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Dodge Resurrects the Demon: Teaser Video No. 10 – 'No Pills'

- "No Pills," the 10th video in the 2018 Dodge Challenger SRT Demon pre-reveal teaser campaign, launches today
- Dodge's new ultimate performance halo to be unveiled Tuesday, April 11, during 2017 New York International Auto Show week
- Fans should visit www.ifyouknowyouknow.com to download a ringtone of the new 2018 Dodge Challenger Demon's exhaust note, get weekly updates and countdown to the reveal
- Fans can also uncage their excitement for the reveal of the 2018 Dodge Challenger SRT Demon by posting shares, comments or likes across the Dodge brand's official YouTube,Facebook,Twitter and Instagram channels. Dodge will surprise 10 loyal fans with an invitation to the hotly anticipated SRT Demon reveal
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

March 16, 2017, Auburn Hills, Mich. - The new 2018 Dodge Challenger SRT Demon's distinctive "staged" exhaust note is the focus of the newest teaser video, "No Pills," unveiled March 16 at www.ifyouknowyouknow.com.

This week's release couldn't be more fitting of Dodge's "If you know, you know" tagline, because "if you know" you will hear extreme performance, but those who don't will think something is wrong with the engine. Fans can hear for themselves by downloading a ringtone of the Demon's exhaust note directly from www.ifyouknowyouknow.com or from Apple iTunes.

The 2018 Dodge Challenger SRT Demon's unique exhaust note is the result of an advanced torque reserve launch system – the first ever designed for a drag race application on a production car.

What is torque reserve? In plain English, it lets more air flow through the engine before launch, allowing for increased supercharger rpm without torque overwhelming the brakes and spinning the rear tires.

In the Challenger SRT Demon, torque reserve kicks in when Launch Mode is active and engine rpm is greater than 1, 000.

Torque reserve does two things:

- It closes the bypass valve on the supercharger, "prefilling" the supercharger
- It manages fuel flow to cylinders and changes spark timing. To balance engine rpm and torque, the Challenger SRT Demon's powertrain controller will briefly cut fuel flow to selected cylinders. This creates the noticeable change in the exhaust tone. The controller also advances or retards the ignition timing to fine-tune the engine rpm/torque balance

With torque reserve managing the engine output, the supercharged HEMI® engine can build boost pressure before leaving the starting line and reach maximum boost pressure quicker, taking full advantage of the SRT Demon's increased weight transfer and increased contact patch drag radials to reduce 60-foot times.

Fans should visit www.ifyouknowyouknow.com to watch "No Pills" and the other 2018 Dodge Challenger SRT Demon videos. Remember, nothing is a coincidence and everything means something.

Fans can also uncage their excitement for the reveal of the 2018 Dodge Challenger SRT Demon by posting shares, comments or likes across the Dodge brand's official YouTube,Facebook,Twitter and Instagram channels. Dodge will surprise 10 loyal fans with an invitation to the hotly anticipated SRT Demon reveal during New York's auto show week.

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
- " Multiplication" debuted on February 16
- " Third Law" debuted on February 23
- " Race-hardened Parts" debuted on March 2
- " Performance Pages" debuted on March 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**.

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