



## Prefix Corporation Joins Effort to Take Viper Back to Germany's Famous Nürburgring

Some would think this effort makes no sense... But then, you learn about the amazing passion behind this final attempt.

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Throughout the Automotive and Aviation business, Michigan based, Prefix is typically known as the company that industry manufacturers partner with, to bring their new designs to life. Utilizing their wide-ranging capabilities, the Prefix team creates the most technologically advanced concept vehicles and prototypes in the industry. From concept luxury cars and business jets, and even spaceships seen in Hollywood films.

However, to hard-core Viper enthusiasts, Prefix is best known as the place where all current Vipers are meticulously hand-painted. At their Auburn Hills facility, every Viper receives a labor-intensive paint and finishing process typically reserved for custom show cars. Additionally, Prefix dyno-tests every massive Viper V-10 engine prior to installation, and their interior trim department even provides custom luxury interiors to those who want something truly one-of-a-kind.

So, when Dodge announced that this summer production of the Viper® would come to an end, Prefix and many within the Viper community desired a way to send-off the Viper with a loud V-10 roar. "The logistics and expense involved to take on this challenge are enormous!" exclaimed event organizer, Russ Oasis. "We really appreciate everyone involved in supporting the effort and making this happen." Next month, Prefix Corporation, Kumho Tire USA, The Viper Exchange, BJ Motors, and an exceedingly passionate group of Viper enthusiasts will return to Germany, attempting to take back the Nürburgring record with a production fifth generation Viper ACR Extreme.

The challenging 13 mile race track that circles the small village of Nürburg, or... "The Ring" as it is affectionately known to gear heads around the globe, can arguably be considered the ultimate in bragging rights, when completing a lap in record time. In 2011, the Viper captured that record with the fastest production car lap. The production car record is currently held by a Lamborghini Huracán Performante, although many in the automotive world dispute the Lamborghini's time and feel that the Porsche 918 is the rightful owner of the current record. This Viper group believes taking back the record from all contenders would be a great way to celebrate the car's impressive run as America's Supercar.

"Prefix has a long history with the Viper and with the many Viper club members around the world." explained Prefix Sales & Marketing Director, Jhan Dolphin. "This is a huge challenge, but regardless of the outcome, supporting this effort is a great way to celebrate the car and our passionate friends who drive them."

No one can deny the Viper's performance capability, with a previous Nürburgring record and currently holding track records at 13 different U.S. racetracks. So why bother? When you speak to those involved, it is clear that this 2017 effort is purely about automotive passion. For additional information on Prefix, visit: <http://www.prefix.com>

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