



## 2018 Dodge Challenger SRT Demon TEASER 13

### Dodge Resurrects the Demon: Teaser Video No. 13 – ‘Fuel’

- “Fuel,” the 13th video in the 2018 Dodge Challenger SRT Demon pre-reveal teaser campaign, launches today
- "Judgement Day" bonus video will be unlocked Friday, April 7, at [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com)
- 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](http://www.ifyouknowyouknow.com) for live webcast of SRT Demon reveal event April 11 at 7:30 p.m. EDT and review weekly updates and download sharable content
- 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
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

April 6, 2017, Auburn Hills, Mich. - Every part of the 2018 Dodge Challenger SRT Demon – from the supercharged HEMI® V-8 to the Air Grabber hood to the single-seat interior to the sticky Nitto street-legal drag race tires – is optimized for one mission: dominate street and strip.

That single-minded focus even extends to the fuel system, as shown in the newest teaser video, “Fuel,” unlocked April 6 at [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com).

The Challenger SRT Demon is the first ever, factory production car designed to run on either track-preferred 100+ high-octane unleaded fuel or 91-octane unleaded fuel on demand. The track preferred high-octane fuel is readily available at select gas stations, specialty shops and drag strips.

The keys to unleashing the SRT Demon’s full fury are in the Demon Crate shipped separate: Direct Connection Performance parts that include a new powertrain control module (PCM) calibrated for the high-octane fuel and a new switch bank for the center stack that includes a high octane button.



The SRT Demon leaves the factory with a PCM configured for premium unleaded pump gasoline, which delivers top level performance.

The switch to the Direct Connection controller enables the supercharged HEMI engine to extract the maximum power from the knock-resistant high-octane fuel by optimizing spark timing. Drag racers will see big changes in elapsed time (ET) with the high-octane fuel.

Mixing high-octane unleaded and premium unleaded fuels in the tank won't hurt the SRT Demon's engine, but the high-octane function won't activate if the combined fuel octane is too low. A message in the gauge display tells the driver the car will use the premium fuel calibration until the engine is shut off and restarted. How does the car know? The controller monitors the engine's knock sensors.

There will be plenty of fuel available: The SRT Demon carries dual fuel pumps (vs. one pump in the Challenger SRT Hellcat), and larger fuel injectors using higher rail pressure.

Fans should visit [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com) to watch "Fuel" and "Judgement Day" as well as 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.

*The 2018 Dodge Challenger SRT Demon story, so far:*

Leading up to the New York reveal on Tuesday, April 11, Dodge launched its first-ever pre-debut video teaser campaign, including a new website [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com), where fans and followers get weekly updates, download sharable content and gain insight into the 2018 Dodge Challenger SRT Demon's engineering prowess.

The videos are:

- ["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
- "[No Ice](#)" debuted on March 30
- "Fuel" debuted on April 6
- "Judgement Day" video debuts on April 7
- Live stream of SRT Demon reveal on April 11 at 7:30 p.m. EDT

All videos in the series are featured at [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com). A countdown clock tells viewers when the final chapter arrives with the unveiling of the 2018 Dodge Challenger SRT Demon in New York City on Tuesday evening, April 11, prior to the New York International Auto Show.

The reveal event will be webcast live for all to watch at [www.ifyouknowyouknow.com](http://www.ifyouknowyouknow.com).

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

