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Dodge Announces 'Never Lift' Business Plan, the Muscle-car Brand's Two-year Look Down the Road

- Never Lift to provide a 24-month road map to Dodge's performance future
- Dodge brand to mash the "go" pedal with news announcements every quarter
- Operation 25//8 leads the Never Lift launch with a massive eight-week, 25-dream-car giveaway
- Operation 25//8 details to be released Nov. 12, 2021
- Future program seeks Dodge brand "Chief Donut Maker;" more information slated to arrive in January 2022
- Dodge introduces Dodge Power Brokers dealer network as the exclusive source for new Direct Connection performance parts and performance-focused sales and customer service
- Dodge announces the return of Direct Connection as the exclusive source of the brand's factory-backed performance parts that maintain the vehicle factory warranty, as well as technical information straight from the factory
- New lineup of Direct Connection performance parts and Dodge Power Brokers program roll out Dec. 15, 2021

November 8, 2021, Detroit - Dodge Brand Chief Executive Officer Tim Kuniskis today previewed the brand's two-year business plan, which he dubbed Never Lift. The Dodge Never Lift plan will be news-packed, calling for a minimum of one product- or automotive-enthusiast-related announcement every three months.

Included in today's 24-month [Never Lift rollout](#) were four additional news announcements.

Operation 25//8

Dodge provided a first look at a massive eight-week, 25-car giveaway it's calling Operation 25//8.

Operation 25//8 is named for the spirit of Dodge and the "Brotherhood of Muscle" that goes above and beyond, 24 hours a day, seven days a week (going one more hour, one more day).

The 25/8 dream-car giveaway will enlist the support of 25 superstars from the worlds of sports, music and automotive, with each offering muscle-car enthusiasts a chance to drive off with the new Dodge of their choosing. Amazon will also take part in the giveaway.

"More than gas, more than batteries, what fuels our run to tomorrow is attitude, a belief that we can always push harder, run faster and flat-out over-deliver on behalf of the brand and the Brotherhood of Muscle," said Kuniskis. "25/8 recognizes the spirit that makes Dodge, well, Dodge."

More details on Operation 25//8 will be released Nov. 12, 2021.

Chief Donut Maker

Kuniskis also added an early look at a consumer program designed to celebrate one of the unsung enthusiasts that make up the backbone of the Dodge brand's "Brotherhood of Muscle."

According to Kuniskis, Dodge is looking for an "ambassador" of Never Lift who embodies the spirit of the founding Dodge brothers.

“The Dodge brothers were scrappy go-getters. Never content to follow the trends, they were the seekers of a better, faster, more outrageous way of doing things,” said Kuniskis. “And we’re looking to hire someone just like them as an ambassador of Never Lift.”

Among the jobs benefits, Kuniskis listed a Hellcat to drive, \$150,000 salary, wardrobe and a business card that carries the title “Chief Donut Maker.”

Dodge will provide more details of the Chief Donut Maker program on Jan. 12, 2022.

Dodge Power Brokers

Dodge is introducing Power Brokers, a network of elite dealerships equipped with staff trained to deliver a performance-focused customer service experience.

Certified Dodge Power Brokers dealership sales, service and parts department staff will meet high standards of comprehensive knowledge and expertise in areas including Dodge vehicle features, high-performance parts and installation, as well as motorsports programs. Only dealerships with a proven track record of delivering an elevated level of customer service are eligible for Dodge Power Brokers certification.

“Every Dodge dealer in the country will continue to provide an outstanding sales and service experience,” said Kuniskis. “But Dodge Power Brokers dealers will offer everything an enthusiast needs to reach the next level of performance.”

Sales personnel at Dodge Power Brokers dealerships will have the knowledge to walk customers through Dodge vehicle performance features and available performance upgrades. Customers will also be able to purchase a vehicle with upgrades directly from a Dodge Power Brokers dealership, with the added benefit of maintaining the balance of the factory vehicle warranty when parts are installed by a Dodge Power Brokers dealer.

Dodge Power Brokers dealers will also host performance clinics for enthusiasts and feature a full lineup of Dodge performance models available for customer test drives.

The Dodge Power Broker program will begin to roll out Dec. 15, 2021.

Direct Connection

Performance has a new name at Dodge.

Dodge announced today the return of the Direct Connection performance parts brand as the exclusive source of the brand’s factory-backed performance parts and straight-from-the-manufacturer technical information.

Dodge Power Brokers will serve as the exclusive source for all new Direct Connection performance parts.

“Dodge is a pure performance brand, and the reintroduction of Direct Connection will empower members of the brotherhood looking for increased performance without violating emission requirements or the factory warranty,” said Kuniskis. “We’re doubling down on our commitment to Direct Connection by pairing it with our new Dodge Power Brokers program, so when customers want to unlock the true horsepower potential of their Dodge muscle car, they can connect with a network of dealerships as their trusted resource.”

Direct Connection will launch with a full line of factory-tuned parts, including exclusive new Direct Connection “Tuner” and “Stage” kits that will allow Dodge owners to install factory-tuned, 50-state-legal stage kit calibrations. The Direct Connection Stage II kit can unlock nearly 100 additional horsepower, while a Stage III kit is under development to unlock even more.

All-new Direct Connection modern performance kits will be available to upgrade the engine, suspension and driveline of the current-era Dodge Challenger while maintaining vehicle factory warranty when installed by a Dodge Power Brokers dealer.

In the competition arena, Direct Connection will deliver race-ready parts for the Dodge Challenger Mopar Drag Pak, including engines, transmissions and a body-in-white (BIW) that will allow racers to build their own Drag Pak.

Direct Connection resources for muscle car enthusiasts and racers will include a performance parts website, technical information telephone hotline and parts catalog.

Direct Connection was first launched in 1974 as the exclusive source for performance parts and technical information, straight from the manufacturer. As an industry first, Direct Connection changed the game with a massive portfolio of ready-to-run performance parts sold through the dealer network with how-to performance-upgrade guides known as performance recipes. The Direct Connection hotline, catalog and more armed racers and enthusiasts with the information they desired. Whatever the performance need – street, track or strip – Direct Connection provided the parts and knowledge.

Dodge will carry on that performance legacy by supplying a new generation of muscle-car enthusiasts looking for “ready to run” parts with a one-stop shop for factory-backed high-performance parts and technical expertise, straight from the factory.

Dodge Direct Connection performance parts and content will roll out Dec. 15, 2021.

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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