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Dodge//SRT Lets Freedom Rev With 8,950 Horsepower in New Product Lineup

- Dodge//SRT to reveal its new 2021 lineup at noon ET on July 2, 2020, at [dodge.com](https://www.dodge.com)
- To build-up to the reveal event that will kick off the holiday weekend, Dodge has created a rendition of “The Star-Spangled Banner” with sounds of its iconic supercharged HEMI® engines
- Initial 30-second teaser video will launch on June 29 on [dodge.com](https://www.dodge.com), followed by three additional teaser videos that will launch July 1, one on each of Dodge brand’s Facebook, Twitter and Instagram channels. One final reminder teaser will launch across all Dodge social channels on July 2, the morning of the reveal
- After the July 2 reveal, Dodge//SRT will introduce a new full-length video that showcases its new performance lineup to the music created for the teaser

June 29, 2020, Auburn Hills, Mich. - Dodge//SRT is creating some fireworks of its own leading into the July 4 holiday weekend, taking its obsession with American muscle and unmatched performance to the next level with the reveal of its new 2021 muscle car lineup at [dodge.com](https://www.dodge.com) on July 2, 2020, at noon ET.

To mark the occasion, Dodge has created a rendition of “The Star-Spangled Banner” with sounds of its iconic supercharged HEMI® engines. The combination of high-speed revving, upshifting, downshifting and supercharger whines comes together to make a one-of-a-kind national anthem, Dodge performance style.

“The sound of a screaming supercharged HEMI is so distinctive that this teaser video doesn’t need a single image ... if you know, you know,” said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. “Tune in July 2 to celebrate with Dodge the pursuit of life, liberty and 8,950 horsepower.”

Initial 30-second teaser video will launch on [dodge.com](https://www.dodge.com). Dodge will continue to build anticipation throughout the week leading up to the reveal. On July 1, the brand will share three more unique teaser videos with its nearly 12 million highly engaged fans across its social media channels, one each on Facebook, Twitter and Instagram. Check out all three Dodge social media channels to see all three of the unique teasers. One final reminder teaser will launch across all Dodge social media channels on July 2, the morning of the reveal.

“If you listen closely, and we know our fans will, you will get a taste of what’s coming for Dodge//SRT in 2021,” Kuniskis added. “We think our fans will pick up on a few key notes.”

Dodge//SRT’s full passion for performance will be on full display at the July 2 reveal, which can be viewed at [dodge.com](https://www.dodge.com).

After the July 2 reveal, Dodge//SRT will introduce a new full-length second video that showcases its new performance lineup set to the music created for the teaser.

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+ 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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Dodge brand: www.dodge.com

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Facebook: www.facebook.com/dodge or <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: www.instagram.com/dodgeofficial or www.instagram.com/FiatChrysler_NA

Twitter: www.twitter.com/dodge or www.twitter.com/FiatChrysler_NA

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