

NHRA Dodge HEMI® Challenge at U.S. Nationals to Celebrate 50th Anniversary of Mopar-powered 1968 Super Stock Cars

- Dodge announces title sponsorship of event, which will mark its 18th consecutive year at iconic U.S. Nationals
- Brand makes it a “Happy HEMI® Day” with announcement on 4/26, the date celebrated by Dodge and Mopar enthusiasts as HEMI Day
- HEMI Day celebration video online at Dodge Garage (www.dodgegarage.com), a digital content hub for muscle car and race enthusiasts
- 1968 Dodge Dart and Plymouth Barracuda Super Stock cars — the most iconic of the Mopar package cars — to battle it out head-to-head
- NHRA Dodge HEMI Challenge qualifying and eliminations scheduled for August 30-31 at Lucas Oil Raceway at Indianapolis
- \$15,000 winner's purse, cash rewards for all 16 drivers qualifying for eliminations up for grabs

April 26, 2018, Auburn Hills, Mich. - The Dodge brand announced title sponsorship of the NHRA Dodge HEMI® Challenge, returning the fan-favorite event to the prestigious NHRA U.S. Nationals for the 18th consecutive year. The 2018 NHRA Dodge HEMI Challenge, scheduled to take place August 30-31 at Lucas Oil Raceway at Indianapolis, will also celebrate the 50th anniversary of the Mopar-powered 1968 Dodge Dart and Plymouth Barracuda Super Stock cars that compete head-to-head in the event.

The announcement arrives on April 26 — the date (4/26) celebrated by Dodge and Mopar enthusiasts as HEMI Day in honor of the historic 426 HEMI engine that powers the classic Super Stock cars, as well as all current NHRA Funny Car and Top Fuel machines. A special HEMI Day celebration video can be viewed at [Dodge Garage](http://DodgeGarage.com).

The NHRA Dodge HEMI Challenge showcases Super Stock/A-HEMI (SS/AH) NHRA Sportsman class competitors battling on the quarter-mile in 1968 Dodge Dart and Plymouth Barracuda machines. The legendary 1968 Mopar “package” cars — so named because they were purpose built as a distinct “package” for use solely on the drag strip — serve as precursors to the modern-day package car, the Mopar Dodge Challenger Drag Pak.

“The Dodge brand is proud to serve as title sponsor of the NHRA Dodge HEMI Challenge, an event that spotlights the legacy and power of the 426 HEMI engine,” said Steve Beahm, Head of Passenger Cars, Dodge//SRT, Chrysler and FIAT, FCA North America. “This year marks the 50th anniversary of the Dodge Dart and Plymouth Barracuda Super Stock cars that debuted back in 1968 and are still competing today, which makes our support of this edition of the HEMI Challenge extra special.”

On the line will be bragging rights and the unique 42.6-lb NHRA Dodge HEMI Challenge trophy, created as a callout to the 426 HEMI engine. All 16 drivers to reach the elimination rounds will receive cash rewards, including the ultimate prize of the \$15,000 winner's purse.

“The Dodge HEMI Challenge is one of the most hotly contested events for our Sportsman racers during the season,” said Brad Gerber, NHRA Vice President and Chief Development Officer. “The interest Dodge has in this program is greatly appreciated by the competitors.”

Dodge in NHRA

In addition to the NHRA Dodge HEMI Challenge, the brand also recognizes dedicated and passionate Sportsman racers through the Dodge Top Finisher award, first introduced in 2017. The award includes a \$500 reward to the Stock and Super Stock competitors who advance the furthest at all 24 national events behind the wheel of a Mopar-

powered vehicle.

“At each national event, our Mopar-powered racers are keenly aware of the bonus presented by Dodge,” said Graham Light, NHRA Senior Vice President, Racing Operations. “In the second year of this program, the benefits have been felt by those racing in the two categories.”

Earlier this year, Dodge also announced [title sponsorship](#) of the Dodge Mile-High NHRA Nationals Powered by Mopar, scheduled for July 20–22 at Bandimere Speedway near Denver. This year will also mark the third consecutive in which Dodge will serve as the title sponsor of the Dodge NHRA Nationals in Reading, Pennsylvania, which runs September 13-16.

The supercharged partnership of Dodge and Mopar in NHRA also includes increased sponsorship of Leah Pritchett's Top Fuel dragster, continuing support as primary sponsor of Matt Hagan's Dodge Charger R/T Funny Car and a new 4,800-square-foot exhibit that combines the brands' rigs to form one of the largest displays on the NHRA Manufacturers Midway.

NHRA Dodge HEMI Challenge: Roster of Champions

The inaugural Mopar HEMI Challenge was won by Bucky Hess at Indianapolis in 2001. Richard Beshore claimed the top prize the following year, Jerry Jenkins took the victory in 2003 and Pro Stock champion Jeg Coughlin Jr. triumphed in 2004. In 2005, Charlie Westcott Jr. of Parma, Michigan, began a run of six career Mopar HEMI Challenge wins (2005, 2006, 2008, 2011, 2012 and 2014).

His streak of victories was interrupted by Rick Houser in 2007 and 2013; his father Charlie Westcott Sr. in 2009; and Jim Daniels, who took bragging rights in 2010. Lloyd Wofford claimed victory in 2015 at the 15th anniversary event. Jim Daniels' son, Jimmy Daniels, is the defending champ, with back-to-back victories in 2016 and 2017 at the event.

Dodge Garage: New Digital Hub for Drag Racing News

Fans now have a new one-stop destination for Mopar and Dodge drag racing news. [Dodge Garage](#) is a digital content hub and premier destination for drag racing and muscle car enthusiasts.

Fans can view daily updates and get access to an online racing HQ filled with news, event information, galleries, available downloads, merchandise and exclusive content at Dodge Garage .

About Mopar

Mopar (a simple contraction of the words MOtor and PARts) is the service, parts and customer-care brand for FCA vehicles around the globe. Born in 1937 as the name of a line of antifreeze products, the Mopar brand has evolved over more than 80 years to represent both complete care and authentic performance for owners and enthusiasts worldwide.

Mopar made its mark in the 1960s during the muscle-car era, with Mopar Performance Parts to enhance speed and handling for both road and racing use, and expanded to include technical service and customer support. Today, the Mopar brand's global reach distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centers and 25 customer contact centers globally, Mopar integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Mopar is the source for genuine parts and accessories for all FCA US LLC vehicle brands. Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles, offering a direct connection that no other aftermarket parts company can provide. Complete information on the Mopar brand is available at www.mopar.com.

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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