Contact: Dan Reid
Kristin Starnes
Eileen Wunderlich

Dodge Resurrects the Demon: Teaser Video No. 6 – 'Multiplication'

- "Multiplication," the sixth video in the 2018 Dodge Challenger SRT Demon pre-reveal teaser campaign, launches today
- Fans should visit www.ifyouknowyouknow.com for weekly updates, to download sharable content and for a countdown to its reveal
- Dodge's new ultimate performance halo to be unveiled during 2017 New York International Auto Show week
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

February 16, 2017, Auburn Hills, Mich. - The 2018 Dodge Challenger SRT Demon claws the road.

In video No. 3, Dodge revealed that the Challenger SRT Demon will be factory equipped with 18x11-inch lightweight wheels and 315/40R 18 Nitto NT05R street-legal drag radials. These new drag radials measure 12.6 inches wide and were designed and developed specifically for the Dodge Challenger SRT Demon using a new compound and unique tire construction.

The added traction and higher profile of these new tires allow the Challenger SRT Demon to handle higher launch torque loads. So, since it can now handle more, Dodge decided to give it more … more torque multiplication.

The Dodge Challenger SRT Demon has been upgraded with a higher stall speed torque converter and 3.09 rear axle gears.

Result compared with a Challenger Hellcat:

- Approximately 15 percent larger tire contact patch
- More than twice as much grip
- Approximately 18 percent increase in converter torque multiplication
- Approximately 18 percent increase in rear axle torque multiplication

These upgrades *alone* enable the Challenger SRT Demon to generate more than 35 percent higher launch force than a Challenger Hellcat, and there are seven weeks to go.

Fans should visit www.ifyouknowyouknow.com to watch the "Multiplication" video multiple times. Just like the previous videos, nothing is a coincidence and everything means something. Follow along with other teaser videos to learn more about what's next from Dodge and SRT.

Our story so far:

Leading up to the New York reveal, Dodge is launching its first-ever pre-debut video teaser campaign, including a new website www.ifyouknowyouknow.com,where fans and followers can get weekly updates, download sharable content and gain insight into the 2018 Dodge Challenger SRT Demon's engineering prowess.

Videos released so far:

- " Cage" debuted January 12

- " Reduction" debuted January 19
- " Wide Body" debuted January 26
- " Crate" debuted on February 2
- " Forced Induction" debuted on February 9

In the coming weeks, Dodge will continue to bring fans and followers in on more details by slowly peeling away layer upon layer of the new Challenger SRT Demon via video shorts that highlight the engineering that has gone into its development.

All videos in the series will be featured at www.ifyouknowyouknow.com. A countdown clock tells viewers when the next installment will be uncaged. The final chapter arrives when the Challenger SRT Demon is revealed in New York City, prior to the New York International Auto Show.

Dodge is promoting the teaser campaign on its Facebook, Twitter and Instagram social media pages, directing fans to www.ifyouknowyouknow.com and encouraging them to use the hashtag **#DodgeDemon**.

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.

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