

Contact: Eileen Wunderlich  
FCA US LLC

Aaron Cook  
Bondurant Racing School  
214-520-3430 (office)  
214-606-8242 (cell)  
[ACook@TPRM.com](mailto:ACook@TPRM.com)

## **Dodge//SRT and the Bob Bondurant School of High Performance Driving Add a New Drag Racing Course Featuring the 840-horsepower Challenger SRT Demon**

*'Dodge//SRT Bondurant Drag Racing School' Joins Other Bondurant 'Official High Performance Driving School of Dodge//SRT' Classes*

- One-day performance-packed drag racing course offered at no additional charge to Dodge Challenger SRT Demon owners
- Owners of other Dodge//SRT vehicles, who already receive a full-day high performance driving class, can upgrade their training to two full days (one day road course, one day drag strip) for \$999
- Non-Dodge vehicle owners can purchase the 'Dodge//SRT Bondurant Drag Racing School' for \$1,999 to learn the art of drag racing and experience the Challenger SRT Demon, SRT Hellcat, Hellcat Widebody and SRT 392
- Pre-registration for the course opens January 12, with classes beginning March 9
- Demon and SRT owners schedule their classes through the Dodge//SRT concierge line, 800-998-1110; all other owners register at [Bondurant.com/dragracing](http://Bondurant.com/dragracing)
- Check out [Dodge Garage](#) for videos, images and more information on the 'Dodge//SRT Bondurant Drag Racing School'

January 12, 2018, Auburn Hills, Mich. - Dodge//SRT and the [Bob Bondurant School of High Performance Driving](#) announced today a new performance-packed one-day drag racing class, featuring the 840-horsepower 2018 Dodge Challenger SRT Demon – the most powerful muscle car ever.

The new "[Dodge//SRT Bondurant Drag Racing School](#)" complements Bondurant's already successful "Official High Performance Driving School of Dodge//SRT" class provided to all customers who buy an SRT model vehicle and includes both classroom instruction and on-track performance driving. 2018 Dodge Challenger SRT Demon owners have the opportunity to participate in either one of these full-day classes at no additional charge.

In addition to the Challenger SRT Demon, the new drag racing course will also feature other Dodge high-performance vehicles, including the 707-horsepower Dodge Challenger SRT Hellcat and Hellcat Widebody, and the 485-horsepower Dodge Challenger SRT 392.

"With the 840-horsepower Dodge Challenger SRT Demon, 707-horsepower Charger and Challenger Hellcats and the 475-horsepower Durango SRT, the Dodge//SRT brands deliver more horsepower than any other brand in our segment," said Tim Kuniskis, Head of Passenger Cars, Dodge//SRT, Chrysler and FIAT, FCA - North America. "With great power comes responsibility, so we want our enthusiasts to respect the full capability of their machines. Our Dodge//SRT partnership with the highly acclaimed Bob Bondurant School of High Performance Driving, which comes with the purchase of an SRT, gives our customers the opportunity to get the most out of their new vehicles in a controlled environment, as well as gives anyone interested in our performance cars the chance to get behind the wheel of one at the track. Where else can you drive a Demon without having to buy one?"

Pre-registration for the "Dodge//SRT Bondurant Drag Racing School" begins January 12, with the first class starting

March 9. Demon and SRT owners register for the class through the Dodge//SRT concierge line, 800-998-1110, as their vehicle identification numbers will be verified. All others register at [Bondurant.com/dragracing](http://Bondurant.com/dragracing).

Owners of other Dodge//SRT vehicles, who already receive a full-day high performance driving class, can upgrade their training to two full days (one-day road course, one-day drag strip) for \$999. Non-Dodge vehicle owners can also take the drag racing class for \$1,999 to learn the art of drag racing and experience the Challenger SRT Demon, SRT Hellcat, Hellcat Widebody and SRT 392.

The "Dodge//SRT Bondurant Drag Racing School" will be held at Bondurant's world-class facility and the Wild Horse Pass Motorsports Park, an official NHRA drag strip, which sit on approximately 200 acres in Chandler, Arizona. The new program is a part of Bondurant's Golden 50th Anniversary in 2018 and is a collaboration with Dodge, Goodyear, Shell and Pennzoil.

