

Contact: Dan Reid  
Eileen Wunderlich  
Kristin Starnes

## **Dodge Resurrects the Demon**

*Challenger SRT Demon Begins Next Chapter of the High-performance Muscle Car*

- Dodge's new ultimate performance halo – the 2018 Dodge Challenger SRT Demon – to be unveiled during New York International Auto Show week
- Dodge to debut "Cage," the first in a series of pre-reveal teaser videos giving fans and followers insight into Demon's engineering prowess
- Fans can check out [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com) website for weekly updates, to download sharable content and for a countdown to the New York reveal
- Use hashtag #DodgeDemon to be a part of the next chapter in the Dodge performance story
- Demon name first introduced to the Dodge lineup in 1971

January 12, 2017, Auburn Hills, Mich. - Dodge shocked the performance world when it launched the most powerful and fastest muscle cars in the world – the Challenger SRT Hellcat and Charger SRT Hellcat. Now, two years later, Dodge is raising the bar again with the Dodge Challenger SRT Demon.

"Most cars attempt to be everything to everybody. Then there are the rare few that revel in a single objective, rendering them totally irresistible to a subculture," said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT – FCA North America. "The Dodge Challenger SRT Demon is conceived, designed and engineered for a subculture of enthusiasts who know that a tenth is a car and a half second is your reputation."

Leading up to the New York reveal, Dodge is launching its first-ever pre-debut video teaser campaign, including a new website [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com), where fans and followers can get weekly updates, download sharable content and gain insight into the SRT Demon's engineering prowess.

In the first video, "Cage," which debuts today, the ferocious animated Hellcat is back. Refusing to be caged, the beast transforms, thus beginning a new chapter in the Dodge brand's performance legacy.

Fans are encouraged to watch the 90-second "Cage" video multiple times at [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com) for clues to follow the story of what's next from Dodge and SRT.

In the coming weeks, Dodge will bring fans and followers in on more details by slowly peeling away layer upon layer of the new Challenger SRT Demon via video shorts that highlight the engineering prowess that has gone into its development.

All videos in the series will be featured at [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com). A countdown clock tells viewers when the next installment will be uncaged. The final chapter arrives when the SRT Demon is revealed in New York City, prior to the New York International Auto Show.

Dodge will promote the teaser campaign on its Facebook, Twitter and Instagram social media pages, directing fans to [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com) and encouraging them to use the hashtag #DodgeDemon.

### **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. New for 2019, the 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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