

Contact: David Elshoff
Darren Jacobs

Dodge 'Speed Week' Heading for Woodward: Muscle Car Celebration, Worldwide Product Debuts Will Reveal Brand's Performance Future

- Dodge Speed Week on Woodward Avenue leaves the starting line on August 12, 2022, with press preview for MotorTrend Presents Roadkill Nights Powered by Dodge event, and reaches the finish on August 20 with Dodge Dream Cruise display on Woodward for the first time since 2019
- Next chapter of Dodge brand will be written during Dodge Speed Week with three consecutive days of worldwide product reveals, set for August 15-17, 2022, at M1 Concourse in Pontiac, Michigan
- MotorTrend Presents Roadkill Nights Powered by Dodge fuels Dodge Speed Week on August 13, 2022, with return of the one-day car culture festival and legal street drag racing
- Dodge Dream Cruise display with fan activities, Dodge muscle cars and more returns to Woodward on Saturday, August 20, 2022, bringing the brand back to the world's largest one-day automotive event
- For complete information on Dodge and the brand's Never Lift plan, which provides a 24-month road map to Dodge's performance future, visit [Dodge.com](https://www.dodge.com) and [DodgeGarage.com](https://www.dodgegarage.com).

June 23, 2022, Auburn Hills, Mich. - Dodge is pouring on the horsepower as the brand charges forward on its new performance path, launching a multi-day Dodge Speed Week event, August 12-20, 2022, on famed Woodward Avenue that will pack enough news to fill an entire calendar year into one week and charting the future of the Dodge brand.

"There's no better place to unveil a new performance direction for the Dodge brand than right on Woodward Avenue in metro Detroit, with tens of thousands of our closest fans and friends," said Tim Kuniskis, Dodge brand Chief Executive Officer - Stellantis. "We introduced our two-year [Never Lift](#) road map last year at Roadkill Nights, and this year the event will serve as the prelude to going wide open throttle on Never Lift. All I can say is the future of our brand will be on display during Dodge Speed Week, and we're throwing open our garage doors so our fans can get a peek for themselves. It's going to be an electric summer for Dodge."

Dodge Speed Week will be highlighted by a three-peat of worldwide Dodge brand product unveils, scheduled to take place in front of media and invited guests on three separate nights, August 15-17, 2022. Dodge will also make its return to Dream Cruise weekend proper for the first time since 2019, staging a full brand display on Woodward Avenue.

The Dodge Speed Week schedule includes:

- Day 1 — August 12, 2022: Press preview for MotorTrend Presents Roadkill Nights Powered by Dodge at M1 Concourse in Pontiac, Michigan
- Day 2 — August 13, 2022: MotorTrend Presents Roadkill Nights Powered by Dodge returns with legal street drag racing on Woodward Avenue, Dodge fan activities at M1 Concourse
- Day 3-5 — August 15-17, 2022: Three consecutive days of Dodge worldwide product reveals at M1 Concourse for media and invited guests:
 - Monday, August 15 – Current muscle announcements
 - Tuesday, August 16 – Gateway muscle announcement
 - Wednesday, August 17 – Future muscle announcement
- Day 6 — August 20, 2022: Dodge Dream Cruise public display

For more information on Dodge and to follow along on the brand's Never Lift plan, which provides a 24-month road map to Dodge's performance future, visit [Dodge.com](https://www.dodge.com) and [DodgeGarage.com](https://www.dodgegarage.com).

MotorTrend Presents Roadkill Nights Powered by Dodge Event Information

Information on MotorTrend Presents Roadkill Nights Powered by Dodge, including details on the event schedule, spectator tickets, car show registration, participant registration for drag racing and an extensive range of packages, will be available early this summer at [hotrod.com/events/roadkillnights](https://www.hotrod.com/events/roadkillnights).

To stay up to date on Roadkill and Roadkill Nights news, follow [facebook.com/roadkillshow](https://www.facebook.com/roadkillshow) and twitter.com/roadkillshow (fans can follow the action for Roadkill Nights with hashtags #RoadkillNights and #PoweredByDodge), and visit [Dodge.com](https://www.dodge.com) and [DodgeGarage.com](https://www.dodgegarage.com).

Street racing can have serious legal and safety risks. Both ROADKILL and Dodge want enthusiasts to enjoy performance driving in a safe, controlled environment, run by professionals with vehicle safety inspections, driver evaluations and track safety.

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.

Follow Dodge//SRT and company news and video on:

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Dodge brand: www.dodge.com

Direct Connection: www.DCPerformance.com

DodgeGarage: www.dodgegarage.com

Facebook: www.facebook.com/dodge

Instagram: www.instagram.com/dodgeofficial

Twitter: www.twitter.com/dodge and [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: www.youtube.com/dodge, <https://www.youtube.com/StellantisNA>

-###-

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