

Dodge Adds Amazon Storefront Providing a One-stop Shop for Brand Enthusiasts

March 1, 2021, Auburn Hills, Mich. - The [Dodge Store by Amazon](#) officially opened its doors to automotive enthusiasts this week. Dodge//SRT fans can now shop hundreds of options for authentic licensed gear and merchandise across the Amazon storefront beginning today (Monday, 3/1/2021).

"Opening our Dodge storefront on Amazon offers our enthusiasts a dedicated, branded, consumer experience where they can shop for their favorite gear and merchandise across multiple categories through a familiar and user-friendly online experience," said Tim Kuniskis, Dodge Brand and Interim Chrysler Brand Chief Executive Officer - Stellantis. "The Dodge brand featured collections also allow our most devoted fans to shop a range of products to align with a wide range of passions, including Brotherhood of Muscle, '70s Collection and Vintage Garage."

Fans, including muscle car and race enthusiasts, who embrace the Dodge//SRT lifestyle can shop brand essentials, from apparel and man cave must-haves to toys and video games (including those from the movie franchise "Fast & the Furious").

Categories include the following:

- [New Arrivals](#)
- [Best Sellers](#)
- [Featured Collections](#)
- [Apparel](#)
- [Gear](#)

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 performance hybrid version of the all-new 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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