

Dodge and SRT Unleash Their Power with New Tagline, 'Domestic. Not Domesticated.'

- Tagline captures the passion and attitude of America's mainstream and ultimate performance brands
- 'Domestic. Not Domesticated.' to be integrated in all Dodge and SRT brand communications and consumer touch points across multiple platforms
- ' [Warning](#),' first TV spot featuring tagline, airs July 31 on 'Comedy Central Roast' program
- ' [Dodge Challenger SRT Hellcat – Unleashed \(Episode One\)](#)' video with new tagline debuts July 29 on brand's YouTube channel

July 29, 2016, Auburn Hills, Mich. - Dodge, America's mainstream performance brand, and SRT, the ultimate performance brand, are launching a new tagline that captures the passion, attitude and spirit of the entire brand. "Domestic. Not Domesticated." is being rolled out this weekend and will be integrated into all of Dodge and SRT brand communications across multiple platforms and consumer touch points, including television, print, digital, web, social and experiential.

" [Warning](#)," the first TV spot with the new tagline debuts Sunday, July 31 on "Comedy Central Roast" and features the Dodge Charger SRT Hellcat, Challenger SRT Hellcat and Durango R/T. The tagline is also integrated in a new " [Dodge Challenger SRT Hellcat – Unleashed \(Episode One\)](#)" video debuting July 29 on the brand's YouTube channel.

"Every brand has its own DNA and Dodge's bloodline is built on performance, passion and attitude," said Olivier Francois, Chief Marketing Officer, FCA – Global. "'Domestic. Not Domesticated.'" embodies what Dodge stands for as a proud American performance brand. Our cars show off some very American traits – big, fast, powerful, fun to drive – all while being a completely valid choice as a safe and reliable family vehicle. Simply put, when you drive a Dodge, you don't have to compromise. You can grow up without giving up."

"Performance is as much an attitude as it is a measurement," said Tim Kuniskis, Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "We not only build performance cars, we challenge the mundane and champion the un-boring. 'Domestic. Not Domesticated.'" is as much a state of mind as it is about the performance of our vehicles. It perfectly captures the spirit of Dodge and SRT."

The "Domestic. Not Domesticated." tagline was created in partnership with Austin, Texas-based GSD&M, the new Dodge brand agency-of-record.

The tagline first appeared in a Dodge print ad appearing in *ESPN The Magazine's* 2016 "Body Issue," released earlier this month.

With the exception of the "Born Dodge" tagline used in the brand's 100th anniversary communications, including recent Dodge Brothers advertising campaigns, Dodge has not had an overall brand tagline in many years. Individual campaigns for specific vehicles had their own taglines, such as "New Rules" and "Don't Touch My Dart" for two different Dodge Dart ad campaigns.

'[Warning](#)'

Created in both 60-second and 30-second versions, " [Warning](#)" is in keeping with the Dodge brand tradition of creating edgy, humorous commercials to showcase the brand's attributes in unique ways. In this spot, created in partnership with the San Francisco-based agency ARGONAUT, a deadpan announcer delivers humorous disclaimers that Dodge drivers need to know. As headlights flash behind a big, red warning sign, the announcer explains that "Dodge is a powerful vehicle that affects the chemicals in the brain, which may give you the feeling of immortality.

You should not use Dodge if you are allergic to adrenaline, endorphins, burnouts or freedom.” He goes on to say that “Dodge is highly addictive. Even one test drive of a Dodge may lead to irreversible changes in your life.” Driving a Dodge might just “impair your ability to obey the rules and respect social conventions.”

The 30-second “Warning” airs Sunday, July 31 on “Comedy Central Roast.”

'Dodge Challenger SRT Hellcat – Unleashed (Episode One)'

This new long-form video from Dodge, set to the soundtrack of Metallica’s “Fuel,” features the ferocious robotic Hellcat that needs to be transported in a nearly indestructible cage. Once unleashed, with 707 horsepower packed under the hood, this vicious animal transforms into the fastest muscle car ever, the Dodge Challenger SRT Hellcat.

The video was created in conjunction with Mind Over Eye, an El Segundo, California-based multidisciplinary creative content studio.

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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