

Dodge Expands Its Partnership With Fathead and Takes Building the Ultimate Dodge Customized Space to a New Level

- Dodge is the first to bring Fathead 'Total Coverage' precision-cut vinyl wall graphics to consumers to create a one-of-a-kind Dodge garage and/or special recreation space
- Full wall designs, featuring Dodge Charger, Challenger and Viper vehicles, and 14 different Dodge peel-and-stick graphics now available; view designs on new fathead.com/dodge page
- Fathead wall graphics join previously licensed Dodge flooring and high-performance cabinetry, giving enthusiasts a full line of branded products to build their dream rooms

July 28, 2016, Auburn Hills, Mich. - Creating the ultimate Dodge garage or recreation room in your home just got easier as Dodge expands its partnership with the Detroit-based wall graphics company Fathead to include floor-to-ceiling total coverage wall designs that feature the Dodge Challenger, Charger and Viper, plus brand and vehicle logos.

Building on the success of its "Fathead PRO," Fathead's commercial creative design and production business, the new line of Dodge branded products marks the first time Fathead "Total Coverage" precision-cut vinyl wall graphics are available for consumers to create their own automotive-themed and one-of-a-kind custom transformations of their garages or special spaces.

"Our Dodge owners are pure enthusiasts through and through and proudly display their pride for their vehicles wherever they can," said Tim Kuniskis, Head of Passenger Car Brands, Dodge, SRT, Chrysler and Fiat – FCA North America. "Adding the new Fathead floor-to-ceiling Dodge branded designs to the previously licensed Dodge flooring and custom cabinetry collections makes it easy for our fans to create their ultimate customized spaces to showcase their passion for their Dodge vehicles."

Three full-wall Dodge designs, featuring the Dodge Challenger SRT Hellcat, Challenger and Charger Scat Packs and Dodge Viper, plus 14 "Real Big" peel-and-stick Fatheads of Dodge vehicles and brand logo graphics are now available, and many can be seen at the new fathead.com/dodge page. These designs include the Dodge Charger R/T Scat Pack with 392 HEMI® fender badge, Charger and Challenger 100 Anniversary decals, Dodge full vehicle line murals and various Dodge logos through the decades. Enthusiasts can choose the "Total Coverage" designs exactly as is or create custom designs featuring images of their own Dodge vehicles.

"Fathead Total Coverage offers the ability to transform any space into an immersive environment that is reflective of our customer's passion," said John Fraas, President and Chief Financial Officer of Fathead. "Marrying customized, premium in-house design with America's performance brand allows us to bring a car enthusiast's dream room to life unlike any other."

In addition to the Fathead line of wall graphics, brand enthusiasts can also create their dream spaces with a Dodge Flooring Collection by Swisstrax (www.swisstrax.com/dodge), premium interlocking floor tiles, and Dodge high-performance cabinetry, designed and built exclusively for the brand by Contur Cabinet Ltd. (www.dodgecabinets.com). Styling cues from actual Dodge vehicles, such as the iconic Shaker scoop, Shaker striping and Scat Pack badging, were used for inspiration in the cabinet design.

About Fathead

Fathead is the industry leader of visually-powerful graphics products that capture moments, inspire creativity and amplify imagination – led by authentic and exclusive officially licensed sports & entertainment graphics. Fathead gives fans the opportunity to convey their passion by bringing

their favorite inspiration to life. Fathead products include the signature line, REAL.BIG. – Life-size, high definition Fatheads of athletes, stadiums, logos and fan favorite entertainment characters. Fathead Custom Creations put the customer in charge by turning their favorite photos into Fatheads, canvas prints, and more. Also offered is Total Coverage™, complete, one-of-a-kind, custom room transformations. Fathead PRO helps businesses and organizations showcase their culture by transforming spaces with custom designed graphics, 3D signage and technology. From a full wall to simple signage, Fathead PRO offers personal service from design to execution. Based in Detroit, Fathead designs and manufactures all products in the USA for purchase worldwide. Fathead carries thousands of images and maintains over 650 license agreements with leading consumer brands across many industries and professional sports leagues. For more information, visit www.Fathead.com. Connect with us on [Facebook](#), [Twitter](#), and [Instagram](#).

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.

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