

## 2018 Dodge Brand **OVERVIEW**

### **Dodge Enters its Next Century by Getting Back to its Performance Roots**

Dodge is the American performance brand. With the purification of the brand and consolidation with Street and Racing Technology (SRT) as it celebrated 100 years in 2014, Dodge is getting back to its performance roots – with every single model it offers, including the new 2018 Dodge Challenger SRT Demon, 2018 Dodge Durango SRT and Dodge Challenger SRT Hellcat Widebody.

- The Dodge brand has a drive to innovate and a passion to engineer vehicles that are faster, better or smarter and deliver an attitude that was built into the brand by the Dodge brothers themselves
- Dodge doesn't make category cars. It makes category cars nervous. The brand strives to turn everyday vehicles into personal statements. Dodge brand vehicles are modern performance cars that deliver that visceral feel that reminds buyers why they fell in love with driving in the first place
- Dodge//SRT offers a complete lineup of performance vehicles that "stand out" within their own segments. Dodge is the "Mainstream Performance" brand within the FCA US showroom. SRT is the "Ultimate Performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice
- Dodge offers a wide range of performance engine options:
  - New 2018, the Challenger SRT Demon features the 840-horsepower supercharged 6.2-liter HEMI® SRT Demon V-8 engine – the highest horsepower V-8 production car engine ever produced
  - Under the hood of the Challenger SRT and Charger SRT Hellcat models is the 707-horsepower 6.2-liter HEMI SRT Hellcat V-8: Dodge's first-ever supercharged HEMI

- The 392 HEMI engine is available on the new for 2018 Durango SRT, as well as the Challenger and Charger 392 Scat Pack, Daytona, T/A and SRT 392 models
- The 5.7-liter HEMI V-8 engine is standard on Durango R/T, Challenger and Charger R/T models
- The award-winning 3.6-liter Pentastar V-6 is standard on the Challenger, Charger, Durango Journey and Grand Caravan

With more than 100 years of history to build on, Dodge is taking the best of its innumerable successes over the years – the technological advancements of the '30s and '40s, design evolution of the '50s, the racing heritage of the '60s, the horsepower of the '70s, the efficiency of the '80s and unbelievable styling of '90s – as it paves the road to its future adding record setting performance of the 21<sup>st</sup> century.

The Dodge brand's passionate fan base is huge and growing. Dodge has more than 5.1 million Facebook followers. Dodge fans and owners can get involved with the brand by going to [www.dodge.com](http://www.dodge.com), [www.dodgegarage.com](http://www.dodgegarage.com), [www.facebook.com/dodge](https://www.facebook.com/dodge) and to the Dodge brand's blog at [www.redlinedodge.com](http://www.redlinedodge.com).

