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Dodge and Mötley Crüe Give Fans a Chance to Be Bad in Nationwide Promotion

- 'Dodge Chance to Be Bad Giveaway' prizes include a 2015 Dodge Charger or Challenger, ultimate Mötley Crüe VIP experience, autographed guitars, concert tickets and more
- Sweepstakes in conjunction with Dodge brand's sponsorship of iconic rock band Mötley Crüe's 'Final Tour'
- Enter at www.dodgechancetobebad.com and share on social media for additional chances to win prizes

April 22, 2014, Auburn Hills, Mich. - Muscle car enthusiasts and rock 'n' rollers looking for a chance to be bad need to look no further as Dodge and Mötley Crüe launch a nationwide promotion.

The "[Dodge Chance to Be Bad Giveaway](#)" kicks off this week as part of the partnership between Dodge and the iconic rock 'n' roll band, as Mötley Crüe embarks on its "[Final Tour](#)." The Dodge brand is the presenting sponsor of the tour, which kicks off July 2 in Grand Rapids, Mich.

Fans have an opportunity to win a 2015 Dodge Charger or Challenger, an ultimate Mötley Crüe VIP experience that includes meeting the band, and other prizes, including autographed guitars, band collector's items and tickets to the notorious rock band's "Final Tour" this summer.

"The 2015 Dodge Charger and Challenger are the ultimate American muscle cars just as the much anticipated Mötley Crüe 'Final Tour' is the ultimate high octane music event of the summer," said Tim Kuniskis, President and CEO, Dodge Brand, Chrysler Group LLC. "The 'Chance to Be Bad Giveaway' gives our mutual fans an opportunity to win prize packages that are just as irreverent as our new muscle cars and the band itself."

The nationwide promotion utilizes the Dodge and Mötley Crüe digital and social media outlets to build excitement and give fans many ways to vie for the large prize pool. Participating Dodge dealers and regional business centers as well as the band are also promoting the giveaway.

Registrants entering at www.dodgechancetobebad.com can earn five more chances to win by sharing custom links with their friends across Facebook, Twitter, Pinterest, Google+ and LinkedIn. Qualified registrants will also receive an exclusive offer to test drive a new 2014 Dodge vehicle at their local dealer and receive Mötley Crüe concert tickets when they do.

In addition, fans of the [Dodge Facebook page](#) will be invited to like and comment during a weekly wall contest to enter to win a package of exclusive Mötley Crüe collector's items.

The "Dodge Chance to Be Bad Giveaway" is open to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older and have a valid driver's license. Sweepstakes concludes July 1, 2014. Complete rules and additional information are available at <http://dodgechancetobebad.com/rules.aspx>.

Dodge has used the band's hit single "Kickstart My Heart" in three 30-second commercials for the Charger and Challenger as the energy of the song and band captures the spirit and energy of the brand. "Uncle," "Dream Job"

and “Engine Note” can be seen on the [brand's YouTube channel](#) .

About Mötley Crüe and ‘Final Tour’

Hailing from Los Angeles, the quartet—Vince Neil (vocals), Mick Mars (guitars), Nikki Sixx (bass) and Tommy Lee (drums)—has commandeered the rock pantheon for over 30 years. In that time, they have accumulated worldwide album sales exceeding 80 million, seven platinum or multi-platinum albums, 22 Top 40 mainstream rock hits, six Top 20 pop singles, a star on the Hollywood Walk of Fame, three Grammy nominations, four New York Times bestsellers (including the band’s biography, THE DIRT) and countless sold out tours across the globe, playing to millions of fans. Mötley Crüe was the first rock band in history to have completed an epic sold-out Las Vegas residency at The Joint at Hard Rock Hotel & Casino.

Mötley Crüe announced The Final Tour and the band’s ultimate retirement, solidified when the band signed a formal Cessation of Touring Agreement, effective at the end of 2015, in front of global media in Los Angeles on Jan. 28. The band has proven they know how to make a lasting impression and this tour will be no different: fans can expect to hear the catalog of their chart-topping hits and look forward to mind-blowing, unparalleled live production. “When it comes to putting together a new show we always push the envelope and that’s part of Mötley Crüe’s legacy,” explains Nikki Sixx (bass). “As far as letting on to what we’re doing, that would be like finding out what you’re getting for Christmas before you open the presents. We think in an age of too much information, we’d like to keep some surprises close to our chest until we launch the Final Tour.”

For a list of tour dates and more information on the tour, go to <http://bit.ly/MotleyCrueTheFinalTour>.

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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