Contact: Dan Reid
Kristin Starnes
Eileen Wunderlich

Dodge Resurrects the Demon: Teaser Video No. 9 – 'Performance Pages'

- "Performance Pages," the ninth video in the 2018 Dodge Challenger SRT Demon pre-reveal teaser campaign, launches today
- Dodge's new ultimate performance halo to be unveiled Tuesday, April 11, during 2017 New York International Auto Show week
- Fans should visit www.ifyouknowyouknow.com for weekly updates, to download sharable content and for a countdown to its reveal
- Fans can also uncage their excitement for the reveal of the 2018 Dodge Challenger SRT Demon by posting shares, comments or likes across the Dodge brand's official YouTube, Facebook, Twitter and Instagram channels. Dodge will surprise 10 loyal fans with an invitation to the hotly anticipated SRT Demon reveal
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

March 9, 2017, Auburn Hills, Mich. - The 2018 Dodge Challenger SRT Demon arms the driver with real-time information, as demonstrated in the newest teaser video, "Performance Pages," unlocked on March 9.

The SRT Performance Pages are a key part of the driver-oriented Uconnect system and its 8.4-inch touchscreen in the center of the instrument panel.

Unique capabilities of the Performance Pages for the Challenger SRT Demon include:

- Real-time graphic display of engine horsepower and torque with gear changes plotted
    - The power levels can be data recorded to track performance gains from changes, such as use of the Direct Connection Performance Parts
- Real-time display of the supercharger intercooler coolant temperature
    - The Challenger SRT Demon sports the first-ever factory production car After-Run Chiller, which keeps the cooling fan and intercooler pump running after engine shutdown until a targeted temperature is reached
- Driver-selectable line-lock, rpm-adjustable launch control and by-individual-gear-adjustable shift light in the instrument cluster
- Timers for reaction time; 0-60 mph, 0-100 mph, eighth-mile and quarter-mile elapsed time and vehicle speed
- Display of instantaneous and peak lateral and longitudinal g-forces
- Gauge read-outs for engine oil pressure and temperature, coolant temperature, transmission fluid temperature, intake air temperature, air-fuel ratio, intercooler coolant temperature, boost pressure and battery voltage
    - Gauge read-outs can be displayed as real time graphs with data record functionality

With the new data recorder feature, Challenger SRT Demon drivers can build an archive of data to help optimize the car for track and weather conditions, as well as improving driving techniques.

The Dodge Challenger SRT Demon's Performance Pages also allow drivers to select between three different Drive Modes: Auto (Street), Drag and Custom.

Auto (Street) Mode options:

- Multiple levels of engine performance
- Three levels of suspension “feel and response”
- Three levels of steering “feel and response”

Drag Mode options:

- Multiple levels of engine performance
- One level of transmission shifting “speed and firmness”
- One level of traction control
- One level of suspension “feel and response”
- One level of steering “feel and response”

Custom Mode options:

- Nearly every combination of options available in Auto (Street) or Drag can be configured in the Custom Drive Mode
    - As an example, a Challenger SRT Demon driver could select the elements of Drag Mode related to engine and transmission performance, but could select Sport Mode for the suspension and steering, providing the on-road driving dynamics of a Challenger SRT Hellcat

Fans should visit www.ifyouknowyouknow.com to watch “Performance Pages” and the other 2018 Dodge Challenger SRT Demon videos. Remember, nothing is a coincidence and everything means something.

Fans can also uncage their excitement for the reveal of the 2018 Dodge Challenger SRT Demon by posting shares, comments or likes across the Dodge brand’s official YouTube, Facebook, Twitter and Instagram channels. Dodge will surprise 10 loyal fans with an invitation to the hotly anticipated SRT Demon reveal during New York’s auto show week.

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
- “ Multiplication” debuted on February 16
- “ Third Law” debuted on February 23
- “ Race-hardened Parts” debuted on March 2

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 on April 11, 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**.

-###-

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