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Stop, Dodge and Roll ... Down Woodward Avenue

Dodge Dominates 2015 Woodward Dream Cruise with Grudge-style Match Drag Racing, Hellcat Horsepower, Live Music and Celebrity Guests

- Dodge kicks off the 2015 Woodward Dream Cruise festivities on Wed., Aug. 12, when ROADKILL Nights "Powered by Dodge" takes over the new custom-built, 1/8-mile drag strip at the Pontiac Silverdome from 4 p.m. to 10 p.m.
- Grab your racing helmet: enthusiasts can race one another in their personal cars in an old-school grudge-style drag race
- Feature race of the night pits Richard Rawlings of Gas Monkey Garage and his custom 1967 Dodge Dart, powered by 707-horsepower Dodge SRT Hellcat powertrain, versus David Freiburger of ROADKILL and his "General Mayhem" 1968 Dodge Charger, also upfitted with the 707-horsepower Dodge SRT Hellcat powertrain
- TEN: The Enthusiast Network will give away a Hellcat engine. All Dodge owners who drag race their Dodge at ROADKILL Nights on Aug. 12, 2015, are eligible to win. The 6.2-liter supercharged HEMI Hellcat engine produces an unprecedented 707 horsepower and 650 lb.-ft. of torque, making it Dodge's most powerful V-8 ever
- More than 150 cars will be on display at the Show and Shine car show with 50 slots reserved for Dodge models
- Dodge brand has a full slate of fun during the Dream Cruise at the southwest corner of Woodward Avenue and 13 Mile Road
 - Dodge Rock City starts the party Aug. 13 with Viper Owners Night from 6-9 p.m.
 - Dodge Night is Friday night, Aug. 14, when Dodge Charger and Challenger owners and Scat pack Forum members gather for a car show and get together from 6-9 p.m.
 - Saturday, Aug. 15, during the Woodward Dream Cruise, Dodge will have thrill rides in Dodge Vipers, Dodge Challenger SRT and Dodge Charger SRT Hellcats, appearances from the hosts of ROADKILL, special appearances from WRIF on-air personalities, a live rock band, games and giveaways, including Woodward Dream Cruise exclusive Dodge T-shirts and stickers

August 6, 2015, Auburn Hills, Mich. - Dodge rocks the Woodward Avenue Dream Cruise again in 2015 with four days of family-friendly activities for performance car enthusiasts.

"The Woodward Dream Cruise is a celebration of performance car culture, and Dodge is proud to be at the heart of a gathering of like-minded people who have a passion for cars and a passion for performance," said Tim Kuniskis – President and CEO Dodge Brand, FCA US. "This is the second year in a row Dodge is pulling out all the stops for the Cruise, and if you thought last year was big, this year is going to be absolutely a 'can't miss' event."

ROADKILL Nights "Powered by Dodge" kicks off the activities at the Pontiac Silverdome on Wed., Aug. 12, starting at 4 p.m. ROADKILL Nights is a free, pop-up car festival featuring flashlight drag races and a Show and Shine vehicle display.

- Racing enthusiasts will have the opportunity to grab their helmet and race one another in their own cars in a grudge-style drag race along a custom-built 1/8-mile track. Drag races are open to the public, first

come, first served, and racers must pre-register. ROADKILL will run as many races as possible between 5 and 9 p.m. No limit to the number of runs or number of cars; the only limit is time

- More than 150 car enthusiasts can show off their own vehicles in the Show and Shine vehicle display area. Show space is limited to the first 150 vehicle owners who register with ROADKILL Nights at www.roadkill.com/events/. Fifty spaces are reserved for Dodge models only
- The feature drag race at ROADKILL Nights will be a grudge match between Richard Rawlings of Gas Monkey Garage and David Freiburger of ROADKILL
 - Rawlings will be racing his custom-built 1967 Dodge Dart that's powered by a 707-horsepower Dodge Hellcat powertrain
 - Freiburger will be racing "General Mayhem," a ROADKILL-built 1968 Dodge Charger powered by a Dodge Hellcat powertrain
- TEN: The Enthusiast Network will give away a Hellcat engine. All Dodge owners who drag race their Dodge at ROADKILL Nights on Aug. 12, 2015, are eligible to win. The 6.2-liter supercharged HEMI Hellcat engine produces an unprecedented 707 horsepower and 650 lb.-ft. of torque, making it Dodge's most powerful V-8 ever
- The grudge-style drag race and cruise-in festival also includes Dodge Thrill Rides with a pro-driver on a closed course, live music, food trucks, free T-shirts and a vendor area

Dodge Rock City moves to the southwest corner of 13 Mile and Woodward Ave. in Royal Oak, Mich., on Thurs., Aug. 13 when some 120 members of the Motor City Viper Club take over the Dodge space from 6-9 p.m. Approximately 50 Dodge Vipers are expected to slither down Woodward Avenue to the car show.

