

Dodge/SRT Partners with Legendary Bob Bondurant School of High Performance Driving

The Bob Bondurant School of High Performance Driving Is Now "The Official High Performance Driving School of Dodge/SRT"

- All customers who buy a new 2015 or 2016 model SRT will receive one full-day session of high-performance driving with professional instruction and time on the track as part of the Dodge/SRT package
- Bondurant attendees will get to experience the full line of Dodge/SRT vehicles, including the Dodge Challenger and Dodge Charger Hellcats
- Bondurant's entire fleet of cars is being converted over to Dodge Chargers, Challengers and Vipers
- Non-Dodge owners can purchase racing instruction through Bondurant and experience their full line of Dodge SRT vehicles on the track
- Racing participants who qualify will get to experience the Dodge Viper ACR, the fastest street-legal Viper track car ever

November 3, 2015, Auburn Hills, Mich. - New Dodge/SRT buyers grab your racing shoes and helmets – Dodge is teaming up with the legendary Bob Bondurant School of High Performance Driving to create "The Official High Performance Driving School of Dodge/SRT."

Starting Jan. 1, 2016, Dodge customers who purchase or lease a 2015 or 2016 Dodge/SRT can experience a high-performance driving class with professional instruction and time on the track where they can develop their racing and driving skills in a one-day performance-packed adventure.

Dodge will provide the rides – nearly 100 SRT vehicles – including the 707-horsepower Dodge Charger and Challenger SRT Hellcats. In fact, Bondurant's entire fleet of cars is being converted to Dodge Chargers, Challengers and Vipers. Participants who qualify will have the rare opportunity to drive the Dodge Viper ACR, the fastest street-legal Viper track car ever.

"We want drivers to develop an appreciation for the levels of performance our Dodge/SRT vehicles are capable of delivering," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler, Fiat, FCA – North America. "Teaming up with Bob Bondurant, whose method of training has served more than a half-million drivers from around the world for nearly half a century, gives our Dodge/SRT owners the perfect track environment and professional guidance to hone their performance driving skills and gives us the chance to expose our lineup of SRT vehicles to a new group of performance car enthusiasts."

When they arrive at the Bob Bondurant School of High Performance Driving in Chandler, Arizona, participants can combine advanced street driving skills with proven racing techniques and hours of track time for an unparalleled hands-on experience behind the wheel. Classes will include skid control, accident avoidance, line technique and a lead-and-follow session.

"In 47 years of being the global expert on driving instruction, I've been waiting for the right circumstances to launch the Bondurant Racing School to honor my championship legacy. Finally, that day is here," said Bob Bondurant – Owner, Bob Bondurant School of High Performance Driving. "The Dodge/SRT muscle cars provide me the perfect platform needed to thoroughly teach road racing."

SRT customers have one year from their purchase or lease date to take advantage of the Bob Bondurant School of High Performance Driving opportunity. Dodge will give eligible customers access to the school and vehicles for track driving. Participants can make a weekend trip out of the experience, but are responsible for their own hotel

accommodations and travel.

Bob Bondurant has been at the forefront of professional driving instruction since 1968. Using the Bondurant Method, more than 500,000 students – ranging from racers and celebrities, to teenagers, professionals and police officers – have learned from Bondurant's expertise.

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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