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Dodge Resurrects the Demon: Teaser Video No. 2 – ‘Reduction’

- “Reduction,” the second video in Dodge Demon pre-reveal teaser campaign, launches today
- Dodge’s new ultimate performance halo – the 2018 Dodge Challenger SRT Demon – to be unveiled during 2017 New York International Auto Show week
- Fans can check out www.ifyouknowyouknow.com website for weekly updates, to download sharable content and for a countdown to its reveal
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

January 19, 2017, Auburn Hills, Mich. - When the Demon makes its New York City debut in April, it will be more than 200 pounds lighter than its current Hellcat brother.

Based on the clues given in the video, “adjustments” have been made to the wheels, steering, suspension, brakes, interior construction and components.

Fans are encouraged to watch the 24-second “Reduction” video multiple times at www.ifyouknowyouknow.com for clues to follow the story of what’s next from Dodge and SRT.

In case you missed it:

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, where fans and followers can get weekly updates, download sharable content and gain insight into the 2018 Dodge Challenger SRT Demon’s engineering prowess.

The first video “Cage” debuted January 12.

In the coming weeks, Dodge will continue to 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 that has gone into its development.

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

Dodge is promoting the teaser campaign on its Facebook, Twitter and Instagram social media pages, directing fans to www.ifyouknowyouknow.com and encouraging them to use the hashtag **#DodgeDemon**.

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 proudly offers a complete lineup of performance vehicles that stand out in their own segments. For 2020, Dodge literally expands its high-performance Charger model lineup, adding a Widebody exterior to America’s only four-door muscle car. The 2020 Dodge Charger SRT Hellcat maintains its reign as the most powerful and fastest mass-produced sedan in the world.

The 2020 Dodge lineup also features the 2020 Dodge Challenger SRT Hellcat Redeye,

2020 Dodge Challenger SRT Hellcat, the Challenger R/T Scat Pack Widebody and the 2020 Challenger R/T Scat Pack 1320. The 2020 Dodge Durango SRT, the fastest, most powerful and most capable American three-row SUV, completes the brand's performance lineup. These visceral performance models join a 2020 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger. Dodge is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

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