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## Dodge Resurrects the Demon: Teaser Video No. 2 – ‘Reduction’

- “Reduction,” the second video in Dodge Demon pre-reveal teaser campaign, launches today
- Dodge’s new ultimate performance halo – the 2018 Dodge Challenger SRT Demon – to be unveiled during 2017 New York International Auto Show week
- Fans can check out [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com) website for weekly updates, to download sharable content and for a countdown to its reveal
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

January 19, 2017, Auburn Hills, Mich. - When the Demon makes its New York City debut in April, it will be more than 200 pounds lighter than its current Hellcat brother.

Based on the clues given in the video, “adjustments” have been made to the wheels, steering, suspension, brakes, interior construction and components.

Fans are encouraged to watch the 24-second “Reduction” video multiple times at [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com) for clues to follow the story of what’s next from Dodge and SRT.

*In case you missed it:*

Leading up to the New York reveal, Dodge is launching its first-ever pre-debut video teaser campaign, including a new website [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com), where fans and followers can get weekly updates, download sharable content and gain insight into the 2018 Dodge Challenger SRT Demon’s engineering prowess.

The first video “Cage” debuted January 12.

In the coming weeks, Dodge will continue to bring fans and followers in on more details by slowly peeling away layer upon layer of the new Challenger SRT Demon via video shorts that highlight the engineering that has gone into its development.

All videos in the series will be featured at [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com). A countdown clock tells viewers when the next installment will be uncaged. The final chapter arrives when the Challenger SRT Demon is revealed in New York City, prior to the New York International Auto Show.

Dodge is promoting the teaser campaign on its Facebook, Twitter and Instagram social media pages, directing fans to [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com) and encouraging them to use the hashtag **#DodgeDemon**.

### 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](http://www.stellantis.com).

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