

## **The Struts and Dodge Brand Hit the Racetrack and the Streets as Part of High-octane Advertising Campaign Featuring “Dancing in the Street”**

July 11, 2019, Auburn Hills, Mich. - The Dodge brand and The Struts (Interscope Records) are teaming up as part of a new summer advertising campaign launching across television, social and digital channels this week. The band's recently released rendition of “Dancing in the Street,” which can be downloaded/streamed [here](#), adds fuel to the Dodge brand's summer campaign, which includes pitting The Struts band members – Luke Spiller, Adam Slack, Jed Elliott and Gethin Davies – against each other on the race track in a [2019 Dodge Challenger R/T Scat Pack 1320](#).

Dodge brand's 30-second television spot: "[Dodge | Dancing in the Street](#)."

As part of the Dodge brand's social content, fans of The Struts will have the chance to see their favorite band member pitted against their bandmates on the drag strip. Luke, Adam, Jed and Gethin will learn about the 2019 Dodge Challenger R/T Scat Pack 1320 and its capabilities on the track. The guys will be coached on how to drive and race the Dodge Challenger, preparing each for a safe race down the track.

As The Struts are prepping to get behind the wheel, fans can hype up the race online through the Dodge brand's social channels, including [Twitter](#) and [Instagram](#), with the chance to vote for who they think will win. Once ready, Luke, Adam, Jed and Gethin will each get the chance to race the 1/8 mile and the best time wins!

### **About The Struts**

Formed in Derby, England in 2012, The Struts have found themselves massively embraced by some of the greatest icons in rock-and-roll history. Along with opening for Foo Fighters, The Rolling Stones, The Who and Guns N' Roses, the U.K.-bred four-piece band was also hand-picked by Mötley Crüe to serve as the supporting act for their last-ever performances. The Struts released their sophomore album YOUNG&DANGEROUS in the fall of 2018 and have been on the road nonstop since their formation, including worldwide headline shows and prestigious festival plays, including Lollapalooza, Governors Ball, Bottle Rock, Isle of Wright and many more. The Struts recently finished a sold-out European tour and are currently touring the states on their Young & Dangerous Tour 2019. Visit [www.thestruts.com](http://www.thestruts.com) for more information.

### **About Interscope Geffen A&M**

Combining the legacies of three of the most influential record labels in modern music history, Interscope Geffen A&M embarked on a new tradition of musical achievement with its unification on January 1, 1999. Headed by Chairman and CEO John Janick, Interscope Geffen A&M is a major force in global music, developing chart-topping artists across a wide range of musical genres, including rock, rap, pop and alternative. Interscope Geffen A&M is part of Universal Music Group, the world's largest music company. [www.interscope.com](http://www.interscope.com)

### **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](http://www.fcagroup.com).

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