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Dodge Brand Launches New 'House of Power' Video Across TV, Digital and Social Channels Featuring Footage From Universal Pictures' New Fast Saga Film, 'F9'

- Sixty-second " House of Power" now on the Dodge brand's YouTube channel and social media channels, including Facebook, Instagram and Twitter
- Campaign is an extension of Dodge brand's partnership with Universal Pictures and The Fast Saga
- Sixty-second spot includes film footage with Vin Diesel, John Cena and Michelle Rodriguez from "F9," the ninth chapter in the global blockbuster franchise
- The film opens in North America on May 22
- The "House of Power" video is narrated by Vin Diesel
- "House of Power" is set against AC/DC's anthemic track "Hell's Bells"

February 12, 2020, Auburn Hills, Mich. - Dodge is launching its new "House of Power" campaign, featuring the Dodge Challenger SRT Hellcat Widebody, the Dodge Charger SRT Hellcat Widebody and the Dodge Durango SRT, in addition to footage from the upcoming action thriller "F9," the ninth chapter in Universal Pictures' blockbuster Fast Saga, which has earned more than $5 billion worldwide. The campaign will include a 30-second version of the video for television, which will debut this week, in addition to the 60-second version that extends to the brand's digital and social media channels, including YouTube, Facebook, Instagram and Twitter.

"'House of Power' is the next chapter in the brand's long-standing partnership with Vin Diesel and the iconic 'Fast' franchise," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "'House of Power' isn't a place, it's a state of mind that Dodge enthusiasts have always shared. It's for those who don't fit the mold, but break it ... this state of mind is a brotherhood. A Brotherhood of Muscle."

To launch the new chapter in its iconic Fast saga, Universal Pictures held a massive fan celebration, " The Road to F9," on January 31 in Miami, Florida. The studio released the all-new trailer for the film and hosted a once-in-a-lifetime concert complete with performances from global music superstars, including Cardi B and Ozuna, who both have roles in "F9." The 60-second "House of Power" spot first aired on television during the televised event.

Narrated by Vin Diesel, "House of Power" is set against the pulse-pounding "Hell's Bells" track by AC/DC.

"F9"
No matter how fast you are, no one outruns their past.

Summer 2020 is the time for "F9," the ninth chapter in the saga that has endured for almost two decades and has earned more than $5 billion around the world.

Vin Diesel's Dom Toretto is leading a quiet life off the grid with Letty and his son, little Brian, but they know that danger always lurks just over their peaceful horizon. This time that threat will force Dom to confront the sins of his past if he's going to save those he loves most. His crew joins together to stop a world-shattering plot led by the most skilled assassin and high-performance driver they've ever encountered: a man who also happens to be Dom's forsaken brother, Jakob (John Cena, next year's "The Suicide Squad").

"F9" sees the return of Justin Lin as director, who helmed the third, fourth, fifth and sixth chapters of the series when it transformed into a global blockbuster. The action hurtles around the globe, from London to Tokyo, from Central

America to Edinburgh, and from a secret bunker in Azerbaijan to the teeming streets of Tblisi. Along the way, old friends will be resurrected, old foes will return, history will be rewritten and the true meaning of family will be tested like never before.

The film stars returning cast members Michelle Rodriguez, Tyrese Gibson, Chris “Ludacris” Bridges, Jordana Brewster, Nathalie Emmanuel and Sung Kang, with Oscar-winner Helen Mirren and Oscar-winner Charlize Theron. "F9" also features Grammy-winning superstar Cardi B as new franchise character Leysa, a woman with a connection to Dom’s past, and a cameo by Reggaeton sensation Ozuna.

"F9" is produced by Neal H. Moritz, Vin Diesel, Jeff Kirschenbaum, Joe Roth, Justin Lin, Clayton Townsend and Samantha Vincent. www.thefastsaga.com

Universal Pictures
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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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