

Contact: Eileen Wunderlich  
Stellantis

Jonathan Klinger  
Hagerty  
(231) 922-8822 (office)  
(231) 534-4951 (cell)  
[jklinger@hagerty.com](mailto:jklinger@hagerty.com)

## **As Dodge Performance Enthusiasts Await the 2018 Dodge Challenger SRT Demon, Hagerty Unleashes Official Insurance Coverage to Protect Them**

- As the official insurer of the 2018 Dodge Challenger SRT Demon, Hagerty offers tailored coverage to 3,000 U.S. and 300 Canadian enthusiasts
- Demon fans can call Hagerty's dedicated hotline at (844) 840-8733 for more information
- The new 2018 Dodge Challenger SRT Demon, the fastest quarter-mile car in the world, begins arriving at Dodge//SRT dealerships this fall at a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of **\$84,995** (including \$1,700 gas guzzler tax, excluding \$1,095 destination); its full 840 horsepower can be unleashed for \$1

July 11, 2017, Auburn Hills, Mich. - As the next chapter in the Dodge brand's performance legacy inches closer with the [2018 Dodge Challenger SRT Demon](#) – the most-powerful, street legal production car ever – arriving in dealerships this fall, Hagerty is unleashing official insurance policies specifically tailored to give Demon owners specialized insurance coverage and the ability to enjoy their new performance machine.

"We are living in the golden age of automotive performance, and the Demon is the latest example that speaks directly to the hearts of enthusiasts," said McKeel Hagerty, CEO – Hagerty. "The insurance industry had a hand in ending the first great muscle car era, and we're here to make sure history doesn't repeat itself."

The Dodge Challenger SRT Demon is the first-ever production car to do a front-wheel lift, as certified by Guinness World Records, and it's the world's fastest quarter-mile production car with an elapsed time (ET) of 9.65 seconds at 140 miles per hour (mph), as certified by National Hot Rod Association (NHRA). It also registers the highest g-force (1.8 g) ever recorded at launch in a production car.

"The 2018 Dodge Challenger SRT Demon isn't just the industry's first and only purpose built street-legal production drag car, it is also the world's first drag car that you actually want to drive on the street," said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "We didn't build the Demon to be a halo car that never sees the light of day – we want to make sure that Demon owners have access to the insurance they need to get these cars out on the street, for all the Dodge//SRT enthusiasts to see and appreciate their performance."

Hagerty's coverage for the Demon will be the same Guaranteed Value™ policy that is provided to all vehicles that qualify for their program. Unlike traditional auto policies for daily driven vehicles, the vehicle's value is established at the time the policy is issued. This eliminates the need for any negotiation on value should the vehicle experience a total covered loss.

Dodge named Hagerty as its official insurance provider of the Dodge Challenger SRT Demon in April. Hagerty, the world's leading insurance provider for enthusiast vehicles, is a company for people who love cars and they already protect many of the rarest high-performance cars in the world.

Hagerty is ready to work with Demon owners to discuss their best insurance options. For more information, call a dedicated hotline for Demon owners at (844) 840-8733. For those preferring to start the process online, visit

[www.hagerty.com](http://www.hagerty.com) and click the "Quote Now" tab.

### **About Hagerty**

Hagerty offers insurance for enthusiast cars, trucks, motorcycles and motorcycle safety equipment, tractors, automotive tools and spare parts, and even "automobilia" (any historic or collectible item linked with motor vehicles). Hagerty also offers overseas shipping and touring insurance coverage, business coverage and club liability coverage. For more information, call (800) 922-4050 or visit [www.hagerty.com](http://www.hagerty.com). Hagerty also provides online Valuation Tools and publishes Hagerty Price Guide, which are the premier guides for post-war collectible automobiles. For more information please visit [www.hagerty.com/valuationtools](http://www.hagerty.com/valuationtools).

### **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](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>