

Contact: Dan Reid  
Eileen Wunderlich  
Kristin Starnes

## Dodge Resurrects the Demon: Teaser Video No. 5 – ‘Forced Induction’

- “Forced Induction,” the fifth video in the 2018 Dodge Challenger SRT Demon pre-reveal teaser campaign, launches today
- Fans should visit [www.ifyouknowyouknow.com](http://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

February 9, 2017, Auburn Hills, Mich. - “Gimme fuel! Gimme fire! Gimme that which I desire!” is poetry by Metallica that speaks to every gearhead.

But, any engine builder will be quick to point out that the “power of that poetry” is actually limited; limited by the chemistry of combustion; limited by thin air.

Because the key to increasing the power output of the Challenger SRT Demon’s supercharged HEMI, or any engine for that matter, is a function of how much cool air you can get in the engine.

To maximize the Demon’s full potential, SRT has added:

- The largest functional “Air Grabber” cold air intake hood ever installed on a production vehicle, measuring more than 45 square inches
- A significantly larger air box that is sealed and ducted to the hood scoop
- Two illuminated functional “Air Catcher” headlamps

The combination gives the Dodge Challenger SRT Demon significantly increased airflow, while also dropping the inlet air temperature by more than 30 degrees compared with the Hellcat.

Fans should visit [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com) to watch the “Forced Induction” video multiple times. Just like the previous videos, nothing is a coincidence and everything means something. Follow along with other teaser videos to learn more 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](http://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
- “[Wide Body](#)” debuted January 26
- “[Crate](#)” debuted on February 2

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 Dodge 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](http://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](http://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](http://www.fcagroup.com).

### **Follow Dodge, SRT and FCA news and video on:**

Company blog: <http://blog.fcanorthamerica.com>

Media website: <http://media.fcanorthamerica.com>

Dodge brand: [www.dodge.com](http://www.dodge.com)

Dodge Garage: [www.dodgegarage.com](http://www.dodgegarage.com)

Facebook: [www.facebook.com/dodge](http://www.facebook.com/dodge) or <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: [www.instagram.com/dodgeofficial](http://www.instagram.com/dodgeofficial) or [www.instagram.com/FiatChrysler\\_NA](http://www.instagram.com/FiatChrysler_NA)

Twitter: [www.twitter.com/dodge](http://www.twitter.com/dodge) or [www.twitter.com/FiatChrysler\\_NA](http://www.twitter.com/FiatChrysler_NA)

YouTube: [www.youtube.com/dodge](http://www.youtube.com/dodge) or [www.youtube.com/fcanorthamerica](http://www.youtube.com/fcanorthamerica)

-###-

Additional information and news from FCA US LLC are available at: <http://media.fcanorthamerica.com>