



2018 Dodge Challenger SRT Demon TEASER 4

Dodge Resurrects the Demon: Teaser Video No. 4 – ‘Crate’

- “Crate,” the fourth video in the 2018 Dodge Challenger SRT Demon pre-reveal teaser campaign, launches today
- Fans should visit www.ifyouknowyouknow.com for weekly updates, to download sharable content and for a countdown to its reveal
- Dodge’s new ultimate performance halo to be unveiled during 2017 New York International Auto Show week
- Use hashtag **#DodgeDemon** to be a part of the next chapter in the Dodge performance story

February 2, 2017, Auburn Hills, Mich. - Performance cars share common goals – it’s true, and some more than others, but it’s also true every one of them favors one performance target over another. When you shift the focus from all performance cars to muscle cars, design and engineering choices still must be made regarding whether to favor street manners, drag strip capability, road course handling or a balance of each.

Twenty-two days into the pre-launch campaign, the general consensus seems to be that the Challenger SRT Demon is a single-seat, gutted-out, purpose-built drag car. But this week’s teaser video starts to bring the Challenger SRT Demon’s true mission more clearly into focus.

The Challenger SRT Demon provides a platform from which each customer can design their own ultimate “Street/Strip” muscle car. It’s not intended for a road course; rather, each customer can decide at the time of order, or once they own the car, or even on a moment’s notice that they want their car to favor street performance, drag strip performance or something in between.



The key is building in the capability and flexibility and then giving the customer access to the right gear for the job.

This new teaser video, titled “Crate,” unlocked February 2, contains clues to the dual purpose of the Challenger SRT Demon.

What’s in the custom-painted Demon Crate?

Eighteen components that maximize the Challenger SRT Demon’s flexibility, exclusivity and future collectability:

- Direct Connection Demon Performance Parts
- Demon-branded track tools
- Matching Demon spare wheels
- Demon Track Pack System

Fans should visit www.ifyouknowyouknow.com to watch the “Crate” video multiple times and know, just like the previous videos, nothing is a coincidence and everything means something.

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

In the coming weeks, Dodge will continue to bring fans and followers in on more details by slowly peeling away layer upon layer of the new Challenger SRT Demon via video shorts that highlight the engineering that has gone into its development.

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**.

