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## **Dodge//SRT Extends Sponsorship of Radford Racing School with Multi-year Agreement**

November 2, 2021, Auburn Hills, Mich. - Radford Racing School announced today that it has signed an agreement with Dodge//SRT that extends the automaker's sponsorship and names Radford as the Official High Performance Driving School of Dodge//SRT.

The extended agreement includes a fleet of more than 85 Dodge//SRT vehicles at the school, including the Dodge Challenger SRT Hellcat, Dodge Charger SRT Hellcat and Dodge Durango SRT Hellcat. Joint marketing opportunities and Dodge//SRT experiences at select racetracks across the country are also part of the sponsorship. With the purchase of a new Dodge//SRT vehicle, owners receive a day at Radford Racing School that includes professional driver training — [the Dodge SRT Experience course](#) — to learn how to optimize their experience behind the wheel.

Dodge//SRT has been the official vehicle sponsor of Radford Racing School since 2015.

"Dodge is in our DNA," said Mike Kessler, Radford Racing School's general manager. "There's simply no better way to describe our relationship. Dodge is an icon of American performance with their line of SRT vehicles, and we couldn't be more honored to showcase the capabilities of these cars every day on our track. Every student who takes one of our courses is simply blown away by the handling, power, and technology that's engineered into every SRT vehicle. This is the best place on the planet to experience what these cars are made of, on our legendary racetrack and with our world-class team of instructors."

"Our sponsorship extension with Radford Racing School builds on Dodge's longstanding performance-centered philosophy," said Tim Kuniskis, Dodge Brand Chief Executive Officer. "The school is the perfect proving ground for our SRT vehicles. We're excited to build on our relationship with the Radford Racing School team and bring the Dodge//SRT experience to new members of the Brotherhood of Muscle."

Kuniskis adds that Radford's popular teen driving course provides exposure to Dodge//SRT vehicles among new drivers and the newly renovated Radford campus offers new and exciting branding opportunities.

Radford Racing School also features the Dodge Viper ACR for qualified, multi-day, high-performance courses and Dodge Demons for drag-racing classes. The school's robust lineup of performance driving and racing courses featuring Dodge vehicles and professional driver instruction includes Performance Driving, Drag Racing, Advanced Road Racing, Teen Driving and Special Operations programs.

### **Radford Racing School**

Founded in 1968, the Radford Racing School (formerly known as Bondurant High Performance Driving School), located in Chandler, Ariz., is the only purpose-built driver training facility for performance enthusiasts and the largest driver training center of its kind in the world. It is also the Official High Performance Driving School of Dodge//SRT. The school maintains more than 85 race-prepared vehicles, sedans, SUVs, and open wheel formula cars. For more information about the school, visit [RadfordRacingSchool.com](http://RadfordRacingSchool.com) or call (480) 403-7600.

### **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](http://www.stellantis.com).

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