

## **Dodge Brand Launches New TV Commercial and Social Gaming Sweepstakes in Conjunction with Syfy and Trion Worlds 'Defiance' Partnership**

- Co-branded television spot launches May 20, coinciding with first appearance of Dodge Chargers as hero vehicles in the 'Defiance' TV program airing Mondays at 9 p.m. on Syfy
- 30-second 'Dodge Charger | Defiance' ad follows the vehicle's endurance from present day to the 2046 transformed planet Earth featured in TV show
- 'Dodge Defiance Arkfall Sweepstakes,' launching May 24 at [www.DodgeDefiance.com](http://www.DodgeDefiance.com), includes social gaming component allowing fans to compete against one another and share stories on Facebook
- Weekly prizes awarded with one grand prize of trip for two to world's largest pop culture event

May 19, 2013, Auburn Hills, Mich. - The Dodge brand is extending its partnership with Syfy and Trion Worlds on the "Defiance" television show and online video game with a new television commercial and social gaming sweepstakes.

As the exclusive automotive sponsor, the Dodge brand "Defiance" partnership includes vehicle integrations in the TV show (Dodge Charger) and online video game (Dodge Challenger) as well as custom co-branded advertising and promotions crossing multiple media platforms, including television, digital, social media, mobile, gaming and on-demand. "Defiance" allows Dodge a prime opportunity to speak to its socially engaged customers.

The co-branded TV commercial, titled 'Dodge Charger | Defiance,' debuts May 20, in conjunction with the first appearance of the Dodge Charger as the hero vehicle driven by main character Nolan (Grant Bowler), the city of Defiance lawkeeper. The 30-second spot shows the endurance of the Charger as it survives obstacles in a changing world, ending with a transformed planet Earth in the year 2046 where "only the defiant survive."

The spot will be posted on the brand's YouTube page, [www.youtube.com/dodge](http://www.youtube.com/dodge).

Dodge is also adding a social gaming component to the "Defiance" partnership with a "Dodge Defiance Arkfall Sweepstakes." Fans of Dodge and Defiance can compete against each other and share unique stories to their friend's Facebook News Feeds while vying for the grand prize of a trip for two to the world's largest pop culture event taking place in California this summer. Weekly prizes will also be awarded, including gaming systems, the "Defiance" video game and Dodge brand merchandise.

On the "Defiance" television show and online game, "Arkfalls" are the remains of alien ships known as "Arks" and as they deteriorate, pieces of these ships plummet to the earth bringing with them resources, alien technology and more. In the Dodge social game and sweepstakes, Arkfalls will be released across the Internet from May 24 – June 25, and participants must locate the Arkfall to launch the social game of the week. Once a participant has completed the game, their faction (team) will receive a point into the weekly sweepstakes and the entrant will also receive one entry into the grand prize drawing. For more information on the sweepstakes or to register, visit [www.DodgeDefiance.com](http://www.DodgeDefiance.com) or the Dodge brand Facebook page, [www.facebook.com/Dodge](http://www.facebook.com/Dodge).

"Defiance," Syfy and Trion World's first-ever convergence of television and online gaming featuring an interconnected world and storylines that co-exist throughout the scripted drama television series and online game, has been very successful since they debuted in April. To date, more than 21.4 million people have seen "Defiance" on Syfy and the program is ranked the top cable entertainment show in its timeslot among key demographic groups. Trion World's online video game already has 1 million users.

Both the television series and game are standalone experiences that unfold concurrently in one world, however, they also seamlessly intertwine to create a dynamic interactive experience in which the show impacts the game, and the

game influences the show.

### **About 'Defiance'**

Set in the near future, "Defiance" introduces an exotically transformed planet Earth, its landscapes permanently altered following the sudden – and tumultuous – arrival of seven unique alien races. In this somewhat unknown and unpredictable landscape, the richly diverse, newly-formed civilization of humans and aliens must learn to co-exist peacefully. Each week, viewers will follow an immersive character drama set in the boom-town of Defiance, which sits atop the ruins of St. Louis, Mo., while in the game, players will adventure in the new frontier of the San Francisco Bay area. The dramatic tapestry of the series and the intense action of the game will exist in a single universe where their respective narratives will inform one another and evolve together into one overall story.

The series stars Grant Bowler, Julie Benz, Stephanie Leonidas, Tony Curran, Jaime Murray, Graham Greene and Mia Kirshner. It is executive produced by Kevin Murphy (Desperate Housewives, Caprica, Hellcats) and Michael Taylor (Battlestar Galactica). Kevin Murphy serves as show runner. Scott Stewart (Legion, Priest) directed the pilot; Michael Nankin will serve as director/producer on the series. Defiance is produced by Universal Cable Productions. Among other accolades, the game was named "Best MMORPG" from GameSpy at the June 2012 E3 conference.

### **About Dodge**

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance - from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart offering up to 41 miles per gallon, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan - inventor of the minivan - Journey, Avenger and iconic Challenger, Dodge now has one of the freshest dealer showrooms in the United States. For more information about the Dodge brand, go to [www.dodge.com](http://www.dodge.com).

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