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‘Last Call’ Countdown: Teaser Video No. 1 — ‘Runnin’ Hyde’

- Dodge launches first full teaser video leading up to reveal of the seventh and final 2023 Dodge "Last Call" special-edition model
- “Runnin’ Hyde” teaser foreshadows the powerful metamorphosis fueling the creation of the ultimate Dodge special-edition ride
- Next video teaser scheduled for March 1, 2023
- Dodge Last Call Powered by Roadkill Nights Vegas event, set for March 20, 2023, at The Strip at Las Vegas Motor Speedway, will host reveal of the final "Last Call" special-edition model
- Ticket purchase and registration now open at www.Motortrend.com/DodgeLastCall for Dodge Last Call Powered by Roadkill Nights Vegas event
- Celebrity appearances will highlight the one-day drag-racing and performance festival, including a special performance by Grammy-winning superstar Diplo
- Enthusiasts can follow the latest Dodge “Last Call” news on brand social media channels using hashtags #DodgeLastCall and #Roadkillnights
- “Last Call” special-edition reveal will be available for viewing via Livestream on multiple online channels, including DodgeGarage.com

February 22, 2023, Auburn Hills, Mich. - Dodge is dropping the brand's first full video teaser ahead of the worldwide reveal of the seventh and final 2023 "Last Call" special-edition model. The teaser, titled “Runnin’ Hyde,” suggests the powerful metamorphosis fueling the core of the ultimate Dodge special-edition vehicle.

Dodge will post new video teasers each week leading up to the global debut of the ultimate Dodge performance vehicle, which will take place during the Dodge Last Call Powered by Roadkill Nights Vegas event at The Strip at Las Vegas Motor Speedway on March 20, 2023.

The [teaser series](#) was announced last week in a short, animated graphic. The next full video teaser is set to premiere on March 1. Each teaser reveals clues to the identity, and performance DNA, of the final special-edition “Last Call” vehicle.

Dodge Last Call Powered by Roadkill Nights Vegas

The Dodge Last Call Powered by Roadkill Nights Vegas one-day performance festival will not only reveal the final Dodge “Last Call” special-edition vehicle, but also spotlight the electrified future of the brand with the [Dodge Charger Daytona SRT Concept](#) also on display in Las Vegas. Enthusiasts can purchase general admission tickets and view information for the Dodge Last Call Powered by Roadkill Nights Vegas event at www.Motortrend.com/DodgeLastCall.

A Livestream feed of the reveal will be available for viewing at DodgeGarage.com, the [Dodge](#) YouTube channel, [MotorTrend](#) YouTube channel, as well as at MT+. Event activities will include Small Tire and Big Tire drag racing on The Strip at Las Vegas Motor Speedway, Dodge Thrill Rides and simulators, a car show and sponsor/vendor midway areas, a post-event concert/afterglow and more.

As with previous Roadkill Nights events, the Roadkill Nights Vegas performance fest will be packed with celebrity appearances — highlighted by a special performance by Grammy-winning superstar Diplo.

2023 Dodge Charger/Challenger “Last Call” Highlights

The seventh and final 2023 “Last Call” special-edition model commemorates the Dodge Challenger and Dodge Charger, which are coming to an end in their current HEMI-engine-powered forms at the end of 2023. Six [Dodge “Last Call”](#) models have already been introduced: the Dodge Challenger Shakedown, Dodge Charger Super Bee, Dodge Challenger and Charger Scat Pack Swinger, Dodge Charger King Daytona and Dodge Challenger Black Ghost.

In addition to the seven “Last Call” special-edition models, Dodge is also celebrating its 2023 model lineup by bringing back three beloved heritage exterior colors, B5 Blue, Plum Crazy purple and Sublime green, and one popular modern color, Destroyer Grey. 2023 Charger and Challenger R/T models will also feature new “345” fender badging, a callout to the 345-cubic-inch HEMI® engine under the hood, and all 2023 Dodge Charger and Challenger models will carry a special commemorative “Last Call” underhood plaque.

Dodge also launched a new [Horsepower Locator](#) online tool to help Brotherhood of Muscle members make the “Last Call” for the model of their choice. The Dodge Horsepower Locator tool, as well as information on the brand’s 24-month Never Lift plan, is available at [DodgeGarage.com](#).

Dodge//SRT

For 110 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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