

Dodge//SRT Brand and The LEGO Group Launch New LEGO® Speed Champions Mopar Dodge//SRT Top Fuel Dragster and 1970 Dodge Challenger Building Set

- Official Dodge vehicle color Plum Crazy captured in first purple vehicle – a 1970 Dodge Challenger T/A – in LEGO Speed Champions series
- Building set features the first Top Fuel Dragster and the first muscle car in 8-wide (8W) scale in LEGO Speed Champion series
- Dodge brand enthusiasts can order building set beginning June 1 on [LEGO.com](https://www.lego.com)

May 27, 2021, Auburn Hills, Mich. - Dodge and The LEGO Group have announced a second LEGO Speed Champions collaboration pairing the two iconic brands. The new LEGO Speed Champions Mopar Dodge//SRT Top Fuel Dragster and 1970 Dodge Challenger T/A building set, featuring the first purple vehicle and first Top Fuel Dragster in the Speed Champion series, is being released on June 1, 2021, on [LEGO.com](https://www.lego.com).

“Owning, or aspiring to own, a Dodge muscle car is as much about the lifestyle of joining the Brotherhood of Muscle as it is about the vehicle purchase,” said Tim Kuniskis, Dodge Brand Chief Executive Officer – Stellantis. “As a result, our brand enthusiasts are passionate about all things Dodge, including the latest cool collectibles. So, following the success of the Dodge 2018 LEGO Speed Champion building set, fans will now be able to build and show off not only the first ever 8-inch-wide (8W) muscle car, but also the first ever Plum Crazy 1970 Dodge Challenger T/A, along with an incredibly detailed 13½-long Top Fuel Dragster.”

“In 2021, we are extremely excited to reteam with Dodge and expand the Speed Champions 8W Vehicle Collection even further by including new vehicle types and building experiences, for the first time, that appeal to vehicle fans of all ages,” said Christopher Stamp, LEGO Design Lead.

With 627 pieces, the Dodge set featuring the 1970 Dodge Challenger T/A and the Mopar Dodge//SRT Top Fuel Dragster includes box art of their real-life counterparts to compare the LEGO creations with the real-life machines.

Packed with realistic details, the LEGO Speed Champions Mopar Dodge//SRT Top Fuel Dragster and 1970 Dodge Challenger replica models deliver a rewarding building experience for fans of all ages, great for display and awesome to race. The collectible toy vehicles in the building set come with a wide chassis, which allows for more detailing with decorative stickers, including the two miniature figures donning Dodge apparel and race helmets.

Highlights:

- 1970 Dodge Challenger T/A is the first purple vehicle in LEGO Speed Champions series (named official Dodge color Plum Crazy)
- One female Top Fuel Dragster driver in Dodge race suit
- One male Challenger driver in Dodge-branded casual clothing
- Mopar Dodge//SRT is over 4 inches (10 cm) high, 13.5 inches (35 cm) long and 2.5 inches (7 cm) wide
- Dodge Challenger T/A is over 2 inches (5 cm) high, 5 inches (16 cm) long and 2.5 inches (7 cm) wide

This new building set pairing the two brands follows the LEGO Speed Champions building set that features the [2018 Dodge Challenger SRT Demon and the 1970 Dodge Charger R/T](#), which launched in January 2019.

The LEGO Group

The LEGO Group’s mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.â€”â€”â€”

The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words "LEGO" and "Godt", which mean "Play Well". Today, the LEGO Group remains a family-owned company headquartered in Billund. However, its products are now sold in more than 130 countries worldwide. For more information, visit www.LEGO.com.

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.

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.

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