

Contact: Eileen Wunderlich  
FCA

Jamie Roberts  
10th Street Entertainment/ The  
Eleven Seven Music Group  
(212) 334-3160 (office)  
[jamier@elevensevenmusic.com](mailto:jamier@elevensevenmusic.com)  
Jordyn K. Palos  
Persona PR  
(310) 358-3090 (office)  
(805) 208-7988 (cell)  
[jordyn@persona-pr.com](mailto:jordyn@persona-pr.com)

## **Dodge, Gas Monkey Garage's Richard Rawlings and Mötley Crüe Call All Charger, Challenger and Viper Owners to 'Rock the House' at a Car Show and Exclusive Concert Featuring Iconic Rock Band Mötley Crüe**

- 'Dodge Rocks Gas Monkey' car show and concert set for Saturday, Nov. 1, at Gas Monkey Live, Rawling's new restaurant and concert venue in Dallas
- Register your Dodge vehicle at [www.dodgerocksgasmonkey.com](http://www.dodgerocksgasmonkey.com) and receive up to two passes to exclusive evening concert by legendary rock band Mötley Crüe
- 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
- Activities include Viper drift cars, Dodge Hellcat thrill rides, Dodge Charger and Challenger simulators and additional fun and games
- Free event, as \$100 vehicle registration fee will be refunded at gate

September 22, 2014, Auburn Hills, Mich. - Dodge, Gas Monkey Garage owner Richard Rawlings and Mötley Crüe are inviting all Charger, Challenger and Viper owners to the ultimate party and owners' experience, the "Dodge Rocks Gas Monkey" car show and concert. The Nov. 1 event at Gas Monkey Live, a new state-of-the-art second Gas Monkey music venue in Dallas, culminates in an exclusive performance by the iconic rock band Mötley Crüe, mid-way through their All Bad Things Must End "Final Tour" of large arenas across North America.

Owners of any classic or newer model Dodge Charger, Challenger and Viper are invited to register at [www.dodgerocksgasmonkey.com](http://www.dodgerocksgasmonkey.com) to show off their vehicles at this one-and-only car show and concert. The event is free, as the \$100 vehicle deposit due at registration will be refunded on site. The car show package includes up to two general admission passes to the event and concert at what most likely is the most intimate venue Mötley Crüe has played in decades.

"Motley Crue, Richard Rawlings, Gas Monkey Live and Dodge muscle cars are all awesome by themselves," said Tim Kuniskis, President and CEO, Dodge and SRT Brands and Head of Fleet Operations, Chrysler Group LLC. "Put all four together with a full day celebration of Dodge's 100th anniversary and you've got an event that will not only make the Dodge brothers proud, but also will be something that Dodge enthusiasts talk about for years. 'Dodge Rocks Gas Monkey' is a not-to-miss opportunity to help kick start Dodge's next 100 years."

At the car show, Dodge will show 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 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. Additional Dodge and SRT vehicles, such as the 2015 Challenger Scat Pack, Charger R/T, Dart GT, Durango R/T and Viper GTS, also will be on display.

### **'Dodge Rocks Gas Monkey' Details**

Gates open for the “Dodge Rocks Gas Monkey” car show and concert at 3 p.m. Saturday, Nov. 1, at Gas Monkey Live, 10110 Technology Blvd. W., in Dallas. The car show begins at 4 p.m. and the Mötley Crüe concert, featuring Vince Neil, Nikki Sixx, Tommy Lee and Mick Mars, begins at 9 p.m.

Activities leading up to the Mötley Crüe concert include rides in Dodge Viper drift cars, Dodge Hellcat Thrill Rides, full-size Dodge Charger and Challenger simulators where participants can test their driving skills in a fun and safe environment, a local cover band, and airbrushed Dodge and real Hart and Huntington tattoos. Food and beverages are available for purchase.

All attendees (drivers and passengers) must be 21 years or older and show valid driver's licenses or state-issued IDs for entry. Participating vehicles must be licensed, street legal, have current auto insurance and be driven, not towed, to the show.

