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## Game On: Dodge Releases First “Dodge Horsepower Challenge” Question

- First weekly “Dodge Horsepower Challenge” question, announced by professional athlete, pro wrestler and automobile aficionado [Bill Goldberg](#), is now available online at [www.Dodge.com](#)
- The answer to the first Challenge question will be available on [Dodge.com](#) one week from its release, on Tuesday, Nov. 12 at 8 a.m. ET
- One clue per day, in the form of hidden hashtags in imagery, will be given across the Dodge brand's [Twitter](#) and [Instagram](#) channels to help narrow down the multiple choice options
- Five lucky Dodge enthusiasts have the chance to take home a special-edition TorRed Dodge Challenger SRT Hellcat Redeye

November 5, 2019, Auburn Hills, Mich. - Dodge fans can now get in on the game – the big horsepower game – as the brand officially launches the Dodge Horsepower Challenge and the chance to win one of five special-edition TorRed Dodge Challenger SRT Hellcat Redeye models.

Dodge [announced last week](#) that the brand will welcome five new owners into the Brotherhood of Muscle with the “Dodge Horsepower Challenge: 5 Weeks. 5 Questions. 5 Challengers.” The first challenge question is available now online at [www.Dodge.com](#). Every week for the next five weeks, one lucky Dodge enthusiast will have the chance to become the proud owner of one of these special-edition Challenger SRT Hellcat Redeye models. The key to being eligible to win a Challenger lies in answering at least one of the weekly multiple choice challenge questions correctly.

### [Week 1 “Dodge Horsepower Challenge” Question \(Tuesday, Nov. 5\):](#)

We all know the fastest way between two points is a straight line. That’s why the Challenger embraces straightaways.

***The fastest time ever run at Pikes Peak is 7:57. That’s too long. If we removed all the curves, making a straight line from top to bottom, how quickly could a Challenger SRT Hellcat Redeye reach the top?***

“We never said it would be easy,” said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. “But I can guarantee that the time spent behind the wheel of a Challenger SRT Hellcat Redeye, the most powerful, quickest and fastest muscle car, will be worth the effort. And we’ll even help you – I strongly encourage our fans to go to the Dodge Instagram and Twitter channels to find the clues we’ll be giving every day to help narrow down the correct response.”

Consumers can visit the Dodge brand's [Twitter](#) and [Instagram](#) channels before attempting to answer the questions to discover clues in the form of hidden hashtags in imagery to help narrow down the multiple choice options.

The “Dodge Horsepower Challenge: 5 Weeks. 5 Questions. 5 Challengers” consists of Bill Goldberg providing horsepower-inspired challenge questions with multiple choice responses online at [Dodge.com](#) every Tuesday, beginning Nov. 5, for five weeks. Each week’s new challenge question will launch on Tuesday at 8 a.m. ET and run through the following Monday at 11:59 p.m. ET. The answer to each week’s challenge question will be available on [Dodge.com](#) one week from its release (that following Tuesday) at 8 a.m. ET.

Bill Goldberg, professional athlete, pro wrestler and automobile aficionado, will announce each week's challenge question on [Dodge.com](http://Dodge.com). Goldberg starred as "[Santa](#)" in the Dodge brand's holiday campaign last year.

For official rules, visit [Dodge.com](http://Dodge.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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