

A Behind The Scenes Look At Manufacturing A Viper

The New York Times

Inside a newly reopened Chrysler plant in Detroit, a car revs to life. Despite its status as the Motor City, Detroit has only two automobile plants entirely within the city limits. One is Chrysler's Conner Avenue Assembly Plant, which reopened in December after being closed for more than two years during the automaker's bankruptcy. The factory's first Viper — considered a "halo" vehicle, built to enhance a company's image rather than drive sales — rolls off the line. And with almost no automation in place, the loudest sounds are the roars of a Viper's engine.

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