Additional “Dodge Rocks Gas Monkey” event information is available at [www.dodgerocksgasmonkey.com](http://www.dodgerocksgasmonkey.com).

After first using Motley Crue's hit single “Kickstart My Heart” in three 30-second commercials for the Charger and Challenger ([www.youtube.com/dodge](http://www.youtube.com/dodge)), Dodge partnered with the band earlier this year to present Motley Crue's “The Final Tour” which kicked off in North America July 2 and runs through Nov. 22 before the tour continues overseas in 2015.

### **About Richard Rawlings**

Richard Rawlings is the star of The Discovery Channel's international hit series “Fast N' Loud.” In each episode, motor mastermind Rawlings searches the far flung corners of Texas and surrounding states for forgotten and derelict classic cars to buy and restore at his Gas Monkey Garage in Dallas. Working day and night, he turns the cars into a bad ass ride and takes them to auction.

Aside from his garage and television show, Rawlings is a savvy business man, turning the Gas Monkey Garage into a full-fledged brand, branching out into merchandise and becoming a social media maverick, boasting more than 2 million Facebook likes, 3.4 million YouTube views and 275,000-plus Twitter followers. He also is a restaurateur and owns the wildly successful Gas Monkey Bar N' Grill, which opened a second location in spring 2014. This new venture, Gas Monkey Live, is a state-of-the art music venue across the street from Gas Monkey Bar N' Grill.

### **About Mötley Crüe**

Hailing from Los Angeles, the quartet — Vince Neil (vocals), Mick Mars (guitars), Nikki Sixx (bass) and Tommy Lee (drums) — has commandeered the rock pantheon for more than 30 years. In that time, they have accumulated worldwide album sales exceeding 80 million, seven platinum or multiplatinum albums, 22 Top 40 mainstream rock hits, six Top 20 pop singles, a star on the Hollywood Walk of Fame, three Grammy nominations, four New York Times bestsellers (including the band's biography, “The Dirt”) and countless sold out tours across the globe, playing to millions of fans. Mötley Crüe was the first rock band in history to have completed an epic sold-out Las Vegas residency at The Joint at Hard Rock Hotel and Casino. The band continues to remain on the forefront of entertainment, reinventing themselves via not only their music but also their mind blowing live shows featuring never seen before elements, such as Tommy Lee's drum roller coasters. In January 2014 the band announced their “Final Tour,” presented by Dodge and produced by Live Nation, which will run through 2015 and span major cities across the globe. They also announced their bestselling biography, “The Dirt,” being made into a movie directed by Jeff Tremaine and anticipated to be hitting theaters in 2015.

### **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 muscle cars and SUVs that deliver unrivaled performance in each of the segments where they compete.

2021 marks the year that Dodge is distilled into a pure performance brand, offering Hellcat-powered, 700-plus-horsepower SRT versions of every model across the lineup. For the 2021 model year, Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock, the new 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world, and the new 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever. Combined, these three muscle cars make Dodge the industry's

most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In June 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power Initial Quality Study (IQS). Dodge is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit [www.fcagroup.com](http://www.fcagroup.com).

**Follow Dodge//SRT and FCA news and video on:**

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

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

Dodge brand: [www.dodge.com](http://www.dodge.com)

DodgeGarage: [www.dodgegarage.com](http://www.dodgegarage.com)

Facebook: [www.facebook.com/dodge](http://www.facebook.com/dodge) or <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: [www.instagram.com/dodgeofficial](http://www.instagram.com/dodgeofficial) or [www.instagram.com/FiatChrysler\\_NA](http://www.instagram.com/FiatChrysler_NA)

Twitter: [www.twitter.com/dodge](http://www.twitter.com/dodge) or [www.twitter.com/FiatChrysler\\_NA](http://www.twitter.com/FiatChrysler_NA)

YouTube: [www.youtube.com/dodge](http://www.youtube.com/dodge) or [www.youtube.com/fcanorthamerica](http://www.youtube.com/fcanorthamerica)

-###-

Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>