Contact: Claire Carroll

Kristin Starnes

Dodge Powers Past 500 Million Horsepower Goal Two Months Ahead of Target

Dodge fans who want to order their Charger or Challenger to their perfect specification need to act quickly; 2019 model year ordering closes Wed., Oct. 23, 2019

- Unrivaled performance more attainable than ever before
- Dodge Challenger reported a record third quarter in 2019; record sales in 2018
- In 2019, Dodge Charger notched its highest third-quarter sales in 13 years; on pace to lead the U.S. large car segment for three years running in 2019
- Durango is on track to have its best calendar year sales total since 2005
- “Dodge Power Dollars” $10 per horsepower cash allowance is available on any 2019 Dodge Charger, Challenger or Durango from dealer inventory until Jan. 2, 2020
- Customers who want to order their Charger or Challenger to their perfect specification need to act quickly; 2019 model-year ordering closes on Wed., Oct. 23, 2019
- Dodge has a plan to thank its loyal fans for the extra horsepower push with a social media event. Details will be announced next week

October 22, 2019, Auburn Hills, Mich. - America’s performance brand continues to push the limits. Leveraging its unrivaled performance and unmatched horsepower, combined with the industry-exclusive “Dodge Power Dollars” program, which gives customers across the United States who purchase any 2019 Dodge Challenger,Dodge Charger or Dodge Durango a $10 per horsepower cash allowance, the Dodge brand has blown past its initial goal of growing to 500 million horsepower by the end of the year, more than two months ahead of its goal.

“‘Dodge Power Dollars’ has more than exceeded our expectations, giving a huge boost to Dodge performance across the country and helping us reach our goal of putting a half billion horsepower into the hands of our loyal enthusiasts by the end of the year,” said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. “These Dodge muscle cars are attracting a new generation of shoppers who are drawn to the performance, attitude and personality of the Dodge brand – a brand that continues to differentiate itself within the car segment. This is the golden age of muscle cars."

The Dodge Challenger reported a record third quarter in 2019, building on its best ever sales record in 2018, while the Charger notched its highest level of third-quarter sales in 13 years, on pace to lead the U.S. large car segment for three years running in 2019. Over the past decade, Challenger and Charger sales have increased more than 60 percent. Durango is on track to have its best calendar-year sales total since 2005.

Dodge fans can order their 2019 model-year muscle car to spec until Wednesday, October 23
The “Dodge Power Dollars” $10 per horsepower cash allowance is available on any 2019 Dodge Charger, Challenger or Durango from dealer inventory until Jan. 2, 2020.

Fans looking to order their Charger or Challenger to their exact specification need to act quickly. Customers can order their 2019 model-year muscle car to spec until Wednesday; 2019 model-year ordering closes on Oct. 23, 2019.

“Dodge Power Dollars” 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

Despite reaching its 500 million horsepower goal ahead of its year-end target, Dodge isn't resting. The brand has a plan to thank its loyal fans for the extra horsepower push with a social media event. Details will be announced next 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 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.

Follow Dodge//SRT and company news and video on:

Company blog: http://blog.stellantisnorthamerica.com
Media website: http://media.stellantisnorthamerica.com
Dodge brand: www.dodge.com
Direct Connection: www.DCPerformance.com
DodgeGarage: www.dodgegarage.com
Facebook: www.facebook.com/dodge
Instagram: www.instagram.com/dodgeofficial
Twitter: www.twitter.com/dodge and @StellantisNA

YouTube: www.youtube.com/dodge,https://www.youtube.com/StellantisNA

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com