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'Roadkill Nights Powered by Dodge' is Back and Bigger Than Ever; Additional Stop Added for 2016

- Pop-up car festival and drag racing event expands to include Kansas Speedway in Kansas City, Kan., and Woodward Cruise Week in Pontiac, Mich.
- High-octane events promise grudge-match drag racing, SRT Hellcat and Viper thrill rides, show cars, celebrity appearances, live music and more
- The stakes are raised this year as TEN: The Enthusiast Network is giving away cash prizes to drivers of Dodge cars who finish in first, second, third and fourth place at each event

May 17, 2016, Auburn Hills, Mich. - The Dodge brand is again sponsoring TEN: The Enthusiast Network to expand "Roadkill Nights Powered by Dodge," the popular drag racing event and pop-up car festival, which will be even bigger and better for 2016.

Following a hugely successful launch during the Woodward Cruise Week near Detroit last year, even more muscle is being put behind Roadkill Nights, expanding to two cities in 2016. Stops this year include the Kansas Speedway in Kansas City, Kan., June 18, and the Woodward Cruise Week in Pontiac, Mich., Aug. 19. Screaming fast eighth-mile times will be rewarded, as TEN will give cash prizes to drivers of Dodge cars who finish in first, second, third and fourth place at each event (details at Roadkill.com/Events).

"When more than 10,000 performance enthusiasts flooded the gates at the first 'Roadkill Nights Powered by Dodge' event at last year's Woodward Cruise Week, we promised the event would be back, and it is," said Tim Kuniskis, Head of Passenger Car Brands — Dodge, SRT, Chrysler and Fiat, FCA — North America. "Even more than a pure enthusiast event filled with drag racing, thrill rides and live music, Roadkill Nights gets people off the streets and onto a track run by professionals, so they can really show how their hot rods perform in a more controlled environment."

The first event kicks off in Kansas City, Kan., on Saturday, June 18, from 1 p.m. to 10 p.m. The Sunflower State's first hot rod, pop-up car festival and drag racing event will take place on Pit Road at the Kansas Speedway. Additional activities include:

- Open-run drag racing with a manufacturers' midway
- Dodge Thrill Rides, which give participants the opportunity to ride along with professional drivers in new SRT Hellcat and Viper vehicles
- Show 'n' Shine area
- Live music
- Food trucks
- Premium giveaways

Kansas City Registration

General admission to the event is free for spectators. Participants may register a vehicle for drag racing and the Show 'n' Shine at Roadkill.com/Events. Pricing is as follows:

- Drag Racing: $50 per vehicle, all makes are welcome
- Show 'n' Shine: FREE
- VIP Packages: $150 per person and includes one spot to compete in the drag race, personal meet and greet with Mike Finnegan and David Freiburger, photo opportunities and a VIP swag bag

Pontiac, Michigan

In August, Roadkill Nights returns to Pontiac, Mich., on Friday, Aug. 19. Additional details will be announced in the coming weeks.
For more information on ROADKILL and Roadkill Nights, go to Roadkill.com and follow on Facebook: facebook.com/roadkillshow and Twitter: twitter.com/roadkillshow.

About Roadkill
The Roadkill brand delivers a one-of-a-kind taste of “Automotive Chaos Theory” and features authentic gearheads David Freiburger and Mike Finnegan in a variety of mediums, including the world’s most-viewed YouTube automotive original series, Roadkill Nights branded events, a quarterly magazine and a brand-new series, "Roadkill Garage," now available on Motor Trend OnDemand.

About TEN: The Enthusiast Network
TEN: The Enthusiast Network is the world’s premier network of enthusiast brands, such as Motor Trend, Automobile, Hot Rod, Surfer, Transworld Skateboarding and GrindTV. With more than 50 publications, 60 websites, 50 events and 1,000 branded products, TEN delivers both the world’s largest audience in the automotive category and the world’s largest action/adventure sports media platform. TEN inspires enthusiasts to pursue their passions. Visit www.enthusiastnetwork.com for more information.

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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