Fri., Aug. 14 is Dodge Owners night with more than 100 Dodge Chargers, Challenger and LX body owners and Scat Pack Forum members displaying their rides from 6-9 p.m. at the Dodge display at the southwest corner of 13 Mile Road and Woodward Avenue.

Sat., Aug. 15 sees Dodge rock the Woodward Dream Cruise with a full day of activities for the whole family from 9 a.m. until 9 p.m.

This year, Dodge Rock City at 13 Mile and Woodward includes:

- Check out the new Dodge and SRT performance vehicles, including the new 2016 Dodge Viper ACR, the fastest street-legal Viper track car ever, as well as the 707-horsepower Dodge Charger SRT Hellcat and Dodge Challenger SRT Hellcat vehicles -- the fastest and most powerful sedan and muscle cars ever. In addition, select vehicles from the Dodge lineup will be on display, including the new Charger and Challenger Scat Packs, Dart GT, Durango and Journey Crossroad
- Take a ride in a Dodge Challenger and Charger Hellcat and Dodge Viper in the Drag-n-Drift thrill rides with a professional driver on a closed course
- Get behind the wheel of the Dodge Challenger simulator where you can test your track time and try to beat other competitors
- Live band Rockstar performs three sets at 11 a.m., 1 p.m. and 3 p.m.
- Play games and win free stuff, including exclusive Woodward Dream Cruise Special-edition Dodge SRT Hellcat and Viper T-shirts or get a temporary airbrushed tattoo
- Pick up some Dodge- and SRT-branded merchandise
- Special appearances by WRIF on-air personalities Friday and Saturday, including the WRIF Rock Girl.

WRIF is handing out WRIF swag and chatting about Dodge Rock City all day Saturday

- Get some relief from the heat at the Dodge "Cool Zone" misting station
- David Freiburger and Mike Finnegan, hosts of ROADKILL, will be at the Dodge display Friday night and throughout the day Saturday, as well as cruising Woodward
- ROADKILL hosts will recreate the Dodge Viper/Challenger/Charger Tug of War three times at 11:45 a.m., 1:45 p.m. and 3:45 p.m.

All events are free, but pre-registration is required for ROADKILL Nights drag race and car show on Aug. 12. To register, enthusiasts can visit www.roadkill.com/events/ to reserve free tickets.

About Dodge//SRT

Dodge//SRT offers a complete lineup of performance vehicles that stand out in their own segments. Dodge is America's performance brand and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge, who founded the brand in 1914. Their influence continues today. For 2020, Dodge literally expands its high-performance Charger model lineup, adding a Widebody exterior to America's only four-door muscle car. Powered by the 707-horsepower supercharged 6.2-liter HEMI® Hellcat V-8 engine, the 2020 Dodge Charger SRT Hellcat maintains its reign as the most powerful and fastest mass-produced sedan in the world.

The 2019 Dodge Challenger SRT Hellcat Redeye is possessed by the Demon. Its 797-horsepower supercharged HEMI® high-output engine makes it the most powerful, quickest and fastest muscle car, reaching 0-60 miles per hour (mph) in 3.4 seconds, and the fastest GT production car with a ¼-mile elapsed time (ET) of 10.8 seconds at 131 mph. It also reaches a new top speed of 203 mph.

Joining the Challenger SRT Hellcat Redeye is the 2019 Dodge Challenger SRT Hellcat, with its more powerful 717-horsepower engine, and the Challenger R/T Scat Pack Widebody, featuring fender flares from the SRT Hellcat Widebody, which add 3.5 inches of width to the 485-horsepower Scat Pack's standard body. Also new for 2019 is the Challenger R/T Scat Pak 1320 with exclusive drag strip technology from the iconic Dodge Challenger SRT Demon. The Challenger R/T Scat Pak 1320 is a drag-oriented, street-legal muscle car and a blank canvas for the serious grassroots drag racer. The 2019 Dodge Durango SRT, America's fastest, most powerful and most capable three-row SUV with a best-in-class tow rating of 8,700 lbs., completes the brand's performance lineup. These visceral performance models join a 2019 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger — a showroom that offers performance at every price point.

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