

Contact: Diane Morgan
Kristin Starnes

Dodge to Welcome Five New Owners Into the Brotherhood of Muscle With Horsepower Challenge

- Five lucky consumers have the chance to take home a special-edition TorRed Dodge Challenger SRT Hellcat Redeye
- Details on weekly “Dodge Horsepower Challenge: 5 Weeks. 5 Questions. 5 Challengers,” featuring a multiple choice horsepower-inspired question, can be found at [Dodge.com](https://www.dodge.com) every Tuesday, starting Nov. 5
- First weekly “Dodge Horsepower Challenge” question, [announced by Bill Goldberg](#) (professional athlete, pro wrestler and automobile aficionado), begins Tuesday, Nov. 5 and ends Monday, Nov. 11
- New Challenge questions announced by Goldberg will launch on Tuesdays at 8 a.m. ET and run through the following Monday at 11:59 p.m. ET
- The answer to each week’s Challenge question will be available on [Dodge.com](https://www.dodge.com) one week from its release (that following Tuesday) at 8 a.m. ET
- One clue per day, in the form of hidden hashtags in imagery, will be given across the Dodge brand’s [Twitter](#) and [Instagram](#) channels to help narrow down the multiple choice options

October 29, 2019, Auburn Hills, Mich. - As a “thank you” to Dodge owners and fans for helping the brand achieve its [500 million horsepower goal](#) early, the brand is launching the “Dodge Horsepower Challenge: 5 Weeks. 5 Questions. 5 Challengers,” starting on Tuesday, Nov. 5, on [Dodge.com](https://www.dodge.com). Every week for the next five weeks, one lucky Dodge enthusiast will have the chance to take home a special-edition TorRed Dodge Challenger SRT Hellcat Redeye. The key to being eligible to win a Challenger lies in answering at least one of the weekly multiple choice challenge questions correctly.

“At Dodge, we know that no matter how much horsepower you have, a little more can’t hurt. So we’re giving all our loyal fans an opportunity to get one of our highest horsepower Challenger models for free,” said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. “Unfortunately, there isn’t really any such thing as free horsepower, so these five lucky Dodge fans will have to earn their way in by answering a horsepower question. Ok, the questions are ridiculously difficult, but it is a free Challenger SRT Hellcat Redeye, and we’ll help you along the way.”

The “Dodge Horsepower Challenge: 5 Weeks. 5 Questions. 5 Challengers” consists of Bill Goldberg providing horsepower-inspired challenge questions with multiple choice responses online at [Dodge.com](https://www.dodge.com) every Tuesday, beginning Nov. 5. Consumers can visit the Dodge brand’s [Twitter](#) and [Instagram](#) channels before attempting to answer the questions to discover clues in the form of hidden hashtags in imagery to help narrow down the multiple choice options.

Each week’s new challenge question will launch on Tuesday at 8 a.m. ET and run through the following Monday at 11:59 p.m. ET. The answer to each week’s Challenge question will be available on [Dodge.com](https://www.dodge.com) one week from its release (that following Tuesday) at 8 a.m. ET.

Bill Goldberg, professional athlete, pro wrestler and automobile aficionado, will announce each week’s challenge question on [Dodge.com](https://www.dodge.com). Goldberg [starred as “Santa”](#) in the Dodge brand’s holiday campaign last year.

For official rules, visit Dodge.com.

' [Dodge Power Dollars](#)' more than exceeded the brand's expectations, giving a huge boost to Dodge performance across the country and helping the brand reach its goal of putting a half billion horsepower into the hands of its loyal enthusiasts by the end of the 2019. The Dodge muscle cars are attracting a new generation of shoppers who are drawn to the performance, attitude and personality of the Dodge brand – a brand that continues to differentiate itself within the car segment.

Leveraging its unrivaled performance and unmatched horsepower, combined with the industry-exclusive "Dodge Power Dollars" program, which gives customers across the United States who purchase any 2019 Dodge Challenger, Dodge Charger or Dodge Durango a \$10 per horsepower cash allowance, the Dodge brand has blown past its initial goal of growing to 500 million horsepower by the end of the year, more than two months ahead of its goal.

The Dodge Challenger reported a record third quarter in 2019, building on its best ever sales record in 2018, while the Charger notched its highest level of third-quarter sales in 13 years, on pace to lead the U.S. large car segment for three years running in 2019. Over the past decade, Challenger and Charger sales have increased more than 60 percent. Durango is on track to have its best calendar-year sales total since 2005.

Dodge//SRT

For 110 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.

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

Direct Connection: www.DCPerformance.com

DodgeGarage: www.dodgegarage.com

Facebook: www.facebook.com/dodge

Instagram: www.instagram.com/dodgeofficial

Twitter: www.twitter.com/dodge and [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: www.youtube.com/dodge, <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>