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Dodge Updates Two-year 'Never Lift' Roadmap, Announces Launch Dates for Direct Connection, Dodge Power Brokers, Chief Donut Maker Programs

- Brand continues momentum of Never Lift campaign, first announced in November 2021, which provides a 24-month roadmap to Dodge's performance future
- Dodge Power Brokers dealer network, the exclusive source for all new Direct Connection performance parts, will open on March 9, 2022
- Direct Connection eStore launches for purchase of performance parts and print catalog on March 9, 2022
- Chief Donut Maker Dodge brand ambassador "job search" to kick off on January 20, 2022
- Winners of Operation 25//8, a massive eight-week, 25-car giveaway, to be announced by January 31, 2022
- For more information on Dodge Never Lift campaign, visit [Dodge.com](https://www.dodge.com) or [DodgeGarage.com](https://www.dodgegarage.com)

January 18, 2022, Auburn Hills, Mich. - Dodge is keeping the pedal down on the brand's two-year "Never Lift" roadmap to its performance future, announcing official "open for business" dates for the new Direct Connection and Dodge Power Brokers programs, the kick off of the Chief Donut Maker Dodge brand ambassador "job search" and the date winners of the eight-week, 25-car Operation 25//8 giveaway will be revealed.

In addition, the sixth "garage door" of the Dodge Never Lift campaign was revealed last week with the announcement that Dodge will team up with Tony Stewart Racing (TSR) and serve as primary sponsor for Top Fuel driver Leah Pruett and three-time Funny Car World Champion Matt Hagan in TSR's inaugural 2022 National Hot Rod Association (NHRA) Camping World Drag Racing Series campaign.

The Dodge 24 Months of Muscle calendar can be viewed at [Dodgegarage.com/never-lift](https://www.dodgegarage.com/never-lift).

"It's a new year, and Dodge isn't letting up one bit," said Tim Kuniskis, Dodge Brand Chief Executive Officer – Stellantis. "The Direct Connection Tech Line has been blowing up with questions on Stage Kit compatibility and timing, so we have attached a grid to help answer many of those questions. There is much more to come from the Never Lift plan — keep following along at [DodgeGarage.com](https://www.dodgegarage.com)."

Dodge Power Brokers

The new Dodge Power Brokers dealer network, the exclusive source for all new Direct Connection performance parts, will officially open on March 9, 2022. Dodge Power Brokers dealers will be equipped with staff trained to deliver a performance-focused customer service experience. Certified Dodge Power Brokers dealership staff will meet set standards of comprehensive knowledge and expertise in areas including Dodge vehicle features and high-performance parts and installation. Dodge Power Brokers dealer training is currently under way, with a full list of certified Dodge Power Brokers dealers scheduled to be announced March 9.

Direct Connection

Direct Connection factory-backed performance products will also be available for online purchase starting on March 9, 2022, via a new Direct Connection eStore. Enthusiasts will also be able to purchase a print version of the new Direct Connection performance parts catalog. The Direct Connection portfolio will encompass 200-plus parts, including [new stage kits](#) and performance products for the Dodge Challenger and new race-ready kits for the Dodge Challenger Mopar Drag Pak.

Chief Donut Maker

It's time for passionate Dodge fans to freshen up their résumés. Dodge will announce on January 20, 2022, complete details on how enthusiasts can "apply" for the role of Dodge "Chief Donut Maker." Perks of the one-of-a-kind brand ambassador position include a \$150,000 salary, Dodge wardrobe, Chief Donut Maker business cards and the choice of a high-performance Dodge vehicle for use as a "company car."

Operation 25//8

Dodge will announce by January 31 the 25 lucky winners of Operation 25//8 — a massive eight-week, 25-car giveaway. The giveaway enlisted a team of 25 ambassadors from automotive, music, sports, fashion, media entities and companies to each give away a new Dodge dream car during the last eight weeks of 2021. Ambassadors included Amazon, Jay Leno, Travis Barker, Imaray Ulloa, Richard Rawlings, SuperCar Blondie and Bill Goldberg.

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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