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## **Dodge Draws Tens of Thousands to the First-ever Legal Street Drag Racing on Woodward Avenue with Roadkill Nights Car Festival**

- Woodward Avenue transformed into drag strip for first-ever legal street racing for Roadkill Nights Powered by Dodge
- More than 30,000 performance enthusiasts participate in the second-annual free car festival
- Top four Dodge body and Dodge powered cars won total prizes worth \$19,000
- First place winner Mike Moran, of Taylor, Mich., wins top prize of \$10,000

August 20, 2016, Auburn Hills, Mich. - Woodward Avenue in Pontiac, Mich., transformed into a drag strip for the first-ever legal street racing during the second annual Roadkill Nights Powered by Dodge on Friday, Aug. 19. Building on the huge success of last year's premiere event at the Pontiac Silverdome, Dodge and TEN: The Enthusiast Network muscled their way onto historic Highway 1 – Woodward Avenue – for nine hours of drag racing. Performance enthusiasts traveled from as far away as Kansas and Alabama to race for a total cash purse of \$19,000.

"From a Dodge perspective, this was an absolutely epic event," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "Performance is more than a set of numbers, it's an attitude. More than 30,000 performance enthusiasts, triple the number that attended of last year, showed up to be a part of this incredible event – the first-ever legal drag racing on Woodward. Roadkill Nights is a tremendous opportunity to connect with our fellow performance enthusiasts, embrace those who are already Dodge owners and give potential owners a chance to get a real feeling what Dodge is all about."

More than 350 street-legal cars hit the specially prepped 1/8-mile drag strip on Woodward Avenue between Rapid Street and South Boulevard to compete in high-powered drag racing for cash prizes. In addition, more than 1,000 cars rolled in for a show 'n' shine car show. Fans also lined up for thrill rides in Dodge Charger SRT Hellcats, Challenger SRT Hellcats and Dodge Vipers on a drifting course with professional drivers.

Mike Moran of Taylor, Mich., won the top cash prize, \$10,000, when his 1969 Dodge Charger powered by a 5.6-liter twin turbo Gen 2 HEMI® V-8, sped to a winning finish in an old-school grudge-style drag race.

### **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

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