

Contact: David Elshoff

Todd Goyer

## **New Ad Campaign For Dodge Ram SRT-10 Blows the Doors Off**

February 4, 2004, Auburn Hills, Mich. -

- World's Fastest Production Pickup Demonstrates Power and Performance with NASCAR Nextel Cup Driver Ryan Newman at the Wheel

If you aren't driving a Dodge Ram SRT-10 pickup, you may be in danger of losing your doors, according to a new advertising campaign from Dodge.

Dodge will launch a new ad campaign featuring the Dodge Ram SRT-10 and NASCAR Driver of the Year Ryan Newman, who pilots the No. 12 ALLTEL Dodge for Penske Racing South, in conjunction with the 2004 Daytona 500. The fourth television spot to promote Dodge Motorsports' involvement in NASCAR, the "Doors" campaign proves that Dodge's "Race Inspired, Street Legal" credo is backed by power and performance.

"This campaign leverages Dodge Motorsports' involvement in NASCAR Nextel Cup Series and Craftsman Truck Series racing and continues building interest in the Dodge brand among NASCAR fans," said Bo Puffer, Motorsports Marketing Specialist for Dodge. "Ryan Newman is known as a passionate race car driver who delivers powerful performances. Dodge Ram fans are passionate about performance, too, and this Dodge Ram SRT-10 provides the power to 'Grab Life by the Horns.'"

The television commercial opens with a variety of automobile doors landing in front yards, swimming pools, intersections and other neighborhood locales. Then, the viewer learns why the doors are being blown off – it's the power of the new Dodge Ram SRT-10 driven by Ryan Newman. Newman, on his way home from a day's work, continues his speedy driving style, creating a commotion along the way. He peacefully parks in his driveway at home, leaving behind him a path strewn with car doors and stunned onlookers.

The new 2004 Dodge Ram SRT-10 is the most powerful, fastest production pickup ever. It is powered by the 505 cubic-inch, 8.3-liter aluminum V-10 engine found in the Dodge Viper SRT-10, which produces 500 horsepower and 525 lb.-ft. of torque. It has a top speed of more than 150 mph, and goes from zero to 60 in just over five seconds.

Developed by Chrysler Group's Street and Racing Technology (SRT) organization, the Ram SRT-10 was created by the same engineers that developed the Dodge Ram race truck that competes in the NASCAR Craftsman Truck Series. It incorporates the power and performance of the race truck, with distinctive styling and a refined interior.

Like all of Dodge's SRT (Street and Racing Technology) cars and trucks, the Dodge SRT-10 features high-output engine performance, sport suspension, aggressive aerodynamics, performance wheels and tires, race-inspired interior and performance exhausts and brakes. Dodge's SRT engineers tuned the suspension of the SRT-10 for powerful handling and re-designed the interior for performance driving. The 2004 Dodge Ram SRT-10 has Dodge's signature cross-hair grille with a lower and bolder stance than the standard Ram. The 505-watt sound system ensures the Ram is both seen and heard.

The campaign breaks on Sunday, Feb. 15, in the broadcast of the Daytona 500 on NBC. Developed by BBDO/Detroit, it will air throughout the year on race broadcasts and other sports programs.

-###-

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