

Dodge "Most Loved" Automotive Brand on Facebook

- Dodge brand's passion for high-octane muscle, attitude and unbridled humor propel brand to most "loved" automotive brand on Facebook in 2018
- Dodge's most "loved" post was a video that featured the Dodge Challenger SRT Hellcat
- Dodge beats out nearest automotive competitor Mercedes

April 9, 2019, Auburn Hills, Mich. - The Dodge brand doesn't just break records on the track, it also crossed the Facebook finish line in 2018 as the most "loved" automotive brand on Facebook, according to a study by Crisp. Dodge came out on top in 2018 through posts that celebrate the brand's passion for high-octane muscle and irreverence, coupled with a heavy dose of humor.

"The Dodge//SRT brand's personality and voice across its social channels are representative of our millions of die-hard fans," said Steve Beahm, Head of Passenger Car Brands, Dodge//SRT, Chrysler and FIAT – FCA North America. "Their attitude and passion are exceeded only by their love of Dodge vehicles. To learn that Dodge received the most 'love' reactions on Facebook in 2018 validates our team's dedicated efforts to provide a forum for our fans to not only learn more about our vehicles, but to engage and interact with each other and share their love for the brand."

The top five Dodge brand most "loved" Facebook posts in 2018:

1. "[Respect the Beast](#)"
2. "[Front End Friday](#)"
3. "[Introducing the Triple Threat](#)"
4. "[Hellephant](#)" powers the 1968 Dodge "Super Charger" Concept "
5. "[Muscle Redefined](#)"

Dodge received 461,187 total "love" reactions on Facebook in 2018, beating its next closest competitor Mercedes, which accrued 382,629, to be the most loved automotive brand on Facebook in 2018. While other brands posted double the total number of posts, Dodge achieved the most "love" through just 408 posts and by bringing muscle cars and nostalgia roaring back to life.

"Dodge demonstrates that they truly understand that the value of social media is engaging with customers and fans in a way that resonates rather than simply marketing at them," said Emma Monks, Vice President of Crisis Intelligence at Crisp. "Dodge produces a small amount of high quality content on Facebook that informs, entertains and invites fans to celebrate and share their passion for these iconic cars. This is the building block of creating great brand trust and reputation online."

Online crisis monitoring firm Crisp compiled reactions on Facebook to develop its Automotive Social Reactions Index to learn how automotive brands are viewed online. Based on the analysis of 19,846 Facebook posts published by the top 50 automotive brands, the report summarizes feedback from January 2018 to January 2019.

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.

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