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Dodge//SRT Welcomes More Enthusiasts Into ‘The Brotherhood of Muscle.’ Dodge Power Dollars Available on 2020 Charger, Challenger and Durango Models

- Starting March 3, 2020, customers across the United States who purchase any 2020 Dodge Challenger or Dodge Charger model will get a \$10 per horsepower cash allowance; Dodge Durango will be included beginning April 1
- Dodge Power Dollars 2020 builds on momentum of strong Dodge muscle car sales in 2019 and growing fan engagement on social media:
 - Dodge had its best six-month sales in muscle car history in the last half of 2019
 - “The Brotherhood of Muscle” grew in the second half of 2019 with record combined Charger and Challenger sales of 84,216 vehicles
 - Dodge put 33 million more horsepower into the hands of performance enthusiasts across the country in the last half of 2019
 - In 2019, Charger had its best sales year since 2013, with 96,935 units sold
 - Challenger sales surpassed 60,000 units in 2019, more than double the sales when it was first introduced
 - Dodge//SRT now has more than 11 million followers across all of its social channels with fan engagement at an all-time high

March 3, 2020, Auburn Hills, Mich. - American muscle is getting even stronger as Dodge//SRT extends Dodge Power Dollars to its 2020 model-year Dodge muscle cars and creates a new social media campaign to celebrate the new and loyal performance enthusiasts who continue to grow “The Brotherhood of Muscle.”

Starting March 3, 2020, customers across the United States who purchase any 2020 Dodge Challenger or Dodge Charger model will get a \$10 per horsepower cash allowance through Dodge Power Dollars 2020, with Dodge Durango joining the program on April 1. They also now have a chance to share their stories in a new social series called #TheMuscleBehindUs.

“Our Dodge performance enthusiasts are drawn together by their love of American muscle. And Dodge Power Dollars has tapped into something very powerful,” said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. “So we’re now making Dodge Power Dollars available on any 2020 model-year Charger or Challenger to make it even easier for our fellow horsepower addicts to join ‘The Brotherhood of Muscle.’”

Dodge Power Dollars 2020 builds on Dodge’s strong muscle car sales momentum in 2019. Last August, the brand set a goal of growing from 485 million horsepower to 500 million horsepower on the road by the end of the year. It beat that goal two months early and extended the industry-exclusive program until the end of the 2019 model year. The results:

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These Dodge brand enthusiasts are also lighting up the brand's social channels, where it now has 11 million fans across all channels, surpassing more than 5 million on Instagram alone. Not only are they joining at a faster clip than the competition, fan engagement is at an all-time high. There were more than 22 million views of the Dodge Horsepower Challenge video(s) alone. Daily fan growth on the Dodge Twitter channel doubled between August and December.

#TheMuscleBehindUs

To celebrate these new and loyal members of "The Brotherhood of Muscle," Dodge is launching a new social media campaign this Spring called #TheMuscleBehindUs, where it will tell the stories about what fuels the brand's passionate performance enthusiasts, why they love Dodge, why they love their performance vehicle and what it means to be a part of the Dodge//SRT family. These videos will be featured across the Dodge social media channels.

For a chance to be featured in this new social series, all Dodge owners can send in their stories along with pictures of their ride via social media with the hashtag #TheMuscleBehindUs. The brand will then create videos and content to share with its millions of followers.

Dodge Power Dollars 2020 extends \$10 cash allowance per horsepower to 2020 model-year vehicles

For Dodge Power Dollars 2020, every 2020 Dodge Challenger and Dodge Charger will receive \$10 per horsepower cash allowance, ranging from SXT and GT models with Pentastar V-6 efficiency and available all-wheel-drive (AWD) capability to the Dodge Charger SRT Hellcat Daytona 50th Anniversary Edition, the most powerful and fastest mass-produced sedan in the world, and the 797-horsepower Dodge Challenger SRT Hellcat Redeye, the quickest, fastest and most powerful muscle car.

Examples include:

Challenger

Model	Horsepower	Cash allowance
Hellcat Redeye	797	\$7,970
Hellcat	717	\$7,170
R/T Scat Pack	485	\$4,850
R/T	375	\$3,750
GT AWD	305	\$3,050
GT	305	\$3,050
SXT	305	\$3,050

Charger

Model	Horsepower	Cash allowance
Daytona 50 th Anniversary	717	\$7,170
Hellcat	707	\$7,070
Scat Pack	485	\$4,850
R/T	370	\$3,700
GT AWD	300	\$3,000
GT	300	\$3,000
SXT AWD	300	\$3,000
SXT	292	\$2,920

Durango

Model	Horsepower	Cash allowance
SRT	475	\$4,750
R/T	360	\$3,600
Citadel	up to 360	up to \$3,600
GT	295	\$2,950
SXT	up to 295	up to \$2,925

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 performance hybrid version of the all-new 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).

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