

Contact: Claire Carroll
Eileen Wunderlich

Dodge Dominates Woodward Avenue This Weekend with Horsepower, Live Music and Celebrity Guests

- Brand hosts Dodge Rock City at 13 Mile and Woodward Ave. in Royal Oak, Mich., this weekend with live bands; special appearances by Richard Rawlings from Dallas' Gas Monkey Garage and Discovery Channel's 'Fast N' Loud' TV show; local radio personalities and more
- Rawlings cruises Woodward Friday, Aug. 15 and Saturday, Aug. 16 in a Sublime 2015 Dodge Challenger SRT Hellcat handing out free limited-edition HEMI® Hellcat/Gas Monkey Garage t-shirts
- Play your mobile Hellcat ringtone for Rawlings (downloadable at www.driveSRT.com/hellcatringtone or iTunes store) and receive an autographed t-shirt
- Hear the roar of the new 707 horsepower 2015 Dodge Charger SRT Hellcat and 2015 Dodge Challenger SRT Hellcat, the most powerful and fastest sedan and muscle cars ever Meet WRIF radio personalities, pick-up free WRIF and Dodge merchandise, and register to win a VIP Motley Crue Concert Fly Away package

August 13, 2014, Auburn Hills, Mich. - Dodge will rock Woodward Avenue Saturday, Aug. 16, with a powerful lineup of classic and new muscle cars, live local bands, giveaways, WRIF radio personalities and special appearances from Richard Rawlings of Dallas' Gas Monkey Garage and the Discovery Channel's "Fast N' Loud" TV show.

Fans checking out Dodge Rock City at 13 Mile and Woodward Ave. will see for the very first-time the new 2015 Dodge Charger SRT Hellcat – the fastest, most powerful sedan in the world, with an NHRA-certified quarter-mile elapsed time of 11.0 seconds – and the recently introduced 2015 Dodge Challenger SRT Hellcat, the fastest and most powerful muscle car ever. Both have a 707 horsepower, 6.2-liter supercharged HEMI® V-8 engine.

"From the excitement of hearing the roar of the 707 horsepower Dodge SRT Hellcat Charger and Challenger, the most powerful vehicles on the planet, to the live bands and Richard Rawlings cruising Woodward handing out free limited edition t-shirts, Dodge Rock City will be the place to be this weekend," said Tim Kuniskis, President and CEO, Dodge and SRT Brands, Chrysler Group LLC. "This may be the first year the Dodge SRT Hellcats cruise Woodward, but it definitely won't be the last, as they are destined to be among the most exciting, coveted classic cars in years to come."

Rawlings will cruise Woodward Ave. Friday, Aug. 15, and Saturday, Aug. 16, in a Sublime 2015 Dodge Challenger SRT Hellcat giving away limited-edition HEMI Hellcat/Gas Monkey Garage t-shirts. Fans who download the Hellcat ringtone at www.driveSRT.com/hellcatringtone, or from the iTunes store, and play it for Rawlings on their mobile devices will get their shirts autographed.

The special-edition t-shirt is sure to be a collector's item as it is the first time the Gas Monkey Garage and Hellcat logos appear together and the first time the trademark logo heads appear with full bodies.

Dodge Rock City, at the southwest corner of 13 Mile and Woodward Ave. in Royal Oak, Mich., includes:

- Debut of the newly introduced 2015 Dodge Charger SRT Hellcat and Dodge Challenger SRT Hellcat vehicles -- the fastest and most powerful sedan and muscle cars ever
- Display of classic and new Dodge and SRT vehicles, including the new 2015 Charger, 2015 Charger Pursuit police car, Dodge Viper, Dart, Durango and Journey
- Richard Rawlings of Gas Monkey Garage and the "Fast N' Loud" TV show cruising Woodward Ave. Friday and Saturday in a Sublime 2015 Dodge Challenger SRT Hellcat handing out free special-edition

HEMI Hellcat/Gas Monkey Garage t-shirts. Rawlings is also appearing at the Dodge display on Saturday handing out additional merchandise

- Live bands rocking out all day -- Rockstar, The Phoenix Theory and Free Beer
- Dodge brand merchandise for sale along with games and giveaways
- Special appearances by WRIF on-air personalities, including Ashley the WRIF Rock Girl. WRIF is handing out WRIF swag and chatting about Dodge Rock City all day Saturday
- Fans can register to win a VIP Motley Crue Concert Fly Away package at the WRIF tent
- Photo opportunities with Scat Pack and Hellcat girls
- The new 2015 Dodge Challenger race simulator where you can test your track time and try to beat other competitors
- Dodge muscle car expert Steve Magnante cruising Woodward Avenue in a Billet Silver Metallic 2015 Dodge Challenger SRT 392

Car enthusiasts beginning their cruise weekend early can check out the Viper Club Car Show from 6-9 p.m.

Thursday, Aug. 14 – featuring more than 60 Vipers and 120 Motor City Viper Club Car members – and the Dodge Night Car Show from 6-9 p.m. Friday, Aug. 15 – hosting more than 100 Dodge Chargers and Challengers, and 200 Scat Pack Forum members. Both events take place at Dodge Rock City at 13 Mile and Woodward.

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.

Follow Dodge//SRT and company news and video on:

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Dodge brand: www.dodge.com

Direct Connection: www.DCPerformance.com

DodgeGarage: www.dodgegarage.com

Facebook: www.facebook.com/dodge

Instagram: www.instagram.com/dodgeofficial

Twitter: www.twitter.com/dodge and [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: www.youtube.com/dodge, <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>