

Contact: Berj Alexanian

Kristin Starnes

## **Dodge Draws Tens of Thousands to the First-ever Legal Street Drag Racing on Woodward Avenue with Roadkill Nights Car Festival**

- Woodward Avenue transformed into drag strip for first-ever legal street racing for Roadkill Nights Powered by Dodge
- More than 30,000 performance enthusiasts participate in the second-annual free car festival
- Top four Dodge body and Dodge powered cars won total prizes worth \$19,000
- First place winner Mike Moran, of Taylor, Mich., wins top prize of \$10,000

August 20, 2016, Auburn Hills, Mich. - Woodward Avenue in Pontiac, Mich., transformed into a drag strip for the first-ever legal street racing during the second annual Roadkill Nights Powered by Dodge on Friday, Aug. 19. Building on the huge success of last year's premiere event at the Pontiac Silverdome, Dodge and TEN: The Enthusiast Network muscled their way onto historic Highway 1 – Woodward Avenue – for nine hours of drag racing. Performance enthusiasts traveled from as far away as Kansas and Alabama to race for a total cash purse of \$19,000.

“From a Dodge perspective, this was an absolutely epic event,” said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “Performance is more than a set of numbers, it's an attitude. More than 30,000 performance enthusiasts, triple the number that attended of last year, showed up to be a part of this incredible event – the first-ever legal drag racing on Woodward. Roadkill Nights is a tremendous opportunity to connect with our fellow performance enthusiasts, embrace those who are already Dodge owners and give potential owners a chance to get a real feeling what Dodge is all about.”

More than 350 street-legal cars hit the specially prepped 1/8-mile drag strip on Woodward Avenue between Rapid Street and South Boulevard to compete in high-powered drag racing for cash prizes. In addition, more than 1,000 cars rolled in for a show 'n' shine car show. Fans also lined up for thrill rides in Dodge Charger SRT Hellcats, Challenger SRT Hellcats and Dodge Vipers on a drifting course with professional drivers.

Mike Moran of Taylor, Mich., won the top cash prize, \$10,000, when his 1969 Dodge Charger powered by a 5.6-liter twin turbo Gen 2 HEMI® V-8, sped to a winning finish in an old-school grudge-style drag race.

### **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 muscle cars and SUVs that deliver unrivaled performance in each of the segments where they compete.

Dodge drives forward as a pure performance brand, offering SRT versions of every model across the lineup. For the 2022 model year, Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock, the 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world, and the Dodge Durango SRT 392, America's fastest, most powerful and most capable three-row SUV. Combined, these three muscle cars make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power [Initial Quality Study](#) (IQS). In 2021, the Dodge brand ranked No. 1 in the J.D. Power [APEAL Study](#) (mass market), making it the only domestic brand ever to do so two years in a row.

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).

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