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## **MEDIA ADVISORY: Fifth Annual 'Roadkill Nights Powered by Dodge' Brings Legal Drag Racing and Thrill Rides Back to Woodward Avenue on Friday and Saturday, Aug. 9-10**

- Motor Trend Group's "Roadkill Nights Powered by Dodge" is once again taking over M1 Concourse, held for the fifth consecutive year in Pontiac, Michigan, with drag races on historic Woodward Avenue, car shows, thrill rides, a celebrity showdown race, family-friendly activities, Dodge Challenger SRT Demon race simulators and more
- Now a two-day event, the high-octane excitement starts the evening of Friday, August 9 at M1 Concourse, leading into a full day of activities and legal drag racing on historic Woodward Ave. on August 10
- Friday evening provides fans a chance to get up close with the racers as they compete in a dyno challenge and burnout contest, free Dodge drift rides, live music, celebrity meet-and-greets and freestyle motocross and street bike stunt shows
- On Saturday, legal drag racing begins with two classes, Big Tire and Small Tire, competing for a cash purse of \$30,000. As part of the overall \$40,000 purse, a special celebrity showdown drag race with a \$10,000 prize purse will be donated to The United Way
- In addition to legal drag racing, Saturday activities include exhilarating thrill and drift rides in Dodge Challenger and Charger SRT Hellcat models in two locations with speeds over 100 mph, celebrity appearances, freestyle motocross and street bike stunt shows
- Those attending can test their skills in the Dodge Challenger SRT Demon simulators, check out the new 2020 Dodge Charger SRT Hellcat Widebody and 797-horsepower 2019 Challenger SRT Hellcat Redeye on display, along with more than 400 vehicles in the Show 'n' Shine, dyno runs and more
- Leah Pritchett in her "Angry Bee" Mopar Dodge 1320 Top Fuel car and Matt Hagan in his Dodge Charger SRT Hellcat Widebody Funny Car will heat up the pavement on Woodward Avenue on Saturday
- Sheriff Showdown: Macomb County's Sheriff Wickersham and Oakland County's Sheriff Bouchard will compete in an old-school grudge match on Woodward Avenue on Saturday, each driving a 2019 Dodge Challenger SRT Hellcat Redeye with respective County decals

### **WHAT:**

Back for 2019, "[Roadkill Nights Powered by Dodge](#)," Motor Trend Group's popular drag racing event and car festival, which attracted more than 44,000 fans last year, returns to the M1 Concourse in Pontiac, Michigan. This year, Roadkill Nights will have additional Friday night activities on August 9, leading perfectly into a full day of street-legal drag racing and activities on Saturday, August 10.

### **WHERE:**

M1 Concourse (164 South Blvd. West, Pontiac, Michigan 48341)

### **WHEN:**

#### **Friday, August 9 – 'Roadkill Nights Powered by Dodge' Media Preview**

- 9:30 a.m.: Gates open to media
- 11 a.m.: Dodge drift and thrill rides
- 11:30 a.m.: Lunch available
- 3 p.m.: Gates open to the public – event begins
  - Roadkill Nights Powered by Dodge event activities begin: Burnout contest, dyno

competitions, free Dodge drift rides on skid pad, Dodge simulators, freestyle motocross stunt shows, food and beer trucks, family-fun Kids Zone

- 9 p.m.: Event concludes

#### **Saturday, August 10 – 'Roadkill Nights Powered by Dodge'**

- 6 a.m.: Available media opportunities begin
- 10 a.m.: Gates open to the public – event begins
  - Photo opportunity as muscle, vintage and classic cars enter the event to set up for Show 'n' Shine
  - Roadkill Nights Powered by Dodge event activities begin: Dodge Challenger and Charger SRT Hellcat thrill and drift rides, Dyno testing
- 11 a.m.: Drag racing begins – open qualifying session; can be viewed via livestream at [dodgegarage.com](http://dodgegarage.com)
- 11:30 a.m. Freestyle Motocross show (behind bleachers)
- 4 p.m.: Open drag racing qualifying concludes
- 4:15 p.m.: Leah Pritchett and Matt Hagan Top Fuel exhibition burnouts on Woodward Ave.
- 4:45 p.m.: Celebrity shootout begins on Woodward Ave.
- 5:45 p.m.: Top 8 shootout driver announcements
- 6 p.m.: Sheriff Showdown – Macomb County's Sheriff Wickersham and Oakland County's Sheriff Bouchard will compete in an old-school grudge match
- 6:30 p.m.: Flamethrower & wheelstander exhibition run
- 8 p.m.: Freestyle motocross show
- 8:30 p.m.: Top 8 shootouts begin (Small Tire & Big Tire)
- 9 p.m.: Top 8 Winners Awards Ceremony
  - Dodge Challenger and Charger SRT Hellcat thrill and drift rides close
  - Event concludes

#### **WHO:**

Bob Broderdorf, Director of Dodge and Alfa Romeo N.A.

