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## **Dodge Extends Sponsorship of NHRA Mello Yello Drag Racing Series Event at Maple Grove Raceway; Expands Involvement in Sportsman Ranks**

March 7, 2017, Auburn Hills, Mich. - Dodge has extended its agreement as the title rights sponsor of the National Hot Rod Association (NHRA) Mello Yello Drag Racing Series event at Maple Grove Raceway for the 2017 season, Dodge and NHRA announced today.

The 33rd annual Dodge NHRA Nationals will be held Sept. 21-24 and serves as the second race in the six-race NHRA Mello Yello Countdown to the Championship. The event will be a key stop for racers who are battling for a world championship at the conclusion of the season.

"The Dodge NHRA Nationals at Maple Grove Raceway is one of the premiere events on the NHRA Drag Racing Series calendar," said Brad Gerber, NHRA vice president and chief development officer. "The fan base in the region is one of the most dedicated in the country and fans will witness top NHRA racers battling during the countdown to the championship."

Dodge's commitment to the sport of NHRA Drag Racing continues to be solidified as those who compete with Dodge vehicles in the Super Stock and Stock classes in the Lucas Oil Drag Racing Series will be eligible for additional bonus money during the course of the year. Newly introduced for 2017, the Dodge Top Finisher honor awards \$500 each to the Stock and Super Stock drivers in a Dodge or Plymouth vehicle who advance the farthest during eliminations at each of the 24 NHRA National events.

"Extending the Dodge partnership with the NHRA and Maple Grove Raceway is an easy decision. Dodge belongs at the drag strip," said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA - North America. "The raw horsepower and energy that shakes the championship-winning Dodge Charger R/T Funny Car at NHRA weekends inspires the horsepower and performance feel found across the full line of Dodge vehicles."

A new Dodge exhibit will also be displayed on Manufacturers Midway at 15 events this year. In addition, the second annual Mopar Mega Block Party free fan-admission event will take place on Thursday, Sept. 21 in conjunction with the Dodge NHRA Nationals.

NHRA presents 24 national events featuring the NHRA Mello Yello Drag Racing Series, NHRA Lucas Oil Drag Racing Series and NHRA J&A Service Pro Mod Drag Racing Series. NHRA provides competition opportunities for drivers of all levels in the NHRA Summit Racing Series and the NHRA Drags: Street Legal Style presented by AAA. NHRA also offers NHRA Jr. Street program for teens and the Summit Racing Jr. Drag Racing League for youth ages 5 to 17. In addition, NHRA owns and operates five racing facilities: Atlanta Dragway in Georgia; Gainesville Raceway in Florida; National Trail Raceway in Ohio; Lucas Oil Raceway at Indianapolis; and Auto Club Raceway at Pomona in Southern California. For more information, log on to [NHRA.com](http://NHRA.com), or visit the official NHRA pages on Facebook, YouTube, Instagram and Twitter.

### **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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