunroof, Pwr Liftgate, 18" Chrome Wheels
Stock #9120-12
*GM pricing with lease conquest rebate (99 or newer Non-GM Lease in household). Plus tax, title, lic, doc fee.
SAVE OVER \$5,500
0% For 60 mo. Available
2013 BUICK REGAL
TURBO PREMIUM 1
24 MONTH LEASE FOR ONLY - PER MO. \$149*
WHITE DIAMOND EDITION Demo Special! 18" Chrome Wheels
MANAGER DEMO
Stock #5571-13 • Deal #40599
*\$2,495 Down. Must qualify for in market rebate or lease conquest rebate. 10K miles per year. Payments plus tax, title, license & doc fee. Lessee assumes demo miles (approx. 2,000 miles)
2013 GMC ACADIA
FWD SLE-1
24 MONTH LEASE FOR ONLY - PER MO. \$199*
24 MONTH BUICK EXPERIENCE LEASE
FREE Maintenance • FREE XM Radio • FREE Onstar
Stock #9348-1 • Deal #40605
*\$2,495 Down. Must qualify for in market rebate or lease conquest rebate. 10K miles per year. Payments plus tax, title, license & doc fee. Lessee assumes demo miles (approx. 2,000 miles)
NO SECURITY DEPOSIT REQUIRED!
2013 BUICK LACROSSE
24 MONTH LEASE FOR ONLY - PER MO. \$199*
Stock #5585-13 • Deal #40031
*\$2,440 total due at signing. GM pricing with lease conquest rebate. 10K miles per year. Plus tax, title, license & doc fee. NO SECURITY DEPOSIT REQUIRED!
40755 Van Dyke • Sterling Heights • 586.977.2800
WWW.VYLETELBUICKGMC.COM
SALES: Sun CLOSED; M, TH 8:30am-9pm; T, W, F 8:30am-6pm; SAT 10am-3pm
SERVICE: Sun CLOSED; M, TH 7am-8pm; T, W, F 7am-6pm; Sat 8am-1pm
*All prices plus tax, title, lic, doc, zero sec deposit for. For 2 years receive free maintenance, free OnStar, free XM radio on 24 month leases only. Programs subject to change. Photos may not represent actual vehicle. Expires 2/28/13
**Auto show bonus cash offer is \$500 on the GMC Terrain and GMC Sierra and \$750 on the Buick Lacrosse. See dealer for details.