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Dodge Resurrects the Demon

Challenger SRT Demon Begins Next Chapter of the High-performance Muscle Car

- Dodge's new ultimate performance halo – the 2018 Dodge Challenger SRT Demon – to be unveiled during New York International Auto Show week
- Dodge to debut "Cage," the first in a series of pre-reveal teaser videos giving fans and followers insight into Demon's engineering prowess
- Fans can check out www.ifyouknowyouknow.com website for weekly updates, to download sharable content and for a countdown to the New York reveal
- Use hashtag #DodgeDemon to be a part of the next chapter in the Dodge performance story
- Demon name first introduced to the Dodge lineup in 1971

January 11, 2017, Auburn Hills, Mich. - Dodge shocked the performance world when it launched the most powerful and fastest muscle cars in the world – the Challenger SRT Hellcat and Charger SRT Hellcat. Now, two years later, Dodge is raising the bar again with the Dodge Challenger SRT Demon.

"Most cars attempt to be everything to everybody. Then there are the rare few that revel in a single objective, rendering them totally irresistible to a subculture," said Tim Kuniskis,Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT – FCA North America. "The Dodge Challenger SRT Demon is conceived, designed and engineered for a subculture of enthusiasts who know that a tenth is a car and a half second is your reputation."

Leading up to the New York reveal, Dodge is launching its first-ever pre-debut video teaser campaign, including a new website www.ifyouknowyouknow.com,where fans and followers can get weekly updates, download sharable content and gain insight into the SRT Demon's engineering prowess.

In the first video, "Cage," which debuts today, the ferocious animated Hellcat is back. Refusing to be caged, the beast transforms, thus beginning a new chapter in the Dodge brand's performance legacy.

Fans are encouraged to watch the 90-second "Cage" video multiple times at www.ifyouknowyouknow.com for clues to follow the story of what's next from Dodge and SRT.

In the coming weeks, Dodge will bring fans and followers in on more details by slowly peeling away layer upon layer of the new Challenger SRT Demon via video shorts that highlight the engineering prowess that has gone into its development.

All videos in the series will be featured at www.ifyouknowyouknow.com. A countdown clock tells viewers when the next installment will be uncaged. The final chapter arrives when the SRT Demon is revealed in New York City, prior to the New York International Auto Show.

Dodge will promote the teaser campaign on its Facebook, Twitter and Instagram social media pages, directing fans to www.ifyouknowyouknow.com and encouraging them to use the hashtag #DodgeDemon.

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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