

Contact: David Elshoff  
Darren Jacobs

## **Dodge Scores Kelley Blue Book Image Award Honors for Fourth Consecutive Year**

- Dodge earns a Best Car Styling Brand award for fourth consecutive year
- Kelley Blue Book 2022 Brand Image Awards categories are calculated among luxury, non-luxury and truck shoppers
- Dodge Challenger closed 2021 as the No. 1 muscle car in the U.S., giving the brand its first ever crown in the segment

March 11, 2022, Auburn Hills, Mich. - The Dodge brand's performance-inspired, high-impact heritage design cues are once again garnering accolades, this time with Kelley Blue Book naming Dodge a Best Car Styling Brand in its 2022 Brand Image Awards — the fourth consecutive honor for the Dodge brand.

Kelley Blue Book 2022 Brand Image Awards are calculated among luxury, non-luxury and truck shoppers and are based on annual new-car buyer perception data.

"Kelley Blue Book Brand Image Award winners lead the pack when it comes to capturing new-car shoppers' attention," said Vanessa Ton, senior industry intelligence manager for Kelley Blue Book. "As more automotive brands and new models arrive on the scene each year, the increasingly crowded marketplace provides fresh challenges for product designers and planners and marketers alike. The battle for market share starts with perception and consideration among shoppers, so these winners epitomize which brands are most successful in making a positive impact on their target audience for 2022."

Dodge has no problem in the capturing attention department, with styling that expresses the legendary Dodge performance attitude straight from the factory. The brand's pure performance image helped drive Dodge Challenger to the No. 1 spot in muscle car total sales in the U.S. in 2021, giving the brand its first ever crown in the segment.

Dodge continues to deliver recognizable, high-impact performance models and appearance packages. New 2022 Dodge Challenger and Charger SRT [Jailbreak models](#) unleash full access to the entire palette of Dodge personalization options and empower customers to create their own customized performance vehicle, while HEMI® Orange and SRT Black appearance packages for select Challenger and Charger models provide additional customization options.

The brand is also keeping the pedal down on its two-year [Dodge Never Lift](#) campaign, which provides a road map to its performance future. To view the 24 Months of Muscle calendar, visit [Dodgegarage.com/never-lift](https://dodgegarage.com/never-lift).

The 2022 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book's Brand Watch study. Kelley Blue Book's Brand Watch is an online brand and model perception tracking study, which taps into more than 12,000 in-market new-vehicle shoppers annually on KBB.com. The highly comprehensive study offers insight into how shoppers perceive important factors driving their purchase decisions and captures brand/model familiarity among new-car shoppers. For more information about the 2022 Kelley Blue Book Brand Image Awards, visit <https://www.kbb.com/awards/brand-image-awards/>.

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

Direct Connection: [www.DCPerformance.com](http://www.DCPerformance.com)

DodgeGarage: [www.dodgegarage.com](http://www.dodgegarage.com)

Facebook: [www.facebook.com/dodge](http://www.facebook.com/dodge)

Instagram: [www.instagram.com/dodgeofficial](http://www.instagram.com/dodgeofficial)

Twitter: [www.twitter.com/dodge](http://www.twitter.com/dodge) and [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: [www.youtube.com/dodge](http://www.youtube.com/dodge), <https://www.youtube.com/StellantisNA>

-###-

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