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## **Dodge Brand Connecting With Its Fans by Inviting a Limited Number to the Hotly Anticipated Reveal of the All-new 2018 Dodge Challenger SRT Demon in NYC**

- Dodge's new ultimate performance halo – the all-new 2018 Dodge Challenger SRT Demon – will be unveiled during New York International Auto Show week in April
- A limited number of loyal fans of the brand's social media channels will enjoy a behind-the-scenes look at the all-new 2018 Challenger SRT Demon and meet-and-greets with Dodge//SRT brand team members
- The seventh pre-reveal teaser video will launch later this week

February 22, 2017, Auburn Hills, Mich. - First, Dodge started releasing pre-reveal teaser videos, giving its followers rare and unique insight into the all-new 2018 Dodge Challenger SRT Demon across its official social channels. Now, the brand will be inviting a limited number of its loyal social media fans to attend the hotly anticipated ultimate muscle car's reveal during New York Auto Show week this April.

"Our Dodge//SRT fans are among the most enthusiastic and socially engaged in the automotive industry," said [Tim Kuniskis](#), Head of Passenger Cars, Dodge, SRT, Chrysler and FIAT, FCA North America. "They also have an insatiable appetite for any news about Dodge//SRT products. Building uniquely branded content, such as [ifyouknowyouknow.com](#), is just one of the many ways that our enthusiasts can share in the excitement and also gives them the opportunity to customize the content to make it their own. Inviting fans to attend the reveal of the all-new 2018 Dodge Challenger SRT Demon in New York is our way of saying, 'thank you' for being a vital part of the Dodge and SRT community."

Since January 12, 2017, fans have been given glimpses into the Dodge Challenger SRT Demon through the pre-reveal teasers. The videos have Dodge//SRT enthusiasts buzzing, sharing the content, deciphering clues about the videos' meaning, and creating their own custom content from the teasers. Fans have been invited to check out the [ifyouknowyouknow.com](#) website, where they can find weekly updates and can access and share content.

### **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).

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