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Dodge Teases New Performance Initiatives at Dodge//SRT NHRA Nationals

October 29, 2021, Auburn Hills, Mich. - The Dodge brand is doubling down on its role as a pure performance brand with a sneak peek at one of two new performance-based programs set to be announced in early November.

National Hot Rod Association (NHRA) drag-racing superstars Matt Hagan and Leah Pruett will help kick off the launch sequence by carrying special "Direct Connection" graphics on their respective race cars, beginning with today's qualifying sessions at the Dodge//SRT NHRA Nationals Presented by Pennzoil, scheduled for October 29-31 at The Strip at Las Vegas Motor Speedway.

"Tune" in for the virtual announcement of the Dodge brand's two new performance initiatives on November 8 at Dodge.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.

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