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Dodge Resurrects the Demon: Teaser Video No. 11– 'Lock and Load'

- "Lock and Load," the 11th video in the 2018 Dodge Challenger SRT Demon pre-reveal teaser campaign, launches today
- Dodge's new ultimate performance halo to be unveiled Tuesday, April 11, during 2017 New York International Auto Show week
- Fans should visit www.ifyouknowyouknow.com for weekly updates, to download sharable content and for a countdown to its reveal
- Fans can also uncage their excitement for the reveal of the 2018 Dodge Challenger SRT Demon by posting shares, comments or likes across the Dodge brand's official YouTube,Facebook,Twitter and Instagram channels. Dodge will surprise 10 loyal fans with an invitation to the hotly anticipated SRT Demon reveal
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

March 23, 2017, Auburn Hills, Mich. - The 2018 Dodge Challenger SRT Demon leverages a performance feature that is sure to make it one for the history books. Unlocked on March 23, the newest teaser, "Lock and Load," shares a feature that not only delivers the highest level of dedicated drag car technology offered in a production car but also, until now, could only be found in the aftermarket for "track use only" vehicles.

The 2018 Dodge Challenger SRT Demon is the first ever, factory production car with a TransBrake™. This exclusive performance feature enables the SRT Demon to produce launch forces previously unattainable by street legal production vehicles. Quicker power delivery and higher engine launch torque potential are achieved by locking the output shaft of the automatic transmission to keep the vehicle stationary until launch.

Conventional vehicle launches consist of the driver using one foot on the brake and one on the accelerator pedal to increase engine speed while holding the vehicle stationary, known as foot-brake launch or two-footing. The SRT Demon's TransBrake feature provides improved reaction times and more consistent launches by utilizing the steering wheel paddle shifters as a launch trigger. Using the driver's finger exclusively to trigger launch of the SRT Demon results in a 30 percent reaction time advantage over foot-brake launches.

By locking the output shaft of the transmission, the Challenger SRT Demon's TransBrake works in conjunction with Torque Reserve to achieve:

- Brake-free launches up to 2,350 RPM
- 105 percent increase in launch boost pressures
- 120 percent increase engine launch torque

To make sure the SRT Demon can take full advantage of maximum torque at launch, the TransBrake feature also includes a driveline preload process. Preloading ensures engine torque is applied through the entire driveline all the way to the rear wheels. The result is full engine torque delivery where the tires touch the ground 150 milliseconds after the paddle shifter is released. Preloading the driveline also provides reduced component spike loads and thus less potential of component damage. The overall result is faster acceleration at launch, better 60-foot times and improved quarter-mile times.

The TransBrake feature also complements the SRT Demon's new lightweight brake package, designed to enable the use of narrow front-runner wheels at the drag strip. With TransBrake holding the SRT Demon steady, more torque is

available via higher engine rpm without fear of overwhelming the reduced grip of braked front runners. This gives the SRT Demon up to 40 percent more available launch torque compared to vehicles with front runners using a foot-brake launch.

Fans should visit www.ifyouknowyouknow.com to watch “Lock and Load” and the other 2018 Dodge Challenger SRT Demon videos. Remember, nothing is a coincidence and everything means something.

Fans can also uncage their excitement for the reveal of the 2018 Dodge Challenger SRT Demon by posting shares, comments or likes across the Dodge brand’s official YouTube,Facebook,Twitter and Instagram channels. Dodge will surprise 10 loyal fans with an invitation to the hotly anticipated SRT Demon reveal during New York’s auto show week.

Our story so far:

Leading up to the New York reveal, Dodge is launching its first-ever pre-debut video teaser campaign, including a new website www.ifyouknowyouknow.com,where fans and followers can get weekly updates, download sharable content and gain insight into the 2018 Dodge Challenger SRT Demon’s engineering prowess.

Videos released so far:

- “ Cage” debuted January 12
- “ Reduction” debuted January 19
- “ Wide Body” debuted January 26
- “ Crate” debuted on February 2
- “ Forced Induction" debuted on February 9
- “ Multiplication” debuted on February 16
- “ Third Law” debuted on February 23
- “ Race-hardened Parts” debuted on March 2
- “ Performance Pages” debuted on March 9
- “ No Pills” debuted on March 16

All videos in the series will be featured at www.ifyouknowyouknow.com. A countdown clock tells viewers when the next installment will be uncaged. The final chapter arrives when the Challenger SRT Demon is revealed in New York City, prior to the New York International Auto Show.

Dodge is promoting the teaser campaign on its Facebook,Twitter and Instagram social media pages, directing fans to www.ifyouknowyouknow.com and encouraging them to use the hashtag **#DodgeDemon**.

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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