



2018 Dodge Challenger SRT Demon TEASER 12

Dodge Resurrects the Demon: Teaser Video No.12– ‘No Ice’

- “No Ice,” the 12th video in the 2018 Dodge Challenger SRT Demon pre-reveal teaser campaign, launches today
- Dodge’s new ultimate performance halo to be unveiled Tuesday, April 11, during 2017 New York International Auto Show week
- Fans should visit www.ifyouknowyouknow.com for weekly updates, to download sharable content and for a countdown to its reveal
- Fans can also uncage their excitement for the reveal of the 2018 Dodge Challenger SRT Demon by posting shares, comments or likes across the Dodge brand’s official [YouTube](#), [Facebook](#), [Twitter](#) and [Instagram](#) channels. Dodge will surprise 10 loyal fans with an invitation to the hotly anticipated SRT Demon reveal
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

March 30, 2017, Auburn Hills, Mich. - The 2018 Dodge Challenger SRT Demon has distinct cooling advantages – enough to make the engine perform like it is running in the cold Alaskan air, even after a day of runs down the strip on a hot summer day.

The newest teaser video, “No Ice,” unlocked March 30 at www.ifyouknowyouknow.com, reveals the Challenger SRT Demon’s super cooled air induction system.

The 2018 Dodge Challenger SRT Demon is the first-ever, factory production car with a liquid-to-air charge air cooler chiller system. This exclusive performance feature enables the Challenger SRT Demon to achieve charge air induction temperatures previously unattainable by pressure-charged street-legal production vehicles.



Conventional cooling methods consist of simply using air or coolant to reduce the air induction temperature as it is passed through the charge air cooler. When in Drag Mode, the Challenger SRT Demon interior air conditioning system is diverted to chill the engine's charge air cooling system.

The result:

- Up to 45 degree Fahrenheit reduction in intake air temperature

Fans should visit www.ifyouknowyouknow.com to watch "No Ice" and the other 2018 Dodge Challenger SRT Demon videos. Remember, nothing is a coincidence and everything means something.

Fans can also uncage their excitement for the reveal of the 2018 Dodge Challenger SRT Demon by posting shares, comments or likes across the Dodge brand's official [YouTube](#), [Facebook](#), [Twitter](#) and [Instagram](#) channels. Dodge will surprise 10 loyal fans with an invitation to the hotly anticipated SRT Demon reveal during New York's auto show week.

Our story so far:

Leading up to the New York reveal, Dodge is launching its first-ever pre-debut video teaser campaign, including a new website www.ifyouknowyouknow.com, where fans and followers can get weekly updates, download sharable content and gain insight into the 2018 Dodge Challenger SRT Demon's engineering prowess.

Videos released so far:

- "[Cage](#)" debuted January 12
- "[Reduction](#)" debuted January 19
- "[Wide Body](#)" debuted January 26
- "[Crate](#)" debuted on February 2
- "[Forced Induction](#)" debuted on February 9
- "[Multiplication](#)" debuted on February 16
- "[Third Law](#)" debuted on February 23
- "[Race-hardened Parts](#)" debuted on March 2
- "[Performance Pages](#)" debuted on March 9
- "[No Pills](#)" debuted on March 16
- "[Lock and Load](#)" debuted on March 23

All videos in the series will be featured at www.ifyouknowyouknow.com. A countdown clock tells viewers when the next installment will be uncaged. The final chapter arrives when the Challenger SRT Demon is revealed in New York City, prior to the New York International Auto Show.



2018 DODGE CHALLENGER SRT DEMON

Teaser

Dodge is promoting the teaser campaign on its [Facebook](#), [Twitter](#) and [Instagram](#) social media pages, directing fans to www.ifyouknowyouknow.com and encouraging them to use the hashtag **#DodgeDemon**.