- For interview requests, please contact Claire Carroll ([claire.carroll@fcagroup.com](mailto:claire.carroll@fcagroup.com))

Kevin Hellman, Dodge brand manager

- For interview requests, please contact Claire Carroll ([claire.carroll@fcagroup.com](mailto:claire.carroll@fcagroup.com))

David Freiburger and Mike Finnegan, Roadkill co-hosts

- For interview requests, please contact Lela Randall ([lela.randall@hkstrategies.com](mailto:lela.randall@hkstrategies.com))

Matt Hagan and Leah Pritchett, NHRA pro drivers

- For interview requests, please contact Claire Carroll ([claire.carroll@fcagroup.com](mailto:claire.carroll@fcagroup.com))

#### **DETAILS:**

This year's " [Roadkill Nights Powered by Dodge](#)," Motor Trend Group's popular drag racing event and car festival, is even bigger and better, bringing back legal drag racing on Woodward Avenue and even more experiences with two days filled with exciting activities, including thrill and drift rides in the 717-horsepower Dodge Challenger SRT Hellcat and the 707-horsepower Dodge Charger SRT Hellcat models.

Friday evening will give fans the opportunity for an up close look at the race cars that will tear up Woodward Avenue on Saturday. In addition, there will be a burnout contest, free Dodge drift rides, live music, celebrity meet-and-greets and freestyle motocross stunt shows. An eclectic array of food truck offerings and beverages will be available for purchase to keep the public energized throughout the day.

On Saturday, street-legal drag racing on historic Woodward Avenue begins with two classes, Big Tire and Small Tire, competing for a cash purse of \$30,000. As part of the overall \$40,000 purse, \$10,000 will be donated to The United Way. Additional activities include:

- Exhilarating thrill and drift rides in Dodge Challenger and Charger SRT Hellcat models in two locations with high speeds over 100 mph
- Exhibition runs with Leah Pritchett in her "Angry Bee" Mopar Dodge 1320 Top Fuel car and Matt Hagan in

his Dodge Charger SRT Hellcat Widebody Funny Car

- A special celebrity showdown drag race with a \$10,000 prize purse benefitting The United Way
- Sheriff Showdown: Macomb County's Sheriff Wickersham and Oakland County's Sheriff Bouchard will compete in an old-school grudge match on Woodward Avenue on Saturday, each driving a 2019 Dodge Challenger SRT Hellcat Redeye with respective County decals
- Celebrity appearances by MotorTrend's hugely popular series "Roadkill" co-hosts David Freiburger and Mike Finnegan; Chris Jacobs of MotorTrend's Overhaulin'; Brian Lohnes of the NHRA; Cristy Lee, Faye Hadley and Bogi Lateiner of All Girls Garage; Bill Carlton of Texas Metal; Joe Martin, Amanda Martin and Jayson "Shag" Arrington of Iron Resurrection; Dave Kindig and Kevin Schiele of Bitchin' Rides; Jared Zimmerman and Lou Santiago of Car Fix; Steve Magnante of Roadkill's Junkyard Gold and Barret-Jackson Live; Bill Goldberg and Matt D'Andria
- Freestyle motocross and street bike stunt shows
- Dodge Challenger SRT Demon simulators
- Dodge Charger SRT Hellcat Widebody and Challenger SRT Hellcat Redeye on display, along with more than 400 vehicles in the Show 'n' Shine
- Dyno runs, family-fun Kids Zone and much more

General admission for spectator tickets is \$10 per person, per day; \$5 per person for Pontiac residents (available on-site only). Two-day passes are available for \$20. Children 12 and under are free.

Admission is free for FCA employees with one guest (must show badge at entrance).

Spectator tickets, Show 'n' Shine participation and package information are available now at [hotrod.com/events/roadkillnights](https://hotrod.com/events/roadkillnights).

#### **Drag Race Purse Per Class – Big Tire & Small Tire (\$40,000 in total):**

Both drag racing classes will have the same payout structure with \$15,000 as the total purse per class. As part of the overall \$40,000 purse, \$10,000 will be donated to The United Way.

- Winner – \$5,000
- Runner up – \$1,500
- Semi Finalists – \$750 (2 payouts)
- Quarter Finalists - \$500 (4 payouts)
- Fastest Dodge-powered vehicle - \$5,000

For more information on Roadkill and Roadkill Nights, follow on [Facebook](#) and [Twitter](#). Fans can also follow the action for Roadkill Nights on [Dodge Garage](#) or on social channels with hashtags #RoadkillNights and #poweredbydodge.

#### **PARKING:**

- Friday: For the media preview, parking will be inside M1 Concourse (164 South Blvd. West, Pontiac, Michigan 48341). Staff will be on-site to direct
- Saturday: VIP and media parking will be available at the South Lot. Contact [claire.carroll@fcagroup.com](mailto:claire.carroll@fcagroup.com) for more information; shuttles will be provided for local event attendees

#### **RSVP:**

Please RSVP to Claire Carroll at [claire.carroll@fcagroup.com](mailto:claire.carroll@fcagroup.com)

Street racing can have serious legal and safety risks. Both ROADKILL and Dodge want enthusiasts to enjoy performance driving in a controlled environment on a closed course, run by professionals with vehicle safety inspections, driver evaluations and track preparation appropriate for drag racing conditions.

#### **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 where they compete.

Dodge drives forward as a pure performance brand, offering SRT Hellcat versions of the Dodge Challenger, Dodge Charger and Dodge Durango, as well as an R/T plug-in hybrid electric vehicle (PHEV) version of the all-new 2023 Dodge Hornet, representing the brand's first-ever electrified performance vehicle. Dodge delivers the drag-strip

dominating 807-horsepower Dodge Challenger SRT Super Stock; the 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world; and 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. Combined, these four muscle vehicles make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2022, the Dodge brand ranked No. 1 in the J.D. Power [APEAL Study](#) (mass market), making it the only domestic brand ever to do so three years in a row. In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power [Initial Quality Study](#) (IQS).

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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