

Dodge//SRT, Mopar Add NHRA National Event Title Sponsorships at Houston and Las Vegas Races

Brands Partner With Pennzoil to Double NHRA Sponsorship Reach to Four Events in 2019

- Mopar Express Lane NHRA SpringNationals Presented By Pennzoil set for April 12-14 near Houston
- Dodge Mile-High NHRA Nationals Presented By Pennzoil return to Denver area on July 19-21
- Mopar Express Lane NHRA Nationals Presented By Pennzoil roll into Reading, Pennsylvania, on September 12-15
- Dodge NHRA Nationals Presented By Pennzoil scheduled for October 31 – November 3 in Las Vegas
- Pennzoil partners with brands as presenting sponsor at all four events
- For information on Dodge//SRT and Mopar in NHRA, visit www.DodgeGarage.com

February 1, 2019, Auburn Hills, Mich. - Dodge//SRT and Mopar announced today a partnership with Pennzoil to pump up participation in the National Hot Rod Association (NHRA), doubling their number of event title sponsorships for the 2019 season.

Mopar will claim headline sponsor duties at the NHRA tour stop in Houston, and Dodge//SRT will take title rights for the fall NHRA Las Vegas race. The brands will also continue their primary sponsorship roles at NHRA events near Denver and Reading, Pennsylvania.

Dodge//SRT and Mopar 2019 NHRA Title Sponsorship Schedule:

- April 12-14, 2019: Mopar Express Lane NHRA SpringNationals Presented By Pennzoil, Baytown, Texas (New)
- July 19-21, 2019: Dodge Mile-High NHRA Nationals Presented By Pennzoil, Morrison, Colorado
- Sept. 12-15, 2019: Mopar Express Lane NHRA Nationals Presented By Pennzoil, Reading, Pennsylvania
- Oct. 31 – Nov. 3, 2019: Dodge NHRA Nationals Presented By Pennzoil, Las Vegas (New)

“With growing interest in drag racing, Dodge//SRT and Mopar are doubling down on our commitment to NHRA for the 2019 race season, partnering with Pennzoil and adding new event title sponsorships that will supercharge our outreach to the performance lovers who fuel our brands,” said Steve Beahm, Head of Parts and Service (Mopar) and Passenger Car Brands, FCA – North America. “Many of our customers carry a passion for performance on the street and on the strip, and our long-running involvement with NHRA offers the perfect opportunity to connect with these car enthusiasts and owners. Our two new event title sponsorships help us strengthen that connection.”

“NHRA is excited to expand upon our partnership with Dodge//SRT and Mopar, while bringing on another prominent brand in Pennzoil,” said Brad Gerber, NHRA Vice President of Sales and Chief Development Officer. “We’re looking forward to having fun and lots of excitement in the following years with Dodge//SRT, Mopar and Pennzoil as partners.”

The new event title sponsorships represent multiyear commitments by Dodge//SRT and Mopar. Pennzoil will serve as presenting sponsor at the four events, deepening an already strong on-track relationship between the three brands.

“We’re excited to be building on the strong relationship we have with Dodge//SRT and Mopar both on and off the track,” said Patty Lanning, Vice President of North American Marketing for Shell Lubricants. “Pennzoil has over a hundred years of history as a nationally-recognized brand, and has deep roots in motorsports, including many successful years in NHRA. The track provides the perfect high-intensity test environment for our products, and we’re proud of the fact that the oil technology that runs in Top Fuel and Funny Car is the same technology that goes into

consumer vehicles on the road every day.”

The brands will mark their first new title sponsorship with the Mopar Express Lane NHRA Spring Nationals Presented By Pennzoil, set for April 12-14 in Baytown, Texas, near Houston. In the fall, the newly christened Dodge NHRA Nationals Presented By Pennzoil will hit The Strip at Las Vegas Motor Speedway on October 31 – November 3.

