

## Dodge Brand Launches “Muscleville” Marketing Campaign

- First two of four new broadcast spots, featuring Bill Goldberg as the Mayor of Muscleville, launches across television this week
- First two commercials can be viewed online on the [Dodge YouTube](#) channel
- Additional content will also run across the brand's social channels including [Facebook](#), [Instagram](#) and [Twitter](#)

March 6, 2019, Auburn Hills, Mich. - The Dodge brand is launching a national marketing campaign, “Muscleville,” featuring four new TV spots and digital/social content across its [Facebook](#), [Instagram](#) and [Twitter](#) channels. The campaign marks the brand's “Dodge Performance Days” sales event throughout the month of March. Two of the four television spots, “[Welcome to Muscleville](#)” and “[Fast Lane](#)”, can be viewed now on the [Dodge brand's YouTube channel](#) .

“There’s no better time than Spring to kick off muscle car season,” said Steve Beahm, Head of Passenger Car Brands, Dodge//SRT, Chrysler and FIAT – FCA North America. “And what better way to celebrate our Dodge//SRT enthusiasts than to create a town just for them. In fact, our fans had the opportunity to line up on Main Street to meet the ‘Mayor’ and participate in the production, making them honorary residents of ‘Muscleville,’ a Dodge owner’s paradise.”

### **“Welcome to Muscleville”**

### **“Fast Lane”**

The campaign gives muscle car enthusiasts a town of their own. It’s a place where speed bumps don’t exist and donuts are served fresh every morning at the corner of SRT Street and Charger Lane. Welcome to Muscleville, where the only dating is speed dating and the town square is a straightaway with a Christmas Tree in place of traffic lights. The campaign features Dodge personality Bill Goldberg (professional athlete, NFL player, pro wrestler and automobile aficionado) as the mayor of Muscleville. (Goldberg starred in the Dodge brand’s “Jolly Fast Man” series last year).

The brand transformed Taft, California, a small town in Kern County, California, into “Muscleville.” The Dodge campaign “Muscleville” was created in partnership with Doner.

### **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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