

Contact: Claire Carroll  
Kristin Starnes

## **Fifth Annual 'Roadkill Nights Powered by Dodge' Draws Nearly 50,000 Performance Enthusiasts to Street-legal Drag Racing on Woodward Avenue**

- Bigger than ever, MotorTrend Group's "Roadkill Nights Powered by Dodge" attracts more than 47,000 enthusiasts over two days, celebrating performance car culture at M1 Concourse in Pontiac, Michigan
- Woodward Avenue transformed into a specially prepped 1/8-mile drag strip for legal street drag racing
- More than 6,800 rides given over the span of the two-day event with thrill rides, drift rides and Challenger SRT Demon simulator rides
- More than 120 street-legal cars competed for a cash purse of \$30,000 in high-powered drag racing, which featured two classes — Big Tire and Small Tire
  - Quickest Dodge: Peter Boketon, Michigan: 1972 Dodge Dart (Small Tire); James Pranis, Pennsylvania: 1968 Dodge Charger (Big Tire)
  - Big Tire Winner: Lil Jimmer Kline, Michigan: 1966 Pontiac GTO
  - Small Tire Winner: Alen Danial, Michigan: 1979 Chevrolet Malibu
- The team of Leah Pritchett and David Freiburger won the celebrity showdown challenge, with a \$10,000 prize purse donated to United Way
  - In total, \$21,210 was donated to United Way for Southeastern Michigan through the celebrity showdown challenge, charity auction and raffle tickets
- Macomb County Sheriff Anthony Wickersham defeated Oakland County Sheriff Michael Bouchard in the 'Sheriff Showdown,' an old-school grudge match on Woodward Avenue on Saturday, where they each drove a 797-horsepower 2019 Dodge Challenger SRT Hellcat Redeye with respective county decals
- NHRA racers Leah Pritchett in her Dodge/Mopar Top Fuel Dragster and Matt Hagan in his Dodge Charger SRT Hellcat Widebody NHRA Funny Car wowed the crowd with exhibition runs

August 12, 2019, Auburn Hills, Mich. - Passion for performance continues to grow as MotorTrend Group's "Roadkill Nights Powered by Dodge" was back in full force with an extra night of high-horsepower fun and a record amount of attendees. This year, more than 47,000 enthusiasts from around the country watched and participated in street-legal racing on historic Woodward Avenue.

"When we first introduced 'Roadkill Nights Powered by Dodge' five years ago as a pop-up car show and drag race, we never imagined it would grow to nearly 50,000 performance enthusiasts over two days," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "The positive reaction from our fans and continued growth of this one-of-a-kind event fuels our passion to keep delivering products and marketing for performance enthusiasts."

In addition to cash prizes for the race winners and fastest Dodge cars on the drag strip, the fifth annual car festival gave attendees the chance to get in the passenger seat. They were able to take an exhilarating thrill or drift ride in the 707-horsepower Dodge Charger SRT Hellcat and the 717-horsepower Dodge Challenger SRT Hellcat, as well as thrill rides in the Durango SRT Pursuit "Speed Trap" concept. If that wasn't enough, they could also race for the best quarter-mile times in the Challenger SRT Demon simulators. More than 6,800 people experienced these Dodge//SRT vehicles firsthand over the span of the two-day event.

The car festival also included a chance to check out more than 300 custom and classic cars in a Show 'n' Shine and watch freestyle motocross dyno, flamethrowers and wheelstander exhibitions.

"Last year's Roadkill Nights was going to be hard to beat, but adding an extra event day this year really brought out a whole new level of turnout and excitement for car enthusiasts," said Michael Deer, MotorTrend Group Automotive Events Senior Director. "We appreciate the support from fans in the Pontiac community and around the country who joined us to experience all the drag racing and thrill rides that Roadkill Nights had to offer."

More than 120 street-legal cars hit the specially prepped 1/8-mile drag strip on Woodward Avenue between Rapid Street and South Boulevard to compete in high-powered drag racing for a cash purse totaling \$30,000. The quickest Dodge cars in both the small and large tire categories also took home \$5,000 each.

#### **Quickest Dodge Winners**

- James Pranis, Pennsylvania: 1968 Dodge Charger (Big Tire)
- Peter Boketon, Michigan: 1972 Dodge Dart (Small Tire)

#### **Big Tire Winner**

Lil Jimmer Kline, Michigan: 1966 Pontiac GTO

#### **Small Tire Winner**

Alen Danial, Michigan: 1979 Chevrolet Malibu

In addition to the street-legal drag racing, celebrities, local sheriffs and NHRA racers also hit the drag strip on Woodward Avenue this weekend.

The team of Leah Pritchett and David Freiburger won the celebrity showdown challenge, with a \$10,000 prize purse donated to United Way. In total, \$21,210 was donated to United Way for Southeastern Michigan through the celebrity showdown challenge, charity auction and raffle tickets.

Macomb County Sheriff Anthony Wickersham defeated Oakland County Sheriff Michael Bouchard in the 'Sheriff Showdown,' an old-school grudge match on Woodward Avenue on Saturday, where they each drove a 2019 Dodge Challenger SRT Hellcat Redeye with respective County decals.

Leah Pritchett in her NHRA Top Fuel Dragster and Matt Hagan in his Dodge Charger SRT Hellcat Widebody NHRA Funny Car wowed the crowd with exhibition runs.

On Friday and Saturday, the Mopar Career Automotive Program (CAP) public booth spread awareness of the program, which is designed to develop the most highly skilled service technicians in the auto industry. Mopar CAP hosted 20 students and 20 metro-Detroit area dealers to network for dealership placement after the completion of the program. Approximately 1,000 interested prospects received information regarding the Mopar CAP program during the "Roadkill Nights Powered by Dodge" event.

#### **About ROADKILL**

The ROADKILL brand delivers a one-of-a-kind taste of "Automotive Chaos Theory" and features authentic gearheads David Freiburger and Mike Finnegan in a variety of mediums, including Roadkill Nights branded events, and Roadkill, Roadkill Extra, Roadkill Garage, and Roadkill's Junkyard Gold shows, available on the [MotorTrend App](#).

#### **About MotorTrend Group**

MotorTrend Group is the largest automotive media company in the world, bringing together Discovery's fast-growing MotorTrend TV, formerly Velocity, and a vast automotive digital, direct-to-consumer, social, and live event portfolio, including MOTORTREND, HOT ROD, ROADKILL, AUTOMOBILE, and more than 20 other industry-leading brands. With a monthly audience of 26 million across web, TV, and print, and 110 million social followers, culminating in 2 billion monthly content views across all platforms, the company encompasses television's #1 network for automotive superfans, a leading automotive YouTube Channel, and the MotorTrend app, the only auto-dedicated subscription

video-on-demand service. MotorTrend serves to embrace, entertain, and empower the motoring world.

### **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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