

Contact: Eileen Wunderlich  
Stellantis

Kristin Starnes  
Stellantis

Rob Quigley  
TEN: The Enthusiast Network  
310-363-4086 (office)  
[Rob.Quigley@enthusiastnetwork.com](mailto:Rob.Quigley@enthusiastnetwork.com)

## **'Roadkill Nights Powered by Dodge' Returns With Legal Drag Racing on Woodward Avenue for a Second Year**

- Moving up a week to Saturday, Aug. 12, 'Roadkill Nights Powered by Dodge' kicks off metro Detroit's week-long celebration of classic cars and car culture
- From 11 a.m. – 11 p.m., 'Roadkill Nights' takes over M1 Concourse in Pontiac, Michigan, with drag racing and thrill rides, first-ever celebrity showdown races, show 'n' shine, dyno runs, family friendly activities and more
- On the dragstrip and via race simulators, attendees can check out the full potential of the 2018 Dodge Challenger SRT Demon, the most powerful muscle car ever, with 840 horsepower and 770 lb.-ft. of torque
- Spectator tickets and participant vehicle registration is now available at [roadkill.com/nights](http://roadkill.com/nights); drag race vehicle registration details will be available soon

June 26, 2017, Auburn Hills, Mich. - Back for 2017, "Roadkill Nights Powered by Dodge," TEN: The Enthusiast Network's popular drag racing event and car festival, which attracted more than 30,000 fans last year, returns to M1 Concourse in Pontiac, Michigan. Moving up a week, Roadkill Nights takes place on Saturday, Aug.12, kicking off southeast Michigan's weeklong celebration of classic cars and car culture.

This year's "Roadkill Nights Powered by Dodge" is even bigger and better, bringing back legal street drag racing on Woodward Avenue and even more experiences, including Dodge Thrill Rides in the 707-horsepower Dodge Challenger SRT Hellcat and Charger SRT Hellcat and the 645-horsepower Dodge Viper. Fans will also get to see the new 840-horsepower 2018 Dodge Challenger SRT Demon on the dragstrip and "drive" it via a high-octane drag racing simulation experience. Additional activities include cacklefest, wheelstander exhibition runs, dyno tests, show 'n' shine, "Roadkill" stunts and exhibitions. New family-friendly activities this year include thrill rides on the M1 track, large inflatable slides and obstacle course, rock climbing walls, face painting, as well as live music and entertainment on the main stage, and an eclectic array of food truck offerings and beverages available for purchase.

"Continuing the Dodge brand's efforts to take racing off the streets and to a professionally run strip, there is no better way to kick off Detroit's annual cruise week than to have a pure enthusiast event like Roadkill Nights Powered by Dodge," said Tim Kuniskis, Head of Passenger Cars, Dodge, SRT, Chrysler, and FIAT, FCA – North America. "This event is also the perfect opportunity to show muscle car enthusiasts from around the world the new 840-horsepower Dodge Challenger SRT Demon where it was born to dominate – on the dragstrip."

The car show and festival will also include a first-ever celebrity showdown with "Roadkill" cohosts David Freiburger and Mike Finnegan, drag racing stars Leah Pritchett and Matt Hagan, and "The House of Muscle" car guru Mike Musto. Leading the races will be Freiburger and Finnegan, cohosts of the most-viewed YouTube automotive original series in the United States. Chris Jacobs of Velocity's "Overhaulin'" will cohost the activities both on and off the dragstrip.

"Roadkill Nights brings 'Roadkill' to life and allows our fans to participate in the thrill of fingers-clenching, top-speed drag racing, which is what we thrive on," Freiburger says. "There's something for everyone — drag racers, families,

foodies and anyone who is looking to have a great day filled with unparalleled fun at an iconic location."

The August 12 "Roadkill Nights Powered by Dodge" event is open from 11 a.m. to 11 p.m. Drag racing and Dodge Thrill rides will take place from 11 a.m. to 9:30 p.m.

### **Roadkill Nights Registration Information**

General admission to the event is \$10 per person — \$5 per person for Pontiac residents (\$5 price available on-site only). Children 12 years and under are free.

Full details for spectator tickets, show 'n' shine registration, and an extensive range of VIP packages are available now at [roadkill.com/nights](http://roadkill.com/nights).

Drag race vehicle registration details will be available soon.

For more information on ROADKILL and Roadkill Nights, see [Roadkill.com](http://Roadkill.com) and follow on Facebook: [facebook.com/roadkillshow](https://facebook.com/roadkillshow) and Twitter: [twitter.com/roadkillshow](https://twitter.com/roadkillshow).

Fans can follow the action for Roadkill Nights at hashtags #RoadkillNights and #poweredbydodge.

Street racing can have serious legal and safety risks. Both ROADKILL and Dodge want enthusiasts to enjoy performance driving in a safe, controlled environment, run by professionals with vehicle safety inspections, driver evaluations, and track safety.

### **About ROADKILL**

The ROADKILL brand delivers a one-of-a-kind taste of "Automotive Chaos Theory" and features authentic gearheads David Freiburger and Mike Finnegan in a variety of mediums, including the most-viewed YouTube automotive original series in the United States, Roadkill Nights branded events, a quarterly magazine, and *Roadkill Extra* and *Roadkill Garage* shows, available exclusively on Motor Trend OnDemand.

### **About TEN: The Enthusiast Network**

TEN: [The Enthusiast Network](http://TheEnthusiastNetwork) is the world's premier transmedia network of enthusiast brands, such as MOTOR TREND, AUTOMOBILE, HOT ROD, SURFER, TRANSWORLD SKATEBOARDING, and GRINDTV. With more than 60 websites, 50 publications, 50 annual events, the [Motor Trend OnDemand](http://MotorTrendOnDemand) subscription video-on-demand service, as well as the world's largest automotive and action/adventure sports media platforms, TEN inspires enthusiasts to pursue their passions. For more information, visit [enthusiastnetwork.com](http://enthusiastnetwork.com).

### **Dodge//SRT**

For 110 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge, America's performance brand, 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](http://www.stellantis.com).

### **Follow Dodge//SRT and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Dodge brand: [www.dodge.com](http://www.dodge.com)

Direct Connection: [www.DCPerformance.com](http://www.DCPerformance.com)

DodgeGarage: [www.dodgegarage.com](http://www.dodgegarage.com)

Facebook: [www.facebook.com/dodge](http://www.facebook.com/dodge)

Instagram: [www.instagram.com/dodgeofficial](http://www.instagram.com/dodgeofficial)

Twitter: [www.twitter.com/dodge](http://www.twitter.com/dodge) and [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: [www.youtube.com/dodge](http://www.youtube.com/dodge), <https://www.youtube.com/StellantisNA>

-###-

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