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Dodge Resurrects the Demon: Teaser Video No. 3 – ‘Wide Body’

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

January 26, 2017, Auburn Hills, Mich. - Where there’s smoke, there’s tire. This fact will be confirmed when the 2018 Dodge Challenger SRT Demon roars into its New York City debut in April, ahead of the New York International Auto Show.

The third teaser video, unlocked January 26, reveals that the Challenger SRT Demon rolls on upgraded lightweight 18 x 11-inch wheels and “Demon Branded” 315/40R18 Nitto NT05R tires front and rear, making Demon the first-ever factory production car built with drag radials. The new “Demon Branded” Nitto NT05R drag radial tires were specifically designed and developed exclusively for the Dodge Challenger SRT Demon using a new compound and specific tire construction.

The new Challenger Demon wide-body is laser clearanced, and the entire chassis is e-coated for durability before final assembly.

The combination of the 11-inch-wide wheels, high-profile drag radials and integrated fender flares adds 3.5 inches to the overall width of the Challenger SRT Demon for an intimidating, purposeful stance.

Fans should visit www.ifyouknowyouknow.com to binge on the 27-second “Wide Body” video multiple times, along with other teaser videos, to learn about what’s next from Dodge and SRT.

Our story so far:

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.

Videos released so far:

- “[Cage](#)” debuted January 12
- “[Reduction](#)” debuted January 19

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**.

About 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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