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## **Dodge Partners With Universal Pictures on *The Fate of the Furious*, Which Opens Nationwide on April 14**

- Multitier co-branded promotional campaign includes [television](#) spots, social media and digital extensions and licensed products
- Dodge and SRT Dodge Chargers and Challengers featured in newest chapter of one of the most popular and enduring motion-picture serials of all time

March 2, 2017, Auburn Hills, Mich. - Dodge, which has been a part of the *Fast & Furious* franchise since its inception, announced today a promotional partnership with Universal Pictures for *The Fate of the Furious*, in which Vin Diesel is joined by a returning all-star cast. *The Fate of the Furious* arrives in theaters on April 14.

In support of *The Fate of the Furious*, Dodge is launching a multitier marketing campaign, including [television](#) ads, social media and digital extensions, and licensed products. The co-branded campaign promotes the blockbuster *Fast & Furious* franchise and Dodge//SRT, the mainstream and ultimate performance brands of FCA US. Dodge and SRT Chargers and Challengers, the world's fastest and most powerful muscle cars, are prominently featured in the upcoming movie.

"Fast Dodge cars, adrenaline-filled action and family have fueled the *Fast & Furious* franchise from the beginning," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA-North America. "For more than 15 years, the *Fast & Furious* series has showcased some of the world's most iconic and significant performance vehicles, and *The Fate of the Furious* will continue this tradition."

"The *Fast & Furious* franchise provides a natural extension for showcasing Dodge's most powerful performance vehicles to movie and car enthusiasts everywhere," said Olivier Francois, Chief Marketing Officer, FCA - Global. "The best co-branded promotional spots are those in which the world of the *Fast & Furious* films and our world merge perfectly to create a unique piece of creative that resonates and connects with *The Fate of the Furious* and Dodge fans alike."

"The world of *Fast & Furious* is inextricably linked to our partners at Dodge," added David O'Connor, Executive Vice President of Global Franchise Management and Brand Strategy, Universal Pictures. "Time and again, they have proven their commitment to ensuring that the cars are just as beloved characters as the family members who form the heart of the series."

### **['Muscle Heaven'](#) Television Spots**

Dodge created new television commercials to promote *The Fate of the Furious*, including national, dealer and multicultural spots. All ads feature clips from the movie, seamlessly blended with new scenes of Dodge's and SRT's ultimate performance vehicles. The first ads begin airing Friday, March 3.

The 30-second national ["Muscle Heaven"](#) spot primarily features the 2017 Dodge Challenger. Dealer versions of the ads include one spot for the Dodge Charger and Challenger, and another for the Dodge Durango and Journey.

The spots will air on network programming, including primetime, late night, morning news, sports, and NASCAR, as

well as cable entertainment and sports programs. They were created in partnership with Austin, Texas-based GSD&M.

A Spanish-language co-branded “Muscle Heaven” spot has also been created and will run in key Hispanic markets. The ad was created in partnership with the Houston-based Lopez Negrete agency.

#### **Licensed Products**

Dodge//SRT brand vehicles, most notably the Dodge Charger and Dodge Challenger, are featured in *The Fate of the Furious* licensed products. These include various sizes and packs of die-cast and remote control vehicles from Mattel and Jada Toys, many of which are already available in retail stores. Additional upcoming products include the Racing Rivals mobile racing game from Glu Mobile.

#### **About The Fate of the Furious**

On the heels of 2015's *Furious 7*, one of the fastest movies to reach \$1 billion worldwide in box-office history and the sixth-biggest global title of all time, comes the newest chapter in one of the most popular and enduring motion-picture serials of all time: *The Fate of the Furious*.

Now that Dom and Letty are on their honeymoon and Brian and Mia have retired from the game – and the rest of the crew has been exonerated – the globetrotting team has found a semblance of a normal life. But when a mysterious woman (Oscar® winner Charlize Theron) seduces Dom into the world of crime he can't seem to escape and a betrayal of those closest to him, they will face trials that will test them as never before.

From the shores of Cuba and the streets of New York City to the icy plains off the arctic Barents Sea, our elite force will crisscross the globe to stop an anarchist from unleashing chaos on the world's stage ... and to bring home the man who made them a family.

For *The Fate of the Furious*, Vin Diesel is joined by a returning all-star cast that includes Dwayne Johnson, Jason Statham, Michelle Rodriguez, Tyrese Gibson, Chris “Ludacris” Bridges, Nathalie Emmanuel, Elsa Pataky and Kurt Russell. In addition to Theron, the series welcomes newcomers Scott Eastwood and Oscar winner Helen Mirren. The film is directed by F. Gary Gray (Straight Outta Compton) and produced by returning producers Neal H. Moritz, Michael Fottrell and Diesel.

#### **Dodge//SRT**

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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