America’s performance brand will also return as title sponsor of the Dodge Mile-High NHRA Nationals Presented By Pennzoil on July 19-21, marking 31 years with FCA US LLC as the title sponsor at Bandimere Speedway, nestled in the Rocky Mountains near Denver. The Mopar Express Lane NHRA Nationals Presented By Pennzoil, formerly known as the Dodge NHRA Nationals, will be renamed and rumble into tradition-rich Maple Grove Raceway near Reading, Pennsylvania, on September 12-15.

To follow Dodge//SRT and Mopar during the 2019 NHRA Mello Yello Drag Racing Series season, visit [Dodge Garage](#), a digital content hub for muscle car and race enthusiasts.

About Dodge

Dodge//SRT offers a complete lineup of performance vehicles that stand out in their own segments. Dodge is America’s mainstream performance brand and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge, who founded the brand in 1914. Their influence continues today. New for 2019, the Dodge Challenger SRT Hellcat Redeye is possessed by the Demon. Its 797-horsepower supercharged HEMI® high-output engine makes it the most powerful, quickest and fastest muscle car reaching 0-60 miles per hour (mph) in 3.4 seconds and the fastest GT production car with a ¼-mile elapsed time (ET) of 10.8 seconds at 131 mph. It also reaches a new top speed of 203 mph. Joining the Challenger SRT Hellcat Redeye is the 2019 Dodge Challenger SRT Hellcat with its more powerful 717-horsepower engine, the Challenger R/T Scat Pack Widebody, which features fender flares from the SRT Hellcat Widebody and adds 3.5 inches of width to Scat Pack’s footprint, as well as and the new Challenger R/T Scat Pack 1320. Infused with exclusive drag strip technology from the iconic Dodge Challenger SRT Demon, the Challenger R/T Scat Pack 1320 is a drag-oriented, street-legal muscle car and a blank canvas for the serious grassroots drag racer. The 2019 Dodge Durango SRT, America’s fastest, most powerful and most capable three-row SUV with a best-in-class tow rating of 8,700 lbs. fills out the brands’ performance lineup. These visceral performance models join a 2019 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger — a showroom that offers performance at every price point.

About Mopar

Mopar (a simple contraction of the words MOfor and PARts) is the service, parts and customer-care brand for FCA vehicles around the globe. Born in 1937 as the name of a line of antifreeze products, the Mopar brand has evolved over more than 80 years to represent both complete care and authentic performance for owners and enthusiasts worldwide.

Mopar made its mark in the 1960s during the muscle-car era, with Mopar Performance Parts to enhance speed and handling for both road and racing use, and expanded to include technical service and customer support. Today, the Mopar brand’s global reach distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centers and 25 customer contact centers globally, Mopar integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Mopar is the source for genuine parts and accessories for all FCA US LLC vehicle brands. Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles, offering a direct connection that no other aftermarket parts company can provide. Complete information on the Mopar brand is available at www.mopar.com.

About Shell and Pennzoil

Shell Oil Company (“Shell”) and Pennzoil-Quaker State Company (“Pennzoil”) are affiliates of Royal Dutch Shell plc, a global group of energy and petrochemical companies with operations in more than 70 countries. In the U.S., Shell operates in 50 states and employs more than 20,000 people working to help tackle the challenges of the new

energy future. The Shell downstream organization manages a portfolio of top-quality brands, including the No. 1 selling premium gasoline, Shell V-Power® NiTRO+ Premium Gasoline, No. 1 selling gasoline, Shell Nitrogen Enriched Gasolines, and Pennzoil®, America's most trusted No. 1 selling motor oil brand.

Shell and Pennzoil's motorsports technical alliances around the world provide a testing ground for fuel and lubricant technologies and products in demanding road conditions. The knowledge Shell and Pennzoil gain through these alliances help address tomorrow's world mobility energy challenge with efficient solutions that power and protect motorists around the globe. www.shell.com, www.shell.us, www.pennzoil.com

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