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Hugely Successful 'Roadkill Nights Powered by Dodge' Attracts More Than 10,000 Performance Enthusiasts; Event to Return in 2016

Dodge commits to partnering with TEN: The Enthusiast Network and Roadkill for even bigger, better 'Roadkill Nights Powered by Dodge' in 2016

August 13, 2015, Auburn Hills, Mich. - Dodge kicked off the 2015 Woodward Dream Cruise festivities with a huge blast, a string of burnouts and screaming fast 1/8-mile drag strip times at the Pontiac Silverdome on Wed., Aug. 12, when the first ever Roadkill Nights Powered by Dodge rolled in.

More than 10,000 performance enthusiasts flooded the gates for the free pop-up car festival featuring flashlight drag races and a Show and Shine vehicle display. More than 200 classic and modern muscle cars drag raced on a custom 1/8-mile custom drag strip.

Brandon Phillips of Sterling Heights, Mich., won the ultimate prize, a new 6.2-liter supercharged HEMI® Hellcat V-8 that produces an unprecedented 707 horsepower, when his 1969 Dodge Super Bee cruised to a winning finish in an old school grudge-style drag race. Dodge fans also lined up to take thrill rides in Dodge Vipers and Charger and Challenger SRT Hellcats. Hellcat winner video: <https://youtu.be/C9AHHRw-YPg>

The feature race of the night pitted Richard Rawlings' Gas Monkey Garage custom 1967 Dodge Dart powered by the 707-horsepower Dodge SRT Hellcat powertrain against Roadkill's "General Mayhem" 1968 Dodge Charger, also upfitted with the 707-horsepower Dodge SRT Hellcat powertrain. Gas Monkey's Dart took the title and earned ultimate bragging rights with the fastest 1/8-mile time of 5.81 seconds (corrected for the quarter-mile to 9.05 seconds). Gas Monkey vs. Roadkill grudge match video: https://www.youtube.com/watch?v=tXHx_OKDjoo

"The 'Roadkill Nights powered by Dodge' came together very organically and in a very short amount of time. Not knowing what to expect, we planned for this to be a one-time-only event, but after experiencing the incredible performance enthusiast turnout, and after hundreds of requests to do it again, we've committed to teaming back up with Roadkill to do it again next year," said Tim Kuniskis, President and CEO, Dodge and SRT Brands, FCA US. "We don't know when or where, but trust us, it will be even bigger and better."

Dodge events continue throughout the Dream Cruise weekend. Dodge Rock City starts the party August 13 with Viper Owners' Night from 6-9 p.m. Dodge Night is Friday night, August 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, August 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 Dodge Brothers and 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.

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.

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