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Dodge, Jeep® and Ram Brands Launch Videos Online in Advance of Big Game

January 29, 2019, Auburn Hills, Mich. - Dodge, Jeep® and Ram brands each pushed out a video across their digital and social channels today in advance of the big game.

“We have something new up our sleeve leading up to the big game this year,” said Olivier Francois, Chief Marketing Officer, FCA. “We launched these three videos today to give our fans a taste of what’s to come. As for what’s next, everyone will just have to wait and see.”

Dodge brand: “[The Devil Went Down to Georgia](#)” (The Dodge brand lineup of vehicles has arrived in Atlanta, Georgia.)

Dodge brand’s “The Devil Went Down to Georgia” was created in partnership with Doner Agency and Racing Cowboys.

Jeep brand: “[Crusher](#)” (Completely new with evolved features, it’s got the look of adventure and the guts of a Gladiator.)

Jeep brand’s “Crusher” was created in partnership with DDB.

Ram brand: “[Can’t Remember](#)” (What was your favorite spot?)

Ram brand’s “Can’t Remember” was created in partnership with The Richards Group.

About Dodge Brand

Dodge//SRT offers a complete lineup of performance vehicles that stand out in their own segments. Dodge is America’s mainstream performance brand and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge, who founded the brand in 1914. Their influence continues today. New for 2019, the Dodge Challenger SRT Hellcat Redeye is possessed by the Demon. Its 797-horsepower supercharged HEMI® high-output engine makes it the most powerful, quickest and fastest muscle car reaching 0-60 miles per hour (mph) in 3.4 seconds and the fastest GT production car with a ¼-mile elapsed time (ET) of 10.8 seconds at 131 mph. It also reaches a new top speed of 203 mph. Joining the Challenger SRT Hellcat Redeye is the 2019 Dodge Challenger SRT Hellcat with its more powerful 717-horsepower engine, the Challenger R/T Scat Pack Widebody, which features fender flares from the SRT Hellcat Widebody and adds 3.5 inches of width to Scat Pack’s footprint, as well as and the new Challenger R/T Scat Pack 1320. Infused with exclusive drag strip technology from the iconic Dodge Challenger SRT Demon, the Challenger R/T Scat Pack 1320 is a drag-oriented, street-legal muscle car and a blank canvas for the serious grassroots drag racer. The 2019 Dodge Durango SRT, America’s fastest, most powerful and most capable three-row SUV with a best-in-class tow rating of 8,700 lbs. fills out the brands’ performance lineup. These visceral performance models join a 2019 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger — a showroom that offers performance at every price point.

About Jeep Brand

Built on more than 75 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to

handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Renegade and Wrangler. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options.

About Ram Truck Brand

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles.

That focus leads Ram to design the industry's most innovative, award-winning trucks, emphasizing durability, strength, technology and efficiency.

With a full lineup of trucks, including ProMaster and ProMaster City vans, the Ram brand builds trucks that get the hard work done and families where they need to go. From the no-compromise Ram 1500 that defines the future of pickup trucks with innovative design, the highest quality materials and class-exclusive technology, to the Ram Heavy Duty which combines the ability to out-power, out-tow and out-haul every single competitor with the segment's most comfortable ride and handling, Ram is committed to product leadership.

Ram continues to outperform the competition and sets the benchmarks for:

- Most powerful: 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Highest towing capacity: 35,100 lbs. with Ram 3500
- Heaviest payloads: 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- Most capable full-size off-road pickup – Ram Power Wagon
- Highest owner loyalty of any half-ton pickup
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Giving maximum effort all day, every day with confidence, the Ram Truck lineup steps forward with the full force of modern capability providing confidence-inspiring features and class-exclusive vehicle safety.

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