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Dodge Brand Celebrates the Release of Billie Eilish's New Album 'Happier Than Ever' With Limited 'Power Uncaged' Campaign

- The campaign features "Oxytocin" from Eilish's second studio album, released last night (7/29)
- The 60-second video "Power Uncaged," featuring the new "Oxytocin" track, is launching across television, digital and Dodge social media channels

July 30, 2021, Auburn Hills, Mich. - The Dodge brand is launching the new campaign "[Power Uncaged](#)" in support of the release of "Happier Than Ever," the second studio album from Billie Eilish. The campaign includes the new 60-second video "Power Uncaged," which features Eilish's new track from the album "Oxytocin," alongside the Dodge Challenger, Charger and Durango SRT Hellcats.

The video celebrates the raw power of Dodge and Billie Eilish, encouraging people to let their true power free. A 30-second version of the "Power Uncaged" spot began running across television last night (7/29).

"Billie is one of the most creative and innovative artists of our generation," said Olivier François, Global Chief Marketing Officer, Stellantis. "The power and subtlety of her music perfectly embody the spirit of the Dodge brand. Her new song 'Oxytocin' makes the perfect soundtrack for our 'Power Uncaged' campaign."

"Happier Than Ever," the new album from Billie Eilish, is [available now at all digital retailers](#).

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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