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Cars, Movies and Music Come Together as Dodge Partners with Universal Pictures and Atlantic Records on 'Furious 7'

- 'Furious 7' opens April 3 and features 2015 Dodge Challenger, Dodge Charger R/T and 'armored' Jeep® Wrangler Unlimited
- Dodge launches multitier marketing initiative to promote action-thriller, including 'Flash to the Future' television ads for U.S. markets and across international countries, and Furious 7 web landing page at www.dodge.com/en/furious-7
- Dodge vehicles also showcased in new music videos of songs from Atlantic Records 'Furious 7: Original Motion Picture Soundtrack,' available in stores and at online retailers March 17

March 9, 2015, Auburn Hills, Mich. - Dodge, which has been a part of the blockbuster Fast & Furious franchise since its inception, announced today a promotional partnership with Universal Pictures for "Furious 7," in theaters April 3, and a first-ever partnership with Atlantic Records on music videos that support the label's "Furious 7: Original Motion Picture Soundtrack," available March 17 and available now for pre-order at <http://smarturl.it/furious7>.

A Candy Red 2015 Dodge Charger, driven by Dominic (Dom) Toretto (Vin Diesel) in various chase scenes throughout "Furious 7"; a Sublime Green and Black 2015 Dodge Challenger R/T driven by Letty Ortiz (Michelle Rodriguez); and an armored 2015 Jeep Wrangler Unlimited driven by Tej Parker (Chris "Ludacris" Bridges), play prominent roles in the movie. In all, FCA US provided nearly 30 vehicles for the movie production.

Many high performance Dodge vehicles – including the 707-horsepower Dodge Challenger SRT Hellcat and Dodge Charger SRT Hellcat, 645-horsepower Dodge Viper GTS and other new and vintage Dodge vehicles – are featured in music videos Atlantic is releasing in support of its original movie soundtrack album.

"Fast Dodge cars, adrenaline-filled action and heart-pounding music have fueled the Fast & Furious movie franchise," said Olivier Francois, Chief Marketing Officer, FCA – Global. "For the first time, Dodge is broadening its long-time partnership with an innovative new Atlantic Records collaboration that truly expands the power and reach of the Fast & Furious franchise and provides a natural extension for showcasing Dodge's most powerful new performance vehicles to movie, music and car enthusiasts everywhere."

Dodge will support its promotional partnership with Universal with a multitier marketing initiative that includes [television spots](#) for the U.S. and international markets, social media and digital marketing campaigns, and a special Furious 7 [landing page](#) on the brand's website.

Television Ads

Dodge created new television commercials to promote "Furious 7," including a national spot debuting March 9, featuring the 2015 Dodge Challenger. In addition, television spots featuring the 2015 Dodge Charger will air in the Middle East and ones featuring the 2015 Jeep Wrangler will air in other international markets. All ads include clips from the movie and new vehicle footage.

The “[Flash to the Future](#)” national spot opens at a Dodge dealership with a customer walking up to and getting into a Dodge Challenger R/T. As he admires the interior and gets a feel for the Challenger, he suddenly is launched into a high-octane, aggressive, intense fantasy of the “Furious 7” world, which includes an action-packed scene from the movie. The spot cuts back to the reality of the customer at the dealership and closes with a voice over saying “It’s not Fast & Furious without a Dodge. ‘Furious 7’ in theaters starting April 3.”

The spots were created in partnership with full-service advertising agency, Doner.

New Dodge ‘Furious 7’ Landing Page

Fans can check out the www.dodge.com/en/furious-7 website to explore the muscle behind the movie and find out more about the “Furious 7” good guys, bad guys and cars. The site includes movie stills and information about the Dodge Challenger SRT Hellcat, Charger SRT Hellcat, Charger R/T Scat Pack and Charger 392 HEMI® Scat Pack Shaker.

Atlantic Records Music Videos

On March 17, Atlantic Records will release “Furious 7: Original Motion Picture Soundtrack,” the musical companion to Universal Picture’s “Furious 7.” In the weeks leading up to the album’s debut, Atlantic has been releasing a series of exclusive singles from artists including Kid Ink, Y.G., Wale, Tyga & Rich Homie Quan’s “Ride Out,” T.I. & Young Thug’s “Off Set” and Prince Royce’s “My Angel.” In an exclusive partnership with Dodge, America’s mainstream performance brand, current and vintage Dodge vehicles are featured in the music videos. A special “See You Again” video features six Dodge vehicles including the Sublime Green and Black 2015 Challenger from “Furious 7.”

The “Furious 7: Original Motion Picture Soundtrack” is available for pre-order at <http://smarturl.it/furious7> and streaming at <http://smarturl.it/streamFurious7>.

About ‘Furious 7’

Continuing the global exploits in the unstoppable franchise built on speed, Vin Diesel, Paul Walker and Dwayne Johnson lead the returning cast of “[Furious 7](#).” James Wan directs this chapter of the hugely successful series that also welcomes back favorites Michelle Rodriguez, Jordana Brewster, Tyrese Gibson, Chris “Ludacris” Bridges, Elsa Pataky and Lucas Black. They are joined by international action stars new to the franchise including Jason Statham, Djimon Hounsou, Tony Jaa, Ronda Rousey, Nathalie Emmanuel and Kurt Russell. Neal H. Moritz, Vin Diesel and Michael Fottrell return to produce the film written by Chris Morgan. Additional “Furious 7” information is available at www.furious7.com.

About Dodge

The Dodge brand is America’s mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the “mainstream performance” brand and SRT is positioned as the “ultimate performance” halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand’s full lineup of 2015 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and Charger SRT Hellcat. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and its flagship, the Dodge Viper.

About Atlantic Records

Atlantic Records celebrated its 65th Anniversary in 2013. Founded in New York City, the label literally grew from a one-room operation into one of the world’s preeminent music companies. Atlantic has released a string of recordings that have had a profound impact on the course of modern music, its rich history including such musical icons as Ray

Charles, Aretha Franklin, John Coltrane, and Led Zeppelin. The Atlantic Records Group roster today includes many of the world's most popular recording artists, among them James Blunt, B.o.B, Christina Perri, Coldplay, Death Cab for Cutie, Ed Sheeran, Flo Rida, fun., Lupe Fiasco, David Guetta, Bruno Mars, Matchbox Twenty, Janelle Monáe, Jason Mraz, K Michelle, Nate Ruess, Shinedown, Rob Thomas, Trey Songz, Wale, Wiz Khalifa, and many more.

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