

More Firsts: Dodge to Put the 'Real Brotherhood of Muscle' in the Driver's Seat of Its Newest National Advertising Campaign

- In a first-of-its-kind muscle car marketing campaign, Dodge is featuring content directly from its owners and enthusiasts, putting them and their vehicles in the national spotlight
- The multimedia national campaign launches today, running across television, digital and the Dodge brand's social media channels
- Dodge brand's search for fan-generated content was cast wide across social media channels, including YouTube, Facebook, TikTok and Instagram
- Dodge enthusiasts can continue to join the fun by posting videos of their vehicles with the hashtag **#RealBrotherhood** for a chance for their content to be shared on the Dodge brand's social media channels
- National campaign launches as part of the brand's [Never Lift](#) announcement late last year and follows on the wheels of the brand's first-ever [Speed Week](#)

September 28, 2022, Auburn Hills, Mich. - In a first-of-its-kind muscle marketing campaign, Dodge is putting the "Real Brotherhood of Muscle" – its owners and fans, along with their Dodge vehicles – in the driver's seat and the national spotlight. The national multimedia campaign, which runs across television and social media channels, launched today. The 60-second video, "The Real Brotherhood of Muscle," can be viewed [here](#).

"In a summer of firsts, we blazed a path across HWY 93 to celebrate this country's iconic muscle car culture with our owners and fans," said Tim Kuniskis, Dodge brand chief executive officer – Stellantis. "Along the way, we saw the introduction of the [Dodge Hornet](#), the brand's first electrified performance vehicle, the game-changing [Charger Daytona SRT](#) electric muscle car concept and are celebrating the Dodge [Challenger](#) and [Charger](#) with seven 'Last Call' special editions.

"Summer may be officially winding down, but we're not done celebrating firsts just yet. I've said it before, this brand is about so much more than the cars we make, it's about the people who drive them. And with over 13 million devoted fans and followers, and growing stronger every day, we wanted to acknowledge and thank our owners and fans by making them and their Dodge vehicles the face of our first-of-its-kind muscle national marketing campaign."

Throughout this summer, Dodge encouraged the Brotherhood of Muscle to help the brand in its search by reposting and sharing their favorite content across their social media channels to bring awareness to their videos and photos through its [HWY 93 campaign](#). Dodge enthusiasts needed to repost or share their content with the hashtag #That'sMyDodge and #ad across their social media channels to bring awareness to their content. Dodge is focused on content showing legal, safe, driving practices and discouraged owners from filming or posting anything dangerous, hazardous, illegal or harmful to the Dodge brand.

[DodgeHWY93.com](#), which officially launched "The Real Brotherhood of Muscle" campaign, includes a curated list and interactive map of events, roadhouses, restaurants, rest stops, races, including the iconic [Roadkill Nights](#) on Woodward Avenue in Michigan, dragstrips, iconic/scenic drives, lodging, sporting events and other attractions that Dodge owners can use to build their ultimate summer roadmap.

Dodge went looking for content that shows off the unique culture of American muscle enthusiasts. And while donuts and burnouts on closed courses have become a signature of the brand, Dodge is digging much deeper, searching for content where owners show off not just their vehicles and modifications, but how they care for their HEMI® engines,

Hellcats and Scat Packs, how they use them and even where they park their ride.

In April of this year, Dodge also recognized one member of the Brotherhood of Muscle by naming Preston Patterson as the brand's first-ever [chief donut maker](#), and he has already begun his one-year reign as the brand's No. 1 ambassador at racing events around the U.S.

The Dodge brand campaign is being developed in partnership with GSD&M.

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.

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