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MEDIA ADVISORY: 50 Years and Zero Chance of Growing Up – Dodge to Celebrate Challenger Milestone at 2019 AutoMobility LA

2019 AutoMobility LA Motoring Invitational Powered by Dodge Showcases 50 Challengers for the Muscle Car's 50th Anniversary at the Los Angeles Convention Center Nov. 20

WHO: The Golden Age of muscle cars is now and Dodge is celebrating the Golden Anniversary of the iconic Dodge Challenger. With its heritage design, unmatched power and everyday livability, the Challenger is a true GT car and every bit as beloved and relevant to today's consumer as the first generation was 50 years ago.

WHAT: Dodge is celebrating the Challenger's 50th Anniversary during the 2019 AutoMobility LA Motoring Invitational. Credentialed attendees will be able to enjoy complimentary breakfast and check out 50 new and heritage Challengers from the 1970-2020 model years, including celebrity cars, customer cars and fan-favorites, such as:

- 1970 Challenger R/T Shaker - Convertible
- 1970 Challenger T/A
- 2008 Challenger (original concept)
- 2017 Dodge Challenger SRT 392 (owned by Samson Ebukam, NFL Player)
- 2018 Challenger SRT Demon (Guinness World Record-setting)

WHERE: The vehicles will be featured as part of the Dodge Challenger 50th Anniversary showcase inside the Technology Pavilion, located in front of the Los Angeles Convention Center.

WHEN: Wednesday, November 20, 2019, from 7 – 8:30 a.m. PT

About the Los Angeles Auto Show and AutoMobility LA

Founded in 1907, the Los Angeles Auto Show (LA Auto Show®) is the first major North American auto show of the season annually. In 2016, the show's Press & Trade Days merged with the Connected Car Expo (CCE) to become AutoMobility LA™, the industry's first trade show converging the technology and automotive sectors to launch new products and technologies and to discuss the most pressing issues surrounding the future of transportation and mobility. AutoMobility LA 2019 will take place at the Los Angeles Convention Center Nov. 18-21, with manufacturer vehicle debuts intermixed. LA Auto Show 2019 will be open to the public Nov. 22-Dec 1. AutoMobility LA is where the new auto industry gets business done, unveils groundbreaking new products, and makes strategic announcements in front of media and industry professionals from around the globe. LA Auto Show is endorsed by the Greater LA New Car Dealer Association and is owned and operated by ANSA Productions. To receive the latest show news and information, follow the LA Auto Show on [Twitter](#), [Facebook](#) or [Instagram](#) and sign up for alerts at <http://www.laautoshow.com/>. For more information about AutoMobility LA, please visit <http://www.automobilityla.com/> and follow AutoMobility LA on [Twitter](#), [Facebook](#) or [Instagram](#).

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 plug-in hybrid electric vehicle (PHEV) version of the all-new 2023 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.

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