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Dodge Resurrects the Demon: Teaser Video No. 6 – ‘Multiplication’

- “Multiplication,” the sixth video in the 2018 Dodge Challenger SRT Demon pre-reveal teaser campaign, launches today
- Fans should visit www.ifyouknowyouknow.com for weekly updates, to download sharable content and for a countdown to its reveal
- Dodge’s new ultimate performance halo to be unveiled during 2017 New York International Auto Show week
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

February 16, 2017, Auburn Hills, Mich. - The 2018 Dodge Challenger SRT Demon claws the road.

In video No. 3, Dodge revealed that the Challenger SRT Demon will be factory equipped with 18x11-inch lightweight wheels and 315/40R 18 Nitto NT05R street-legal drag radials. These new drag radials measure 12.6 inches wide and were designed and developed specifically for the Dodge Challenger SRT Demon using a new compound and unique tire construction.

The added traction and higher profile of these new tires allow the Challenger SRT Demon to handle higher launch torque loads. So, since it can now handle more, Dodge decided to give it more ... more torque multiplication.

The Dodge Challenger SRT Demon has been upgraded with a higher stall speed torque converter and 3.09 rear axle gears.

Result compared with a Challenger Hellcat:

- Approximately 15 percent larger tire contact patch
- More than twice as much grip
- Approximately 18 percent increase in converter torque multiplication
- Approximately 18 percent increase in rear axle torque multiplication

These upgrades alone enable the Challenger SRT Demon to generate more than 35 percent higher launch force than a Challenger Hellcat, and there are seven weeks to go.

Fans should visit www.ifyouknowyouknow.com to watch the “Multiplication” video multiple times. Just like the previous videos, nothing is a coincidence and everything means something. Follow along with other teaser videos to learn more about what’s next from Dodge and SRT.

Our story so far:

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 2018 Dodge Challenger SRT Demon’s engineering prowess.

Videos released so far:

- “[Cage](#)” debuted January 12

- “[Reduction](#)” debuted January 19
- “[Wide Body](#)” debuted January 26
- “[Crate](#)” debuted on February 2
- “[Forced Induction](#)” debuted on February 9

In the coming weeks, Dodge will continue to 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 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 Challenger SRT Demon is revealed in New York City, prior to the New York International Auto Show.

Dodge is promoting 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**.

About 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 proudly offers a complete lineup of performance vehicles that stand out in their own segments. For 2020, Dodge literally expands its high-performance Charger model lineup, adding a Widebody exterior to America’s only four-door muscle car. The 2020 Dodge Charger SRT Hellcat maintains its reign as the most powerful and fastest mass-produced sedan in the world.

The 2020 Dodge lineup also features the 2020 Dodge Challenger SRT Hellcat Redeye, 2020 Dodge Challenger SRT Hellcat, the Challenger R/T Scat Pack Widebody and the 2020 Challenger R/T Scat Pack 1320. The 2020 Dodge Durango SRT, the fastest, most powerful and most capable American three-row SUV, completes the brand’s performance lineup. These visceral performance models join a 2020 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger. 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.

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