

## Dodge Fuels Mile-High NHRA Nationals as New Title Sponsor

- Dodge becomes title sponsor of NHRA Mello Yello Drag Racing Series event in Denver
- 2018 Dodge Mile-High NHRA Nationals Powered by Mopar marks 30th year of FCA US LLC sponsorship of top-level drag racing at Bandimere Speedway
- Dodge also returns for third-consecutive year as title sponsor of Dodge NHRA Nationals in Reading, Pennsylvania
- Denver event title sponsorship illustrates growing partnership of Dodge and Mopar in NHRA
- New Dodge Garage (<http://www.dodgegarage.com>), a digital content hub for muscle car and race enthusiasts launches, will include highlights from NHRA season

February 19, 2018, Auburn Hills, Mich. - Dodge has signed on as title sponsor of the NHRA Mello Yello Drag Racing Series national event at Bandimere Speedway in Denver.

The 2018 Dodge Mile-High NHRA Nationals Powered by Mopar marks the 30th year that FCA US LLC brands are race sponsors, one of the longest partnerships in all of motorsports. Mopar stands with Dodge as presenting sponsor for the challenging high-altitude event, staged in the picturesque Rocky Mountains, continuing its decades-long association with Bandimere Speedway and NHRA racing.

“Performance and competition fuel Dodge owners and the Dodge//SRT team every day,” said Steve Beahm, Head of Passenger Cars, Dodge//SRT, Chrysler and FIAT, FCA – North America. “The sounds, smells and thrills of drag racing bring this attitude to life for the thousands of Dodge and Mopar fans who make the Mile-High NHRA Nationals a ‘must-see’ event.”

The 39th annual Dodge Mile-High NHRA Nationals Powered by Mopar runs July 20-22, 2018. The event kicks off the historic three-race “Western Swing” of the 2018 NHRA Mello Yello Drag Racing season that includes stops in California and Washington.

One of the longest-running NHRA national events, the Dodge Mile-High NHRA Nationals Powered by Mopar is a highly anticipated and a fan favorite in the series.

“We are excited to welcome Dodge on board as the title sponsor for the Mile-High Nationals,” said Brad Gerber, NHRA vice president and chief development officer. “Fans travel from all over the country to experience NHRA drag racing in Denver. It’s fitting that they make this race a part of the powerful Dodge brand.”

“The 2018 season is a year of celebrations as Bandimere Speedway commemorates 60 years of speed and 30 years of partnership with FCA US,” said John Bandimere III, Executive Vice President and General Manager of Bandimere Speedway. “We are proud to have Dodge taking on the lead role in the sponsorship of the Mile-High NHRA Nationals, while continuing with Mopar power as the presenting sponsor. During the last three decades, we have had the privilege to see Mopar lead the way in performance, and bringing in the Dodge brand offers a new level of excitement and opportunity. The addition of night qualifying on Saturday continues to elevate the excitement and performance level making the Dodge Mile-High NHRA Nationals, one of the premier events on the tour.”

This year also marks the third consecutive year Dodge serves as the title sponsor of the Dodge NHRA Nationals in Reading, Pennsylvania, which runs September 13-16.

The supercharged partnership of Dodge and Mopar in NHRA includes increased sponsorship of Leah Pritchett’s Top

Fuel dragster, continuing support as primary sponsor of Matt Hagan's Dodge Charger R/T Funny Car and a new 4, 800-square-foot exhibit that combines the brands' rigs to form one of the largest displays on the NHRA Manufacturers Midway.

Dodge fans can stay in touch with racing news and events at the [Dodge Garage](#), a one-stop digital content hub and premier destination for drag racing and muscle car enthusiasts.

Dodge Garage houses daily updates and fans get access to online racing HQ, news, events, galleries, downloads and merchandise. Dodge Garage includes exclusive content, such as a three-part video series "Chasing the Title," which offers fans a unique, behind-the-scenes glimpse at Pritchett and her Don Schumacher Racing team in action.

Mopar keeps racing and performance fans updated on its activities on its blog: <https://blog.mopar.com>.

Learn more about Dodge at [www.dodge.com](http://www.dodge.com). To learn more about NHRA, visit [www.nhra.com](http://www.nhra.com).

#### **About Dodge//SRT**

Dodge//SRT offers a complete lineup of performance vehicles that stand out in their own segments. Dodge is FCA North America's mainstream performance brand, and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge, who founded the company in 1914. Their influence continues today. New for 2018, the 840-horsepower Dodge Challenger SRT Demon, the fastest quarter-mile production car in the world and most powerful muscle car ever, is taking the world by storm, along with the new 2018 Dodge Durango SRT, America's fastest, most powerful and most capable three-row SUV, and the 707-horsepower Dodge Challenger SRT Hellcat Widebody. These new SRT ultimate performance models join a brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger, including the 707-horsepower Challenger SRT Hellcat and the Charger SRT Hellcat, the quickest, fastest and most powerful sedan in the world.

#### **About NHRA**

Headquartered in Glendora, Calif., NHRA is the primary sanctioning body for the sport of drag racing in the United States. NHRA presents 24 national events featuring the NHRA Mello Yello Drag Racing Series, NHRA Lucas Oil Drag Racing Series and NHRA J&A Service Pro Mod Drag Racing Series. NHRA provides competition opportunities for drivers of all levels in the NHRA Summit Racing Series and the NHRA Drags: Street Legal Style presented by AAA. NHRA also offers NHRA Jr. Street program for teens and the Summit Racing Jr. Drag Racing League for youth ages 5 to 17. In addition, NHRA operates four of its own racing facilities: Atlanta Dragway in Georgia; Gainesville Raceway in Florida; Lucas Oil Raceway at Indianapolis; and Auto Club Raceway at Pomona in Southern California. For more information, log on to [NHRA.com](http://NHRA.com), or visit the official NHRA pages on Facebook, YouTube, Instagram and Twitter.

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