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Dodge Brand Brings the Chief Donut Maker Competition to the Finish Line With a Three-part Reality Web Series Premiering April 19

- Three reality-show-style webisodes launch Tuesday, April 19 on DodgeGarage.com that feature the final 10 contestants competing in high stakes challenges
- Fans can tune in to see if their favorite makes it all the way, with the second installment premiering Friday, April 22, followed by the grand finale Tuesday April 26 (HEMI® Day) when the chief donut maker will be revealed
- Webisodes include celebrity appearances by champion wrestler Bill Goldberg, Joey Wells and Will “Spank” Horton from Kevin Hart’s Muscle Car Crew, NHRA champion Matt Hagan and sportscaster Katie Osborne
- As chief donut maker, the winner will help tell Dodge brand’s epic evolutionary journey from old school muscle to the future of electrified muscle from a fan’s perspective
- The chief donut maker search is part of the brand’s [Never Lift](#) plan, which provides a 24-month road map to Dodge’s performance future
- HEMI Day (April 26), celebrated by Dodge and Mopar fans everywhere, is a reference to the legendary 426 cubic-inch HEMI V-8 built from 1964 through the 1971 model year

April 19, 2022, Auburn Hills, Mich. - Dodge brand’s search to fill the “greatest automotive job in the world,” which began this January, is about to come to its head-spinning supercharged conclusion. With more than 173,500 applications submitted for the highly coveted position, the brand announced the [top 10 finalists](#) last month. Beginning today (Tuesday, April 19), Dodge will begin airing three reality-show-style webisodes on [DodgeGarage.com](#). Episodes feature the top 10 finalists competing in high stakes challenges to prove they have the knowledge, character and drive to win it all.

“This exhaustive, one-of-a-kind process to find our chief donut maker, the person who will help lead the automotive industry’s most engaged automotive fan base into its electrified future, is now coming to its dramatic conclusion,” said Dodge CEO Tim Kuniskis. “While our top 10 candidates have shown they have what it takes to make the first cut, there can be only one chief donut maker. Now our finalists will be put in high-pressure scenarios, beyond burnouts and donuts, to prove that they possess the power to represent the world’s purest performance brand as the ultimate brand ambassador for the Brotherhood of Muscle.”

Fans can watch the three webisodes on [DodgeGarage.com](#) to see who comes out on top, winning the chief donut maker position, which includes a \$150,000 paycheck, keys to a Dodge Challenger SRT Hellcat and access to some of the auto industry’s most epic events for an entire year. The first installment debuts on Tuesday, April 19, followed by the second installment on Friday, April 22, then the highly anticipated final webisode on Tuesday, April 26 (HEMI® Day) will reveal the first-ever chief donut maker.

The [finalists](#), who include Abbie K. (Burley, Idaho), Artie S. (Brooklyn, New York), Corrie M. (Las Vegas, Nevada), Edgar C. (Taylorsville, Utah), Jamie H. (Birmingham, Alabama), James O. (La Vergne, Tennessee), Lauren F. (Las Vegas, Nevada), Melissa W. (Highland Lakes, New Jersey), Pauline Y. (Monterey, California) and Preston P. (Pineville, North Carolina), will be thrown into wild, hot-seat scenarios, including an interrogation, a live screen test and racing a Dodge horsepower heavyweight at Radford Racing School (with a professional driver on a closed track).

Dodge has enlisted champion wrestler [Bill Goldberg](#) to oversee the competition, with appearances from other celebrities, including Joey Wells and Will “Spank” Horton from Kevin Hart’s Muscle Car Crew, NHRA champion Matt

Hagan and sportscaster Katie Osborne.

Highlights and teasers will also run across the brand's social media channels leading up to the final webisode on April 26, including Instagram, Facebook and Twitter. The chief donut maker search is part of the brand's [Never Lift](#) plan, which provides a 24-month road map to Dodge's performance future.

HEMI Day (April 26), celebrated by Dodge and Mopar fans everywhere, is a reference to the legendary 426 cubic-inch HEMI V-8 built from 1964 through the 1971 model year.

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.

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