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## **Dodge Invites Enthusiasts to Test Their Skills on Dodge Challenger SRT Demon Simulators for Chance to Win Trip to Dodge//SRT Bondurant Drag Racing School**

- Fans can enter the 'Drag Strip Showdown' contest at Dodge-sponsored National Hot Rod Association (NHRA) races and other events, from July 19 to November 11
- Simulator participants go head-to-head to compete for best race times with leaderboards instantly displaying competitors' run times and ranks
- Top four showdown-winning drivers join Mopar Dodge Top Fuel driver Leah Pritchett and Mopar Dodge Charger Funny Car driver Matt Hagan at the Dodge//SRT Bondurant Drag Racing School for final competition in the 840-horsepower Dodge Challenger SRT Demon – the most powerful muscle car ever
- Two additional winners will be randomly selected to attend Dodge//SRT Bondurant Drag Racing school by entering a sweepstakes at [Dodge Garage](#) when the promotion begins July 19
- 39th annual Dodge Mile-High NHRA Nationals Powered by Mopar runs July 19-22 at Bandimere Speedway in Denver

July 12, 2018, Auburn Hills, Mich. - Dodge is inviting its enthusiasts and National Hot Rod Association (NHRA) race fans to participate in the "Drag Strip Showdown," a head-to-head competition in Dodge Challenger SRT Demon simulators where the top four drivers with the best race times win trips to the Dodge//SRT Bondurant Drag Racing School.

The contest winners will be paired with either Mopar Dodge Top Fuel driver Leah Pritchett or Mopar Dodge Charger Funny Car driver Matt Hagan and be coached for the final competition taking place at Bondurant in the 840-horsepower Dodge Challenger SRT Demon – the industry's first and only purpose-built, street-legal production drag car and the most powerful muscle car ever.

"Always a popular draw at events, the Dodge Challenger SRT Demon simulators provide drivers with incredibly realistic, interactive drag racing experiences as they go head-to-head to see who has the fastest reaction time and quarter-mile time," said Steve Beahm, Head of Passenger Car Brands – Dodge//SRT, Chrysler and FIAT, FCA - North America. "Honing these skills in the 'Drag Strip Showdown' will be excellent practice for working with Leah Pritchett and Matt Hagan before taking the wheel in an actual 840-horsepower Demon on the Bondurant drag racing track."

The "Drag Strip Showdown" begins Thursday, July 19 at the 39th annual Dodge Mile-High NHRA Nationals Powered by Mopar near Denver. The showdown runs through November 11 at Dodge-sponsored NHRA races throughout the country, as well as the August 11 Motor Trend Group's "[Roadkill Nights Powered by Dodge](#)" popular street drag racing and car festival in Pontiac, Michigan, and the October 30-November 2 Specialty Equipment Market Association (SEMA) trade show in Las Vegas.

A leaderboard at each event instantly displays competitors' time and rank after their run. The [Dodge Garage](#) digital content hub will also showcase the leaderboard, displaying the top competitors and promoting the competition.

Enthusiasts have another opportunity to attend the Dodge//SRT Bondurant Drag Racing School by entering the "Drag Strip Showdown" sweepstakes component of the promotion at [Dodge Garage](#) when the promotion begins July 19. Two additional winners will be randomly selected to receive gift certificates to the school at a date of their

choosing.

Racing fans can test their skills in the Dodge Challenger SRT Demon simulators and enter “Drag Strip Showdown” contest at these events:

<b>EVENT</b>	<b>LOCATION</b>	<b>DATES (all 2018)</b>
Dodge Mile-High NHRA Nationals Powered by Mopar	Morrison, CO	July 19-22
Roadkill Nights	Pontiac, MI	August 11
NHRA Lucas Oil Nationals	Brainerd, MN	August 17-19
NHRA U.S. Nationals	Indianapolis, IN	August 30-September 3
NHRA Dodge Nationals	Mohnton, PA	September 13-16
NHRA Midwest Nationals	Madison, IL	September 21-23
NHRA Fall Nationals	Dallas, TX	October 5-7
NHRA Carolina Nationals	Concord, NC	October 12-14
NHRA Nationals - Las Vegas	Las Vegas, NV	October 26-28
SEMA	Las Vegas, NV	October 30-November 2
NHRA Finals	Pomona, CA	November 9-11

Dodge is the title sponsor of the NHRA Mello Yello Drag Racing Series national event at Bandimere Speedway. The Dodge Mile-High NHRA Nationals Powered by Mopar marks the 30th year that FCA US brands are race sponsors, one of the longest partnerships in all of motorsports.

The supercharged partnership of Dodge and Mopar in NHRA includes increased sponsorship of Leah Pritchett's Top Fuel dragster, continuing support as primary sponsor of Matt Hagan's Dodge Charger R/T Funny Car and a new 4, 800-square-foot exhibit that combines the brands' rigs to form one of the largest displays on the NHRA Manufacturers Midway.

Dodge fans can stay in touch with racing news and events at the [Dodge Garage](#), a one-stop digital content hub and premier destination for drag racing and muscle car enthusiasts.

#### **Dodge 'Drag Strip Showdown' Contest and Sweepstakes Rules**

The “Drag Strip Showdown” promotion consists of a contest that takes place during various events and a sweepstakes that will be available online during event days. Eligible entrants must have a free [DodgeGarage.com](#) account and may only participate in the contest while at the events or while the event is underway for the sweepstakes. “Drag Strip Showdown” entrants must be legal residents of the 50 United States and the District of Columbia who are at least 21 years old at the time of entry.

A contest entrant may participate in multiple races at the same or different events from July 19 to November 11; however, only the fastest elapsed race time will be used as the one contest entry. Online sweepstakes entries are limited to one per day per user name, only during the event days when the simulators are running.

Additional contest and sweepstakes details are available [here](#).

#### **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 where they compete.

Dodge drives forward as a pure performance brand, offering SRT Hellcat versions of the Dodge Challenger, Dodge Charger and Dodge Durango, as well as an R/T performance hybrid version of the all-new Dodge Hornet, representing the brand's first-ever electrified performance vehicle. 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 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. Combined, these four muscle vehicles make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2022, 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 three years in a row. 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).

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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