Classroom instruction for the full-day school will last approximately two hours and will address the fundamental rules of drag racing, including proper launch, staging technique, reaction time, signals and safety pre- and post-checks. On-track instruction will be under the direction and supervision of a professional Bondurant instructor. Each student will get 22 single-lane runs, including a wet-box burnout, stage, 60-foot pass, half-pass and full-pass, in a variety of Challenger models.

"We're thrilled to team up with Dodge on this exciting new Drag Racing program, featuring the wicked fast Dodge Challenger SRT Demon," said Jason Bondurant, vice president of Bondurant Racing School. "Our course will be led by our professional instructors who will give students the chance to experience first-hand the impressive capabilities of this audacious production drag car. It is especially fitting that we're launching this new course at the start of our Golden 50<sup>th</sup> Anniversary. It amplifies the message that the Bondurant Racing School is continuing to evolve and looks forward to the next 50 years of adrenaline-filled motorsports action."

As the official automotive lubricant and fuel supplier of Bondurant Racing School, Shell / Pennzoil is lending additional star power to the new drag racing school. Leah Pritchett, an NHRA Top Fuel dragster driver for the Mopar, Dodge and Shell / Pennzoil brands, served as a consultant on the new program.

"Drag racing is one of the most thrilling experiences in motorsports," said Pritchett. "Bondurant and Dodge's drag racing school, which is powered with Pennzoil and Shell V-Power NiTRO+, will give Demon owners and enthusiasts the skills they need to be competitive during quarter mile runs. I'm excited that so many drivers will get to experience that shot of adrenalin that comes at max speed for 1320 feet. It's truly breathtaking."

A promotional video of the new "Dodge//SRT Bondurant Drag Racing School" and images can be viewed at [Bondurant.com/dragracing](http://Bondurant.com/dragracing) and downloaded at the [Dodge Garage](http://DodgeGarage.com), the Dodge brand's digital content hub and premier destination where muscle car and race enthusiasts can hang out to get the latest on all things Dodge//SRT and Mopar.

From high performance driving classes to racing preparation and law enforcement training, Bondurant has a program that improves skills for anyone. To learn more about Bondurant's Drag Racing programs, as well as its other classes, please call 1-800-842-RACE, or visit [www.Bondurant.com](http://www.Bondurant.com).

#### **About the Bob Bondurant School of High Performance**

The Bob Bondurant School of High Performance Driving and Bondurant Racing School, which is located in Phoenix, Arizona, is the only purpose-built driver training facility for performance enthusiasts and is the largest driver training of its kind in the World. At the heart of the 100 acre facility is a 3-mile, 26 turns and 11 multi configuration track that was designed by Bob Bondurant. The school maintains over 200 race-prepared vehicles, sedans, SUVs and open wheel cars. For more information, visit [www.Bondurant.com](http://www.Bondurant.com) or call (800) 842-RACE.

#### **About Dodge//SRT**

Dodge//SRT offers a complete lineup of performance vehicles that stand out in their own segments. Dodge is America's performance brand and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge, who founded the brand in 1914. Their influence continues today. New for 2019, the Dodge Challenger SRT Hellcat Redeye is possessed by the Demon. Its 797-horsepower supercharged HEMI® high-output engine makes it the most powerful, quickest and fastest muscle car, reaching 0-60 miles per hour (mph) in 3.4 seconds, and the fastest GT production car with a ¼-mile elapsed time (ET) of 10.8 seconds at 131 mph. It also reaches a new top speed of 203 mph.

Joining the Challenger SRT Hellcat Redeye is the 2019 Dodge Challenger SRT Hellcat, with its more powerful 717-horsepower engine, and the Challenger R/T Scat Pack Widebody, featuring fender flares from the SRT Hellcat Widebody, which add 3.5 inches of width to the 485-horsepower Scat Pack's standard body. Also new for 2019 is the Challenger R/T Scat Pack 1320 with exclusive drag strip technology from the iconic Dodge Challenger SRT Demon. The Challenger R/T Scat Pack 1320 is a drag-oriented, street-legal muscle car and a blank canvas for the serious grassroots drag racer. The 2019 Dodge Durango SRT, America's fastest, most powerful and most capable three-row SUV with a best-in-class tow rating of 8,700 lbs., completes the brand's performance lineup. These visceral performance models join a 2019 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger — a showroom that offers performance at every price point.

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