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Dodge Brand Returns to SoCal Spring Fest Enthusiast Event, Showcases Customized Dodge Charger Daytona Muscle Cars

- Dodge customizes new Charger Daytona at Spring Fest 2025, a gathering of passionate Dodge enthusiasts set for March 21-22 in Southern California
- California has been among the top-selling states for Charger sales in the United States and is the largest EV market in the country, selling three times the number of EVs as the next largest market
- Fratzog dual stripes with red trim show off potential personalization paths for new Charger
- Dodge brand and design teams will participate in customer clinics at Spring Fest
- Spring Fest attendees can vote on potential future exterior colors for the next-gen Charger
- For more information on the all-new next-gen Dodge Charger, consumers can visit [Dodge.com](https://www.dodge.com)

March 21, 2025, Auburn Hills, Mich. - Spring is here, and Dodge is heading back to Spring Fest!

Started in a Southern California parking lot in 2004 by enthusiast John Fortuno, over two decades Spring Fest became a mecca for Dodge Charger, Challenger, Magnum and Chrysler 300 fans who came to celebrate their beloved rides, drawing fans from around the country and the world.

After a five-year hiatus, Spring Fest is back March 21-22, 2025. This year, Dodge is showcasing the all-new, next-gen [Dodge Charger](https://www.dodge.com), and bringing some custom looks along for the ride. With its 1968-inspired design cues, aggressively broad stance, standard widebody frame, patent-pending R-Wing and high-impact exterior paint colors, the world's quickest and most powerful muscle car continues to push the boundaries of design, and Dodge is pushing even further with some custom looks.

"California has been among the top-selling states for Charger and is the largest EV market in the United States with more than 376,000 EV registrations last year alone – that's three times the number of EV registrations than the next closest state, so there's a huge opportunity to reach new customers and Charger fans alike," said Matt McAlear, Dodge CEO. "Spring Fest is one of the many customer events that gives us a great opportunity to meet with our owners in this region in person, give them a chance to learn about our newest products, show potential new customization options and get their direct feedback."

Open communication and hearing directly from enthusiasts drives new ideas and collaboration, and the Dodge brand and design teams are on hand for roundtable discussions and customer clinics at Spring Fest to generate feedback on the next-gen muscle car. Attendees can also vote on potential future exterior colors for the Charger.

Stripes have long been a popular customization option for Dodge muscle lovers looking to add a distinctive look to their vehicle. Using the Fratzog logo – the new symbol of Dodge brand next-generation vehicles – Dodge brought to life a Charger modified with matte black Fratzog dual stripes that help the Charger stand apart from the pack with red trim accents and a unique, repeating Fratzog logo pattern that fills the inside of each stripe.

The stripes are compatible on Charger Daytona muscle cars with both glass and steel roofs and are specially designed to allow occupants to view the Fratzog pattern while looking through glass-roof equipped Chargers.

For complete information on the all-new Dodge Charger, consumers should visit [Dodge.com](https://www.dodge.com).

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, America's performance brand, 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 2025 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 gas engine 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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