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FCA Canada: New 'Leader of the Pak' Coming Soon: Order Reservations Set to Open for Quickest, Fastest and Most Powerful Dodge Challenger Mopar Drag Pak Ever

- Starting Sept. 2, 2020, dealers and customers can now contact the Dodge//SRT Concierge at (800) 998-1110 to register for the opportunity to order the new 2021 Dodge Challenger Mopar Drag Pak
- Order reservations for the new 2021 Dodge Challenger Mopar Drag Pak officially open on Sept. 9, 2020, and will be accepted on a first-come, first-served basis
- Quickest, fastest and most powerful Drag Pak ever is powered by a supercharged 354-cubic-inch HEMI® V-8 engine
- Dodge//SRT and Mopar give sportsman racers a new, turnkey package, loaded with suspension and chassis upgrades and built for NHRA and NMCA competition
- Safety enhancements include all-new NHRA certified roll-cage for elapsed times as low as 7.50 seconds in the quarter-mile
- The 50-unit serialized 2021 Drag Pak has a starting Canadian Manufacturer's Suggested Retail Price (MSRP) of \$209,665
- Customers can head to <http://www.dodgegarage.com/drag-pak> to find complete vehicle configuration and ordering information
- Production of the 2021 Dodge Challenger Mopar Drag Pak is scheduled to start in the first quarter of 2021

September 4, 2020, Windsor, Ontario - Dodge//SRT and Mopar are now taking reservations for the limited-production 50 serialized and non-VIN units of the new 2021 Dodge Challenger Mopar Drag Pak.

To register for the opportunity to place an order, all interested customers and dealers must contact the Dodge//SRT Concierge at (800) 998-1110. Registration opened Sept. 2, 2020. Order reservations officially open on Sept. 9, 2020 and will be accepted on a first-come, first-served basis.

"Our new Dodge Challenger Mopar Drag Pak is produced specifically for sportsman racers to secure and own bragging rights at the drag strip," said Mark Bosanac, Head of Mopar Service, Parts & Customer Care, FCA - North America. "From the supercharged HEMI® V-8 power under the hood, to the advanced suspension and chassis technologies and an all-new NHRA-certified roll cage, we can't wait to give our loyal performance enthusiasts another purpose-built muscle car to carry the Mopar flag across the finish line first."

The Drag Pak is engineered for grassroots drag racers who compete in sportsman classes in events sanctioned by the National Hot Rod Association (NHRA) and National Muscle Car Association (NMCA).

"This is the quickest, fastest and most powerful Dodge Challenger Mopar Drag Pak we've ever built," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "And, 50 members of the Brotherhood are going to be able to buy this 7 second turn-key race car right from their local Dodge dealer."

The starting Canadian Manufacturer's Suggested Retail Price (MSRP) for the 2021 Dodge Challenger Mopar Drag Pak is \$209,665. Customers can head to <http://www.dodgegarage.com/drag-pak> to find complete vehicle configuration and ordering information. Production of the 2021 Dodge Challenger Mopar Drag Pak is scheduled to start in the first quarter of 2021.

Improved Performance From Upgraded Supercharged HEMI® V-8

At the heart of the new Drag Pak is the latest evolution of the supercharged 354-cubic-inch Gen-III HEMI® V-8 engine, based on the same powerplant that won the 2018 National Hot Rod Association (NHRA) Factory Stock Showdown (FSS) and National Muscle Car Association (NMCA) Factory Supercar championships.

Numerous enhancements include an all-new 3.0-litre Whipple twin-screw supercharger, upgraded forged internals, new front accessory drive and a new fabricated aluminum ice tank with a clear lid that cools the supercharger intercooler. This engine combination has been fully validated by Mopar engineers on the dyno, as well as the drag strip, and is approved for the NHRA FSS and NMCA classes.

A unique serialized red and chrome Drag Pak badge sits atop the machined aluminum supercharger cover. Also under the aluminum hood, enthusiasts will see a nod to past 1970-1974 'Cuda and Challenger heritage models, with a special red and chrome radiator support "Fender Tag" adorned with the silhouette of the Challenger, stating the series number, the vehicle code, axle ratio and engine designation - all unique to the Drag Pak.

Newly Designed Suspension Provides A Leg Up On The Competition

The all-new, four-link rear suspension is engineered to launch hard, quickly decimate the 60-foot elapsed times and stay planted all the way down the quarter-mile. A new geometry setup with longer control arms increases the length of the rear swing arm, allowing better anti-squat control and increasing stability. It also incorporates a wishbone link for lateral control (replacing a Panhard Bar in prior models) and a larger-diameter anti-roll bar (250 per cent stiffer than prior models).

Up front, a unique Mopar K-member underpins the front suspension, featuring integrated solid engine mounts and a cut-out for easy oil pan removal. New for 2021 are exclusive double-adjustable Drag Pak-specific tuned Bilstein coilover shock absorbers supporting all four corners of the car. The new shocks improve weight transfer and body attitude for hard launches, as well as soak up track bumps and undulations at high speeds down the track. The shocks feature 10 settings (front and rear) for easy tuning of compression and rebound damping, allowing racers to adjust for diverse track conditions by simply turning the colour-coded knobs.

Strange Engineering Pro Series II racing brakes on the front and rear provide ample stopping power after the finish line, with minimal losses due to brake drag on the way there.

