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Dodge//SRT Launches ‘Dodge Power Dollars,’ Rewards Enthusiasts Who Want More Power

Innovative industry-exclusive program gives customers \$10 per horsepower cash allowance toward the purchase of any 2019 Dodge Challenger, Dodge Charger or Dodge Durango

- Unrivaled performance now more attainable than ever before
- Offer builds on record sales year for the Challenger in 2018; Charger on pace to lead the U.S. large car segment for three years running in 2019; Durango on pace to have its best calendar-year sales total since 2005
- “Dodge Power Dollars” starts Aug. 1
- Dodge//SRT is supporting “Dodge Power Dollars” with new creative highlighting the brand’s unmatched power and performance

August 1, 2019, Auburn Hills, Mich. - Dodge//SRT horsepower is now more attainable than ever before by way of an innovative new national sales promotion called “Dodge Power Dollars” that rewards passionate enthusiasts who crave more power.

Sales of the Dodge Challenger hit an all-time high in 2018; Charger is on pace to lead the U.S. large car segment for three years running in 2019; and Durango is on pace to have its best calendar-year sales total since 2005. Still, Dodge//SRT isn’t resting. In fact, just the opposite. Starting Aug. 1, customers across the United States who purchase any 2019 Dodge Challenger, Dodge Charger or Dodge Durango will get a \$10 per horsepower cash allowance.

“Since bringing the Charger and Challenger back to market, Dodge has put 485 million horsepower into the hands of our loyal enthusiasts,” said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. “Dodge has more horsepower than anyone else, and we want to share it and give those who have always wanted more the ability to get more. The goal is to grow to a half-billion horsepower before the end of the year. This is what we believe John and Horace Dodge would want us to do.”

Every 2019 Dodge Challenger, Charger and Durango will receive \$10 per horsepower cash allowance, ranging from SXT and GT models with Pentastar V-6 efficiency and available all-wheel-drive (AWD) capability to the Dodge Durango SRT, America’s fastest, most powerful and most capable three-row SUV, the Dodge Charger SRT Hellcat, the most powerful and fastest mass-produced sedan in the world, and the Challenger SRT Hellcat Redeye, the quickest, fastest and most powerful muscle car.

Examples include:

Challenger

Model	Horsepower	Cash allowance
Hellcat Redeye	797	\$7,970
Hellcat	717	\$7,170
R/T Scat Pack	485	\$4,850
R/T	375	\$3,750
GT AWD	305	\$3,050
GT	305	\$3,050
SXT AWD	305	\$3,050
SXT	305	\$3,050

Charger

Model	Horsepower	Cash allowance
Hellcat	707	\$7,070
Scat Pack	485	\$4,850
R/T	370	\$3,700
GT	300	\$3,000
SXT AWD	300	\$3,000
SXT	292	\$2,920

Durango

Model	Horsepower	Cash allowance
SRT	475	\$4,750
R/T	360	\$3,600
Citadel	295	\$2,950
GT	295	\$2,950
SXT	293	\$2,930

Dodge//SRT is supporting "Dodge Power Dollars" with new creative highlighting the brand's unmatched power and performance. A 30-second spot begins airing across TV, digital and Dodge social channels this week.

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 muscle cars and SUVs that deliver unrivaled performance in each of the segments where they compete.

2021 marks the year that Dodge is distilled into a pure performance brand, offering Hellcat-powered, 700-plus-horsepower SRT versions of every model across the lineup. For the 2021 model year, Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock, the new 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world, and the new 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever. Combined, these three muscle cars make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In June 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power Initial Quality Study (IQS). 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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