Contact: Kristin Starnes

Claire Carroll

Dodge//SRT Lets Freedom Rev With 8,950 Horsepower in New Product Lineup

- Dodge//SRT to reveal its new 2021 lineup at noon ET on July 2, 2020, at dodge.com
- To build-up to the reveal event that will kick off the holiday weekend, Dodge has created a rendition of "The Star-Spangled Banner" with sounds of its iconic supercharged HEMI® engines
- Initial 30-second teaser video will launch on June 29 on dodge.com,followed by three additional teaser videos that will launch July 1, one on each of Dodge brand's Facebook, Twitter and Instagram channels. One final reminder teaser will launch across all Dodge social channels on July 2, the morning of the reveal
- After the July 2 reveal, Dodge//SRT will introduce a new full-length video that showcases its new performance lineup to the music created for the teaser

June 29, 2020, Auburn Hills, Mich. - Dodge//SRT is creating some fireworks of its own leading into the July 4 holiday weekend, taking its obsession with American muscle and unmatched performance to the next level with the reveal of its new 2021 muscle car lineup at dodge.com on July 2, 2020, at noon ET.

To mark the occasion, Dodge has created a rendition of "The Star-Spangled Banner" with sounds of its iconic supercharged HEMI® engines. The combination of high-speed revving, upshifting, downshifting and supercharger whines comes together to make a one-of-a-kind national anthem, Dodge performance style.

"The sound of a screaming supercharged HEMI is so distinctive that this teaser video doesn't need a single image ... if you know, you know," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "Tune in July 2 to celebrate with Dodge the pursuit of life, liberty and 8,950 horsepower."

Initial 30-second teaser video will launch on dodge.com. Dodge will continue to build anticipation throughout the week leading up to the reveal. On July 1, the brand will share three more unique teaser videos with its nearly 12 million highly engaged fans across its social media channels, one each on Facebook, Twitter and Instagram. Check out all three Dodge social media channels to see all three of the unique teasers. One final reminder teaser will launch across all Dodge social media channels on July 2, the morning of the reveal.

"If you listen closely, and we know our fans will, you will get a taste of what's coming for Dodge//SRT in 2021," Kuniskis added. "We think our fans will pick up on a few key notes."

Dodge//SRT's full passion for performance will be on full display at the July 2 reveal, which can be viewed at dodge.com.

After the July 2 reveal, Dodge//SRT will introduce a new full-length second video that showcases its new performance lineup set to the music created for the teaser.

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.

Follow Dodge//SRT and company news and video on:
Company blog: http://blog.stellantisnorthamerica.com
Media website: http://media.stellantisnorthamerica.com
Dodge brand: www.dodge.com
Direct Connection: www.DCPerformance.com
DodgeGarage: www.dodgegarage.com
Facebook: www.facebook.com/dodge
Instagram: www.instagram.com/dodgeofficial
Twitter: www.twitter.com/dodge and @StellantisNA
YouTube: www.youtube.com/dodge,https://www.youtube.com/StellantisNA

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com