Two wheel and tire combinations are available for the Drag Pak:

- Bogart wheels with Mickey Thompson tires:
 - Rear: Bogart D-10 15-inch x 10-inch (non-beadlock) wheels riding on Mickey Thompson ET Drag® Pro Drag Radial 30.0 x 9.0 R15 tires
 - Front: Bogart D-10 17-inch x 4.5-inch wheels riding on Mickey Thompson 27.5 x 4.0-17 ET Front™ tires
- Weld Racing wheels with Mickey Thompson tires:
 - Rear: Weld Racing Alpha-1 15-inch x 10-inch (double beadlock with Drag Pak engraved lock rings) wheels riding on Mickey Thompson ET Drag® Pro Drag Radial 30.0 x 9.0 R15 tires
 - Front: Weld Racing V-Series 17-inch x 4.5-inch (with Drag Pak engraving) wheels riding on Mickey Thompson 27.5 x 4.0-17 ET Front™ tires

Improved Performance and Safety With Certified Roll Cage

The new Drag Pak features an all-new roll cage fabricated to SFI Specification 25.5C (7.50 seconds ET NHRA certified) to not only handle the rigorous safety requirements of factory stock racing but also improve performance.

The NHRA-certified roll cage is constructed from 4130 chromoly tubing and is fully TIG-welded ensuring greater safety and integrity. The cage is fully integrated with the factory unibody through attachment points at the front and rear shock towers, B-pillars, vehicle floor and rocker panels. This integrated chassis approach is a result of Mopar's involvement in different classes of drag racing over the years, as well as the stringent approach to safety mandated

by the NHRA. The chassis is designed to work in combination with the rear suspension, channeling the forces from the control arms and coilover shocks directly into the roll cage, versus the body panels. The increased stiffness allows the new Drag Pak to be more responsive to tuning changes, enabling racers to extract more performance in the quarter mile.

Out back, a trunk-mounted, SFI-certified three-gallon drag race fuel cell feeds a brushless racing fuel pump with dual inline filters. Axle-mounted wheelie bars are standard, as is a 10-foot parachute mounted rigidly to the frame rails via a unique tubular mount.

Improved Interior Features Advanced, Race-ready Technology

The interior balances race-car function with factory comfort and technology. The instrument panel features a carbon-fibre bezel with three primary gauges – RPM, brake pressure and oil pressure. The driver bezel also features a Holley EFI Digital Dash with a 7-inch, low-glare, full-colour touchscreen display so drivers can tune and manage vehicle performance.

On the passenger side, a custom red and chrome Drag Pak serialized badge signifies the one-of-50 build sequence numbers. Driver comfort is achieved with the adjustable mounts that are included for the seats and racing pedals. Driver control is delivered through a mechanical floor shifter and lightweight steering column with quick-release steering wheel.

An all-new motorsport electrical architecture setup includes the “brains” of the supercharged HEMI powertrain in the programmable Holley Dominator Electronic Fuel Injection (EFI) vehicle-management system. In addition, a programmable Racepak Smartwire Power Distribution Module controls all electrical components using solid-state electronics which eliminates the need for fuses and relays. These electronic modules are conveniently mounted to the body using bespoke mounts that allow for easy service with factory fit-and-finish.

A choice of lightweight Racetech composite seats and Racetech HANS-ready cam-lock harnesses are FIA- and SFI-compliant. Both driver and passenger seats feature the Drag Pak logo embroidered on the seat back; while the optional Head Restraint Seat Package features a winged driver seat.

Rounding out the Factory Stock racing class feel on the interior are custom-cut lightweight carpeting, carbon fibre tube protectors and SFI-compliant roll bar padding.

High-impact Exterior Colours and Heritage-inspired Graphics Choices Signal Performance

The new Drag Pak comes standard in White Knuckle and is available in five optional High-impact exterior colours: Hellraisin, Pitch Black, Smoke Show, TorRed and Frostbite. Full-colour or monochromatic graphics packages are anchored by the Mopar logo and additional “draggpak” or “direct connection” billboard graphics on the quarter panels above the rear wheels. The graphic band wraps around the rear of the car, visually connecting both sides of the vehicle.

A wide centre stripe, with tracers on each side, runs from the edge of the front fascia, over the roof and through to the rear edge of the decklid. The graphics highlight the width of the Drag Pak and complements the variety of stripe packages Mopar offers for the Dodge Challenger. The graphic band runs along the lower quarter of each side of the Drag Pak, accented by a tracer line.

DodgeGarage: Digital Hub for Drag Racing News

Fans can follow all the NHRA’s action this season at DodgeGarage, the one-stop portal for Dodge//SRT and Mopar drag-racing news. The site includes daily updates and access to an online racing HQ, news, events, galleries, available downloads, and merchandise. For more information, visit www.dodgegarage.com.

Mopar

Mopar (a simple contraction of the words MOfor and PARts) is the service, parts and customer-care brand for FCA vehicles around the globe. Born in 1937 as the name of a line of antifreeze products, the Mopar brand has evolved over more than 80 years to represent both complete care and authentic performance for owners and enthusiasts worldwide.

Mopar made its mark in the 1960s during the muscle-car era, with Mopar Performance Parts to enhance speed and handling for both road and racing use, and expanded to include technical service and customer support. Today, the Mopar brand's global reach distributes more than 500,000 parts and accessories in more than 150 markets. With more than 50 parts distribution centres and 25 customer-contact centres globally, Mopar integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Complete information on the Mopar brand is available at www.mopar.com. Mopar is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>