

## Dodge Challenger GT Flexes Its All-wheel-drive Muscle Playing in the Snow in New 'Russia' TV Ad

- Thirty-second spot showcases the performance, power and all-weather capability of the world's first and only all-wheel-drive (AWD) muscle coupe, arriving in dealerships nationwide the first quarter of 2017
- "Russia," set to a legendary soundtrack, debuts this week with Twitter takeover and hashtag #HowToOwnTheSeason
- Dodge Challenger GT joins AWD Charger to complete Dodge lineup of all-wheel-drive muscle cars delivering unparalleled year-round performance

December 13, 2016, Auburn Hills, Mich. - Winter driving has never been this much fun as Dodge proves in its first ad for the new [Dodge Challenger GT](#), America's first and only all-wheel-drive muscle coupe.

"[Russia](#)," a 30-second spot that debuts this week, showcases how Dodge Challenger enthusiasts can now have the confidence to drive their muscle cars all year round, no matter the weather conditions. It was shot on location in Alaska where the Challenger GT was put to the test on snowy, icy and winding roads.

"The winter driving capability of the new Challenger GT had to be shown in a way that only Dodge can do," said [Olivier Francois](#), Chief Marketing Officer, FCA – Global. "Bringing together the power and performance of the world's first all-wheel-drive muscle coupe, a daunting Alaskan landscape and an adrenaline-filled soundtrack is what makes this ad so special."

"With its iconic muscle car design, 305 horsepower and all-wheel-drive capability, the new Dodge Challenger GT is now the most exciting all-weather daily driver – even if you live in Alaska," said [Tim Kuniskis](#), Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "With the Challenger GT joining the Dodge Charger AWD, Dodge offers the only cars that combine that visceral muscle car attitude without sacrificing practicality and all-weather security."

Dodge will be conducting a takeover on Twitter on Dec. 13 to showcase how the Challenger GT owns the winter season. The brand will take to the social airwaves using #HowToOwnTheSeason to showcase the all-weather capability of the muscle coupe and to encourage users to share what it is that they do to "own the holiday season." The spot can also be seen on the brand's [YouTube](#), [Facebook](#), [Twitter](#) and [Instagram](#) pages.

In addition, "[Russia](#)" begins airing this week on broadcast and cable TV, including NBC's "Dateline" (Dec. 16) and CBS NFL football (Dec. 18). The ad also runs in enthusiast programming, such as Discovery Channel's "Fast N' Loud" and "Vegas Rat Rods;" Velocity's "Custom Cars" and "Boy Toys;" and BBC America's "Top Gear."

### "Russia" Description

In keeping with the Dodge brand persona of being "loud," both literally and figuratively, "[Russia](#)" plays off the fact that there is a part of Alaska where you can almost see Russia. Set to a legendary soundtrack, the Dodge Challenger GT flexes its performance car muscle as it cuts through a breathtaking landscape of snow- and ice-covered roads and curving mountainous terrain.

The spot was shot on location in Alaska to authentically capture the performance, power and all-weather capability of America's first AWD muscle coupe in what, up until now, were less than ideal muscle car conditions.

With trademark Dodge irreverence, the Kevin Yon voiceover says, "There's a place in America where you can

almost see Russia ... which means there's a place in Russia where you can definitely HEAR America." The spot closes with the brand's tagline "Domestic. Not Domesticated."

"[Russia](#)" was created in partnership with full-service advertising agency Doner.

### **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.

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