

Dodge Brand, Sony Pictures Consumer Products and 2006 'Talladega Nights: The Ballad of Ricky Bobby' Launch 'Family Motto' Video

- Sixty-second "Family Motto," taking a page from the 2006 film "Talladega Nights: The Ballad of Ricky Bobby," debuts across Dodge brand's social media channels today, Fri., Oct. 2
- Rip-roaring spot features Gary Cole as a younger Reese Bobby on the chase after his 10-year-old son Ricky Bobby
- "Family Motto," borrowing the notorious tagline "if you ain't first, you're last" from the film, celebrates the Dodge brand's historic, recent, first-place finishes in both the J.D. Power APEAL Study (mass market) and J.D. Power Initial Quality Study (IQS)
- Dodge results are historic because it marks the first time a domestic brand has earned top spots in J.D. Power's mass-market APEAL Study and J.D. Power's IQS in the same year
- Sony Music Entertainment and AC/DC provide the video's music "Shot in the Dark," the first song released by AC/DC in six years
- Dodge spot features J.D. Power, Sony Pictures' "Talladega Nights: The Ballad of Ricky Bobby," AC/DC, Mountain Dew and Shake 'n Bake
- Dodge will leverage spot to promote Dodge Power Dollars 2020 incentive program, \$10 cash allowance per horsepower on 2020 Dodge Challenger, Charger and Durango models

October 2, 2020, Auburn Hills, Mich. - Dodge brand today launched the 60-second "[Family Motto](#)" video across its social media channels. The spot, which celebrates the brand's historic, recent, first-place finishes in both the [J.D. Power APEAL Study](#) (mass market) and [J.D. Power Initial Quality Study](#) (IQS), stars Gary Cole reprising his role as Reese Bobby and the iconic line, "if you ain't first, you're last," from the 2006 Sony Pictures film "Talladega Nights: The Ballad of Ricky Bobby."

The music track featured in the 60-second video is "Shot in the Dark," the first new AC/DC song that the band has released together in six years (AC/DC's song "T.N.T." was featured in "Talladega Nights: The Ballad of Ricky Bobby"). For more on AC/DC, visit www.pwrup.acdc.com.

The spot opens circa 1981 in Talladega County with Reese Bobby, in a new 2021 Dodge Durango SRT Hellcat, on a walkie talkie imploring his young son Ricky Bobby, who appears to be driving a 2021 Dodge Charger SRT Hellcat Redeye and who yells, "I wanna go fast," to pull the vehicle over. During the chase, Ricky Bobby calls out to his best friend Cal Naughton Jr., who appears to pull up next to Ricky in a 2020 Dodge Challenger SRT Super Stock and who proudly proclaims, "I had Mountain Dew for breakfast," to help him outrun his father by using the infamous Shake 'n Bake maneuver (with a twist!), leaving his father proud and asking his son to remember the family motto, "if you ain't first, you're last."

"In our 60-second film, we needed to stay 100 percent true to the spirit of the original film, while simultaneously communicating the Dodge brand's record of 'firsts' as ranked by our owners," said Olivier Francois, Chief Marketing Officer. "Maintaining brand authenticity extended beyond Sony Pictures, including our music alliance with Columbia Records and AC/DC, in addition to Gary Cole reprising his role as Reese Bobby, and having the original movie's cinematographer, Oliver Wood, involved with this project. Together, we were able to accomplish this epic creative endeavor celebrating the Dodge brand's first-place wins, which could almost be envisioned as a deleted scene from the original movie."

Midway through the chase, the action stops and Ricky Bobby says to the camera, "Ok, our lawyers just want you to know that this isn't real," to which 10-year-old Cal Naughton Jr. says, "my stunt driver is a 45-year-old man!"

"Dodge is honored to be the first domestic brand to rank No. 1 in not only the J.D. Power Initial Quality Study, but also the J.D. Power Consumer APEAL Study (mass market) in the same year," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "And Dodge is launching three 700-plus-horsepower muscle cars this year with the new Challenger SRT Super Stock, Durango SRT Hellcat and Charger SRT Hellcat Redeye, proving that we firmly believe our new 'Family Motto,' 'if you ain't first, you're last.'"

The video features the [2021 Dodge Charger SRT Hellcat Redeye](#) (most powerful and fastest mass-produced sedan in the world), the [2020 Dodge Challenger SRT Super Stock](#) (world's quickest and most powerful muscle car) and the [2021 Dodge Durango SRT Hellcat](#) (most powerful SUV ever). Together, these vehicles comprise Dodge, the automotive industry's most powerful brand.

The Dodge brand's "Family Motto" was created in partnership with GSD&M.

Dodge Power Dollars 2020

Dodge is also leveraging the spot to promote its industry-exclusive Dodge Power Dollars. For Dodge Power Dollars 2020, every 2020 Dodge Challenger, Dodge Charger and Dodge Durango will receive \$10 per horsepower cash allowance, ranging from SXT and GT models with Pentastar V-6 efficiency and available all-wheel-drive (AWD) capability to the new 807-horsepower 2020 Dodge Challenger SRT Super Stock, the quickest and most powerful muscle car.

Examples include:

Challenger

Model	Horsepower	Cash allowance
SRT Super Stock	807	\$8,070
Hellcat Redeye	797	\$7,970
Hellcat	717	\$7,170
R/T Scat Pack	485	\$4,850
R/T	375	\$3,750
GT AWD	303	\$3,050
GT	303	\$3,050
SXT AWD	303	\$3,050
SXT	303	\$3,050

Charger

Model	Horsepower	Cash allowance
SRT Hellcat	707	\$7,070
Scat Pack	485	\$4,850
R/T	370	\$3,700
GT AWD	300	\$3,000
GT	300	\$3,000
SXT AWD	300	\$3,000
SXT	292	\$2,920

Durango

Model	Horsepower	Cash allowance
SRT 392	475	\$4,750
R/T	360	\$3,600
Citadel	up to 360	up to \$3,600
GT	295	\$2,950
SXT	up to 295	up to \$2,925

Columbia Records

One of the most respected and successful record labels in the world, Columbia Records is home to established superstars and exciting new talent. Columbia Records is a wholly-owned subsidiary of Sony Music Entertainment.

AC/DC

One of the most influential rock bands in history with more than 200 million albums sold worldwide and 71.5 million albums sold in the U.S. alone, AC/DC remains the “10th Highest-selling Artist in the United States” and “14th Highest-selling Artist Worldwide.” The double-diamond "Back in Black" stands out as “best-selling album by any band ever” and “third best-selling album by any artist” with global sales of 50 million and counting. They were inducted into the Rock and Roll Hall of Fame in 2003. The band also garnered their first Grammy Award in the category of “Best Hard Rock Performance” for “War Machine” during 2010. They continue to sell out stadiums on multiple continents, sell millions of albums annually and generate streams in the billions.

J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, Asia Pacific and Europe.

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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