

## **Dodge//SRT Brand and The LEGO Group Launch New LEGO® Speed Champions Building Set Featuring the 2018 Dodge Challenger SRT Demon as Part of New Multimedia Marketing Campaign**

- Campaign features 30-second television commercial “[Metamorphosis](#)” that can be viewed on Dodge brand’s [Instagram](#), [Twitter](#), [Facebook](#) and [YouTube](#) channels
- Spot features National Hot Rod Association (NHRA) drag racing champion Leah Pritchett
- LEGO Group releases new LEGO® Speed Champions building set featuring the 2018 Dodge Challenger SRT Demon and the 1970 Dodge Charger R/T, now available to consumers worldwide

January 2, 2019, Auburn Hills, Mich. - Dodge and The LEGO Group announced a partnership pairing the two iconic brands through a new multimedia marketing campaign. The campaign launches with a new 30-second television commercial “[Metamorphosis](#)” that first breaks across the Dodge brand’s [Instagram](#), [Twitter](#), [Facebook](#) and [YouTube](#) channels. The initiative also includes a new LEGO® Speed Champions building set that features the 2018 Dodge Challenger SRT Demon and the 1970 Dodge Charger R/T.

“We know that many of our Dodge//SRT enthusiasts become fans of the brand at an early age, and like me, also grow up building LEGO vehicles that we dream of one day driving on the road,” said Steve Beahm, Head of Passenger Car Brands, Dodge//SRT, Chrysler and FIAT – FCA North America. “With the new Speed Champions set featuring the 2018 Dodge Challenger SRT Demon and the 1970 Dodge Charger R/T, our youngest fans can now build and jump into the ‘driver’s’ seat of two of their ultimate fantasy muscle cars.”

“We are thrilled to bring the exciting Dodge designs to a LEGO build and play experience that is sure to capture the imaginations of not only LEGO fans, but also car lovers and the passionate community of Dodge enthusiasts around the world,” said Chris Stamp, senior designer, LEGO Group.

As part of the LEGO® Speed Champions series of buildable iconic vehicles, modern meets classic in a [new set featuring the 2018 Dodge Challenger SRT Demon and 1970 Dodge Charger R/T](#). Fans of all ages of the Dodge and LEGO brands can recreate a thrilling drag racing experience after building the LEGO Speed Champions 2018 Dodge Challenger SRT Demon and 1970 Dodge Charger R/T models! The Dodge Challenger SRT Demon features two sets of wheel rims, authentic design details and decorative stickers while the cool LEGO version of the Dodge Charger, an iconic American muscle car, has a removable supercharger and alternate engine cover. The set also includes:

- Three LEGO minifigures: a Challenger driver, Charger driver and a race marshal.
- The race-ready, buildable 2018 Dodge Challenger SRT Demon features a minifigure cockpit, removable windshield, wheels with rubber tires, 2 sets of rims, rear spoiler, dual exhaust, and authentic design details and decorative stickers.
- The muscular, buildable 1970 Dodge Charger R/T features a minifigure cockpit, removable windshield, wheels with rubber tires, removable supercharger and alternate engine cover, translucent light-style elements, and authentic design details and decorative stickers.

A limited number of LEGO® Speed Champions building sets featuring the 2018 Dodge Challenger SRT Demon and the 1970 Dodge Charger R/T will also be available for purchase on [Dodge.com](#).

The 30-second Dodge spot “Metamorphosis” was created in partnership with GSD&M.

### **About the LEGO Group**

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine. The company was founded in Billund, Denmark, in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words LEg GOdt, which mean "Play Well". Today, the LEGO Group remains a family-owned company headquartered in Billund. However, its products are now sold in more than 140 countries worldwide. For more information: [www.LEGO.com](http://www.LEGO.com).

### **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 muscle cars and SUVs that deliver unrivaled performance in each of the segments where they compete.

Dodge drives forward as a pure performance brand, offering SRT versions of every model across the lineup. For the 2022 model year, 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 Dodge Durango SRT 392, America's fastest, most powerful and most capable three-row SUV. Combined, these three muscle cars make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

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). In 2021, 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 two years in a row.

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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