

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.

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.

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