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Global Superstar Vin Diesel Officially Joins the Dodge//SRT Family as Both Come Together to Form 'The Brotherhood of Muscle'

- First three Dodge ' [The Brotherhood of Muscle](#) ' commercials, starring Diesel, debut May 1
- Partnership includes additional TV spots and social media extensions
- Diesel currently stars in Universal Pictures' "The Fate of the Furious," the No. 1 film in the world, which just had the world's biggest global opening of all time

May 1, 2017, Auburn Hills, Mich. - Actor, producer, director and screenwriter Vin Diesel, known for driving legendary Dodge performance vehicles in his iconic role as Dom Toretto in the films of the "Fast & Furious" franchise, is extending his passion for muscle cars beyond the big screen through a partnership with Dodge. The star of "The Fate of the Furious," Diesel currently headlines the No. 1 film on the planet, which just took the spot of the world's biggest global opening of all time.

Diesel powers a new campaign for Dodge and SRT, America's mainstream and ultimate performance brands, and will be featured in a series of television ads — with the first three debuting May 1.

"Dodge and SRT vehicles have an attitude and presence that provide their owners with much more than just transportation," said [Tim Kuniskis](#), Head of Passenger Car Brands - Dodge, SRT, Chrysler and FIAT, FCA - North America. "Customers who choose to purchase a Dodge from among nearly 300 available vehicle nameplates intentionally do so to make a personal statement. As Dom Toretto, Vin has played an integral part in the development of the Dodge attitude, since his 1970 Charger appeared in 'The Fast and the Furious.' It is very fitting to now have Vin become an official member of the Dodge brand family."

"Vin Diesel is the ideal partner to drive Dodge's new campaign, 'The Brotherhood of Muscle,'" said [Olivier Francois](#), Chief Marketing Officer, FCA - Global. "Both Dodge and Vin have large, extremely loyal fan bases that are passionate about high-performance vehicles, family and pride. It's a natural fit that builds on the strengths of both of us."

"Ever since 'The Fast and the Furious' began, my favorite has been the 1970 Dodge Charger," Diesel said. "As Dodge is a partner in making the 'Fast & Furious' films, I've gotten to know what they stand for ... as well as their passion for creating high-performance cars like the Hellcats and the Demon. They're bringing muscle back the right way and these are my kind of cars."

"The Brotherhood of Muscle" Commercials

The Dodge brand's fearless attitude shines through in three television spots breaking this week — "[Rally Cry](#)," "[Shepherds](#)" and "[Monsters](#)." In each, Diesel drives a Dodge Challenger SRT Hellcat, Charger SRT Hellcat or Durango R/T, and leads a pack of the ultimate Dodge performance vehicles. In his voiceover, Diesel introduces viewers to Dodge's "The Brotherhood of Muscle" lifestyle of forging one's own path. The spots end with Diesel's voice saying, "Welcome to the Brotherhood of Muscle" and the Dodge tagline, "Domestic. Not Domesticated."

The spots air on network programming, including primetime and NASCAR, as well as cable entertainment and sports programs. They were created in partnership with Austin, Texas-based creative agency, GSD&M.

In addition to the television ads, Diesel will chat about his experiences driving Dodge vehicles and introduce his enormous fan base on his social media platforms to the brand's "The Brotherhood of Muscle" lifestyle. Diesel has more than 100 million fans on his [Facebook](#) page alone.

About One Race Films

One Race Films, founded in 1995 by writer, director, producer and actor Vin Diesel, has produced the five highest-grossing films in the Fast franchise — "The Fate of the Furious," "Furious 7," "Fast & Furious 6," "Fast Five," as well as "Fast & Furious." He has directed "Multifacial," "Strays" and "Los Bandoleros." Previously, ORF launched multiple franchises in the action genre, including the science-fiction thriller "Pitch Black" and the two follow-up films, "Chronicles of Riddick" and "Riddick," along with the hit "xXx," and the recent "xXx: Return of Xander Cage." In addition to a thriving film production company, ORF launched One Race Television and gaming company in 2002, Tigon Studios, which has produced three critically acclaimed console titles, including "Chronicles of Riddick: Escape from Butcher Bay" and original property "The Wheelman." One Race Television has partnered with Universal Television on a multi-year first-look production deal.

About "The Fate of the Furious"

On the heels of 2015's "Furious 7," one of the fastest movies to reach \$1 billion worldwide and the sixth-biggest global title in box-office history, comes the newest chapter in one of the most popular and enduring motion-picture serials of all time: "The Fate of the Furious," which just had the world's biggest global opening of all time.

Now that Dom and Letty are on their honeymoon and Brian and Mia have retired from the game — and the rest of the crew has been exonerated — the globetrotting team has found a semblance of a normal life. But when a mysterious woman (Oscar winner Charlize Theron) seduces Dom into the world of crime that he can't seem to escape, and a betrayal of those closest to him, they will face trials that will test them as never before.

From the shores of Cuba and the streets of New York City to the icy plains off the arctic Barents Sea, our elite force will crisscross the globe to stop an anarchist from unleashing chaos on the world's stage ... and to bring home the man who made them a family.

For "The Fate of the Furious," Vin Diesel is joined by a returning all-star cast that includes Dwayne Johnson, Jason Statham, Michelle Rodriguez, Tyrese Gibson, Chris "Ludacris" Bridges, Nathalie Emmanuel, Elsa Pataky and Kurt Russell. In addition to Theron, the series welcomes newcomers Scott Eastwood and Oscar winner Helen Mirren. The film is directed by F. Gary Gray ("Straight Outta Compton") and produced by returning producers Neal H. Moritz, Michael Fottrell and Diesel. www.fastandfurious.com

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 shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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