

Contact: LouAnn Gosselin

Daniela Ferro

## Canada: Devil in the Details: Dodge Announces Exclusive After-delivery Products for Dodge Challenger SRT Demon 170 Owners

- Customized, limited-edition, serialized after-sales items available for 2023 Dodge Challenger SRT Demon 170 owners after taking delivery of the ultimate Dodge "Last Call" special-edition vehicle
- Exclusive after-sales products include Demon 170 decanter set, custom instrument panel badge, Goodwool car shell, Direct Connection carbon-fibre parts and much more
- Ordering for Challenger SRT Demon 170 after-sales products is open from September 6, 2023, through September 6, 2024
- Challenger SRT Demon 170 owners must call Dodge//SRT concierge team at 800-998-1110 to verify vehicle ownership and place orders for after-sales products.
- Full information on 2023 Dodge Challenger SRT Demon 170 after-sales products available at [Dodgegarage.com/demon-170-owner-info](http://Dodgegarage.com/demon-170-owner-info)

August 24, 2023, Windsor, Ontario - Dodge isn't satisfied with building the world's quickest 0-60 production car, the 1,025-horsepower [2023 Dodge Challenger SRT Demon 170](#). The brand is enhancing the ownership experience for Brotherhood of Muscle members who bring home the fastest, quickest, most powerful factory muscle car in the world with a lineup of customized, limited-edition, serialized items that will be available for Challenger SRT Demon 170 owners after taking delivery of the ultimate Dodge "Last Call" special-edition vehicle.

The after-sales lineup will feature commemorative products included in the purchase of the Challenger SRT Demon 170, such as the Demon 170 decanter set and a custom instrument panel badge, as well as products that can be purchased to personalize the Demon 170 experience, such as a breathable Goodwool car shell, Direct Connection carbon-fibre parts and much more.

Dodge Challenger SRT Demon 170 owners in Canada and the U.S. must call the Dodge//SRT concierge team at 800-998-1110 to verify vehicle ownership and place orders for after-sales products. Ordering for Challenger SRT Demon 170 products is open from September 6, 2023, through September 6, 2024.

### 2023 Dodge Challenger SRT Demon 170 After-sales Products

- **Custom SRT Demon 170 decanter set (included with vehicle purchase):** One-of-a-kind, commemorative decanter set is crafted with precision to reflect the bold, aggressive design of the SRT Demon 170
- **Custom SRT Demon 170 IP badge (included with vehicle purchase):** Engraved with the last four digits of the VIN, owners can choose up to 16 characters with spaces to customize the badge
- **Jay Leno's Garage SRT Demon 170 car detail kit (included with vehicle purchase):** Recently announced as offering co-branded car care products with Direct Connection, the Dodge brand's performance products line, Jay Lenos's Garage, features custom-formulated products

- **Custom Goodwool car shell, \$2,640 (USD):** The Goodwool car shell is perfectly fitted to the Challenger SRT Demon 170
- **Custom satin-stretch indoor car cover, \$695 (USD):** The cover stretches in all directions and molds to the contours of the Challenger SRT Demon 170, with large SRT Demon 170 logos prominent on the sides and "170" displayed on the front and rear fascia areas
- **Direct Connection harness bar, \$1,389 (USD):** Made from 4130 chromoly steel, the harness bar attaches to factory mounting locations, requiring no cutting or alterations to the vehicle
- **Direct Connection seat harness mounting kit, \$179.99 (USD):** Includes quick disconnect and seat support bracket with a powder coat finish
- **Direct Connection rear seat delete carbon-fibre closeout panels, \$3,999 (USD):** Rear seat delete specially designed trim panels, including floor and back panels, made from pre-preg carbon fibre
- **Direct Connection parachute mounting kit, \$1,329 (USD):** Includes rear bumper support, parachute pack mount, powder-coated pack mount, powder-coated support bar and more (parachute not included)
- **Direct Connection parachute release, \$899 (USD):** Includes leather-wrapped handle, floor mount/bracket, cable, actuator and hardware
- **Direct Connection trunk organizer, \$899 (USD):** Carbon-fibre trunk organizer is custom fit and sized to hold special-edition Jay Leno's Garage detailing products for the Challenger SRT Demon 170

For full information on 2023 Dodge Challenger SRT Demon 170 after-sales products, visit

[www.dodgegarage.com/demon-170-owner-info](http://www.dodgegarage.com/demon-170-owner-info).

### 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](http://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](http://www.dodge.com)

Direct Connection: [www.DCPerformance.com](http://www.DCPerformance.com)

DodgeGarage: [www.dodgegarage.com](http://www.dodgegarage.com)

Facebook: [www.facebook.com/dodge](http://www.facebook.com/dodge)

Instagram: [www.instagram.com/dodgeofficial](http://www.instagram.com/dodgeofficial)

Twitter: [www.twitter.com/dodge](http://www.twitter.com/dodge) and [@StellantisNA](http://www.twitter.com/StellantisNA)

YouTube: [www.youtube.com/dodge](http://www.youtube.com/dodge), <https://www.youtube.com/StellantisNA>

-###-

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