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Dodge Brand Connecting With Its Fans by Inviting a Limited Number to the Hotly Anticipated Reveal of the All-new 2018 Dodge Challenger SRT Demon in NYC

- Dodge's new ultimate performance halo – the all-new 2018 Dodge Challenger SRT Demon – will be unveiled during New York International Auto Show week in April
- A limited number of loyal fans of the brand's social media channels will enjoy a behind-the-scenes look at the all-new 2018 Challenger SRT Demon and meet-and-greets with Dodge//SRT brand team members
- The seventh pre-reveal teaser video will launch later this week

February 22, 2017, Auburn Hills, Mich. - First, Dodge started releasing pre-reveal teaser videos, giving its followers rare and unique insight into the all-new 2018 Dodge Challenger SRT Demon across its official social channels. Now, the brand will be inviting a limited number of its loyal social media fans to attend the hotly anticipated ultimate muscle car's reveal during New York Auto Show week this April.

"Our Dodge//SRT fans are among the most enthusiastic and socially engaged in the automotive industry," said [Tim Kuniskis](#), Head of Passenger Cars, Dodge, SRT, Chrysler and FIAT, FCA North America. "They also have an insatiable appetite for any news about Dodge//SRT products. Building uniquely branded content, such as [ifyouknowyouknow.com](#), is just one of the many ways that our enthusiasts can share in the excitement and also gives them the opportunity to customize the content to make it their own. Inviting fans to attend the reveal of the all-new 2018 Dodge Challenger SRT Demon in New York is our way of saying, 'thank you' for being a vital part of the Dodge and SRT community."

Since January 12, 2017, fans have been given glimpses into the Dodge Challenger SRT Demon through the pre-reveal teasers. The videos have Dodge//SRT enthusiasts buzzing, sharing the content, deciphering clues about the videos' meaning, and creating their own custom content from the teasers. Fans have been invited to check out the [ifyouknowyouknow.com](#) website, where they can find weekly updates and can access and share content.

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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