

Dodge Brand's #TheMuscleBehindUs Social Campaign Recognizes Essential Workers Riding to the Frontlines

- **#TheMuscleBehindUs** campaign spans across Dodge brand's Instagram, Twitter, Facebook and YouTube channels, in addition to [DodgeGarage.com](https://www.dodgegarage.com)
- Social campaign encourages enthusiasts to submit stories and photos of their heroes who work on the frontlines of the pandemic crisis using #TheMuscleBehindUs hashtag
- The new #TheMuscleBehindUs 30-second videos "[Strength](#)" and "[Horsepower](#)," now running on the brand's social media channels, honor essential workers, including paramedics, police, firefighters, doctors, nurses, grocery workers, utility workers and freight drivers
- Dodge will select the most compelling stories/photos to create content for a social series featuring these heroes across the brand's social media channels and on DodgeGarage.com
- Dodge is also launching content across its social media channels to keep those in the Brotherhood of Muscle entertained at home, including weekly quizzes and other engaging content

April 21, 2020, Auburn Hills, Mich. - The Dodge brand's **#TheMuscleBehindUs** social campaign is giving the Brotherhood of Muscle the opportunity to recognize those who serve as first responders and other essential workers on the frontlines of the pandemic crisis. The social campaign encourages members of the Brotherhood of Muscle to submit stories and photos of their heroes whose work is essential to keep their communities safe, using #TheMuscleBehindUs hashtag. The new 30-second videos "[Strength](#)" and "[Horsepower](#)," recognizing these essential workers, including paramedics, police, firefighters, doctors, nurses, grocery workers, utility workers and freight drivers, can be viewed now on the brand's social media channels, including [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [DodgeGarage.com](https://www.dodgegarage.com).

"Dodge wants to honor those on the frontlines of this crisis who are working fearlessly everyday to protect our communities and the people who live in them," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "We're calling upon the Brotherhood of Muscle to tell us the stories of the heroes in their lives who are performing extraordinary work, day in and day out, during this pandemic, and we'll share the most compelling stories and honor these brave individuals across our social media channels, including a page dedicated to them on [DodgeGarage.com](https://www.dodgegarage.com)."

To bring together and keep the brand's social media following of more than 11 million enthusiasts entertained when at home, Dodge is offering social content, including "[Hide the Hellcat](#)," hiding the Hellcat logo in posts across its social media channels. And with sporting events cancelled, Dodge will soon give fans something to cheer for when it takes its videos featuring some of the brand's most thrilling and heart-pounding stunts and creates brackets for enthusiasts to pick their favorites. The brand will also launch weekly "How Much Horsepower" quizzes in May, where fans will be asked to guess how much horsepower they see in the select videos posted across the brand's social media channels for a chance to become eligible to win select prizes and merchandise.

More content will roll out across Dodge social media channels from April through the end of summer in August, including "Horsepower from Home," featuring some of Dodge//SRT's lead exterior and interior designers and engineers live from their home garages. From what's under the hood to how it sounds behind the wheel, these Dodge experts will give intimate, yet informal tours of what's in their garage.

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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