Contact: Eileen Wunderlich
Stellantis

Kristin Starnes
Stellantis

Brad Oleshansky
M1 Concourse
248-259-0053 (cell)
brad@m1concourse.com

Dodge Announces Sponsorship of Innovative M1 Concourse, Including Viper ACR Being Named Official Pace Car of the New Car Enthusiast Destination

- Dodge presence at track includes Viper GTS and Charger SRT Hellcat and Challenger SRT Hellcat vehicles in M1 Performance Fleet

June 17, 2016, Auburn Hills, Mich. - Dodge and M1 Concourse announced today a Dodge sponsorship of the new development, located in Pontiac, Mich., which includes the Viper ACR being named the “Official Pace Car” of M1 Concourse.

The innovative new car enthusiast site is destined to be a central gathering place for the Metro Detroit car scene.

“M1 is a community for car enthusiasts,” said Tim Kuniskis, Head of Passenger Car Brands, Dodge, SRT, Chrysler and Fiat – FCA North America. “As enthusiasts ourselves, Dodge feels this is the perfect place to give passionate car buffs a chance to drive our ultimate performance vehicles – the Dodge Viper and the 707-horsepower Dodge Challenger and Chargers. And it makes perfect sense for the ultimate street-legal track car – the Dodge Viper ACR – to be M1’s Official Pace Car."

In addition to the Dodge Viper ACR serving as the “Official Pace Car” of M1 Concourse, Dodge will have a significant presence throughout the property, which includes a four-acre outdoor event venue with a 2.5-acre skid pad and the 1.5-mile state-of-the-art Champion Motor Speedway.

Dodge is providing two Viper ACRs that will be utilized at all track events, including driving schools and M1 Motorsports Club events. Dodge is also contributing Dodge Viper GTS, and Dodge Charger SRT Hellcat and Challenger SRT Hellcat vehicles to the M1 Performance Fleet.

M1 Performance Fleet vehicles will be accessible to members of the M1 Motorsports Club and will be utilized in a variety of driving schools open to the public, as well as prominently exhibited at the many planned events. The first official M1 track event is scheduled for June 25.

“We are thrilled to have Dodge as our first official fleet partner at M1 Concourse. The vehicles Dodge is providing reflect the essence of the Detroit car culture and our club members and visitors will experience them in the perfect environment, where their full capabilities can be safely enjoyed,” said Brad Oleshansky, Founder and CEO of M1 Concourse.

About M1 Concourse
M1 Concourse will be both a private club and public destination designed to leverage the passion of the largest concentration of car enthusiasts in the world. The community of private garages will accommodate more than 1,000 classic cars set along a 1.5-mile performance track. A large portion of the project is open to the public, where people can enjoy restaurants, a walkable village of auto-focused businesses and year-round programming, including car shows, concerts, product demonstrations and more. The idea for M1 Concourse grew directly and organically from the needs of the local auto enthusiast community. Complete details can be found at www.m1concourse.com.

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.

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