

## Dodge Brand Halo Vehicles – Dodge Charger SRT Hellcat, Challenger SRT Hellcat And Viper GTS – Featured In New Campaign Making Large- and Small-Screen Debuts Beginning July 3

- New [90-second](#) and [30-second](#) 'Predators' ads capture the visceral feeling of Dodge's powerful performance cars set to soundtrack of classic 'In the Air Tonight' song
- Campaign sets tone, look, feel and attitude for the Dodge and SRT brands
- The 90-second commercial runs July 3-23 in select movie theaters across the country
- Both lengths begin on cable networks July 5
- The 30-second spot airs July 6 on a giant screen in Times Square and July 14 during Major League Baseball All-Star Game telecast

July 1, 2015, Auburn Hills, Mich. - Few new vehicles have generated as much excitement and anticipation as the 2015 Dodge Charger SRT Hellcat and Challenger SRT Hellcat – the fastest, most powerful muscle cars ever – and now Dodge is capturing the energy of these two vehicles, as well as the brand's flagship supercar, Dodge Viper GTS, in two new spots debuting on the large- and small-screen, beginning July 3.

The [90-second "Predators"](#) spot begins airing in select movie theaters across the country July 3. Both the [30-](#) and [90-second "Predators"](#) ads will run on major entertainment and sports cable networks beginning the week of July 5 – including A&E, Bravo, Discovery, Velocity, TBS, TNT and National Geographic. In addition, the [30-second "Predators"](#) spot will air on a giant screen at Times Square on Monday, July 6, and during the Major League Baseball All-Star Game broadcast on Fox on Tuesday, July 14.

"The Challenger and Charger Hellcats and Dodge Viper are halo vehicles – **they** make bold statements about the attitude and personality of the full Dodge lineup," said Olivier Francois, Chief Marketing Officer, FCA – Global. "The high-energy driving and aggressively shot images in 'Predators,' matched with a haunting soundtrack, leave little doubt in anyone's mind that Dodge is America's mainstream performance brand."

"We don't build Hellcats or Vipers for high volume, we build them as brand positioning statements," said Tim Kuniskis, President and CEO, Dodge and SRT brands, FCA US LLC. "These vehicles may be a small percentage of our overall sales but they send a very strong message about the brand personality and attitude."

["Predators"](#) is about how these three cars are modern beasts that trigger a deep, visceral feeling.

While everyone is inside sleeping, the roads become a wide open playground. The [90-second spot](#) opens on dark roads and empty streets as the voiceover says, "We don't have to worry about predators like our ancestors did. No sabre-tooth tigers stalking from the brush ... no dire wolves circulating the camp." **Set to the music of the classic '80s song, "In the Air Tonight,"** the sinister quality of the city bleeds into a visually arresting landscape as we see the Dodge Charger SRT Hellcat, Challenger SRT Hellcat and Viper GTS racing through the landscape at night, when they have the freedom to drive as the vehicles were meant to be driven.

The voiceover continues, "There are no more monsters to fear, so we have to build our own." Viewers see a "707 Horsepower" super over images of the Charger and Challenger and "Top Track Speed of 206 MPH" over the Dodge Viper. The spot closes with Hellcat, Dodge and Viper logos.

The spots were filmed in Miami over three nights and every image in the commercial was shot, including the alligator that morphs into the front of the Challenger SRT Hellcat. The boat scene was captured from a helicopter, drones were used in production and, instead of the usual pursuit vehicle to shoot car to car, a camera was mounted to another Hellcat, as nothing else could keep up with the speed.

The ads were created in partnership with Portland, Ore.-based independent advertising agency Wieden+Kennedy.

Consumers can follow the campaign on the Dodge brand social channels, including [YouTube](#), [Facebook](#), [Twitter](#) and [Instagram](#).

#### **About Dodge Viper**

The Dodge brand continues to electrify the performance car world in 2016 with its flagship, hand-built American supercar. Not only is the new Dodge Viper ACR (American Club Racer) back in the lineup as the ultimate track car, Dodge is also expanding the Viper's exclusive production elements like never before. With the introduction of matte-finish exterior paint, the 2016 Viper is now offered in more than 50 million unique build configurations, made up from the more than 16,000 unique paint color options and more than 48,000 unique stripe combinations. Now more than ever, Viper customers have the ability to choose a truly one-of-a-kind hand built American supercar. Powering the Viper is a hand-built all-aluminum 8.4-liter V-10 engine that delivers 645 horsepower and 600 lb.-ft. of torque – the most torque of any naturally aspirated sports car engine in the world. Standard on the newest Viper are safety features that include electronic multistage stability control, traction control and a new four-channel anti-lock brake system (ABS). Since 1992, Dodge and SRT have built approximately 30,000 Vipers at the Mack Avenue Assembly (1992-1994) and Conner Avenue Assembly Plant (1995 – current), both in Detroit.

#### **Dodge Challenger SRT Hellcat**

The Dodge Challenger SRT Hellcat is the fastest, most powerful muscle car ever, thanks to the supercharged HEMI Hellcat V-8 engine, which delivers an unprecedented 707 horsepower and 650 lb.-ft. of torque. The 6.2-liter V-8 is also the first factory-built supercharged HEMI. The Dodge Challenger SRT Hellcat also is the fastest muscle car ever with a National Hot Rod Association-certified ¼-mile elapsed time of 11.2 seconds with stock Pirelli P Zero tires. With drag radials, the ¼-mile run dropped to just 10.8 seconds.

#### **Dodge Charger SRT Hellcat**

Taking the performance sedan world by storm, the Dodge Charger SRT Hellcat features the supercharged 6.2-liter HEMI Hellcat V-8 engine that produces 707 horsepower and 650 lb.-ft. of torque, a top speed of 204 miles per hour, and a National Hot Rod Association (NHRA)-certified, quarter-mile elapsed time of 11.0 seconds on stock Pirelli P Zero tires, making it the quickest, fastest and most powerful production sedan in the world, as well as the most capable and technologically advanced four-door muscle car in America.

#### **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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