

Dodge Challenger 50th Anniversary Merchandise Collection Launches Online at Dodge.com

- Dodge 50th Anniversary Merchandise Collection includes endurance jackets, hoodies, t-shirts and baseball caps
- The brand will also offer special holiday items including Dodge-branded “ugly holiday sweaters,” t-shirts, adult onesies and ornaments
- Merchandise Collection coincides with the [announcement of the brand's new limited-production 50th Anniversary Edition of its iconic Dodge Challenger](#)
- All merchandise available now at [Dodge.com](#)

November 21, 2019, Auburn Hills, Mich. - A special Dodge Challenger 50th Anniversary Merchandise Collection is launching to coincide with the announcement of the brand's new limited-production 50th Anniversary Edition of its iconic Challenger, shown for the first time this week at 2019 AutoMobility LA.

"We have an incredible enthusiast community that is as passionate about the Dodge brand as we are," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "With that in mind, we wanted to offer them a 50th anniversary merchandise line that they could proudly wear as Dodge celebrates this special moment in the iconic Challenger's history."

The Dodge Challenger 50th Anniversary Merchandise Collection is available now while supplies last at [www.Dodge.com](#). Items include:

- [Dodge Challenger 50th Anniversary Ogio 1/4 Zip Jacket](#)
- [Dodge Challenger 50th Anniversary Hoodie](#)
- Dodge Challenger 50th Anniversary t-shirts for [men](#) and [women](#)
- [Dodge Challenger 50th Anniversary 3D Hat](#)
- [Challenger 50th Anniversary Rubber Patch Hat](#)

In addition to the Challenger 50th Anniversary line, Dodge will also offer special holiday items, include the following:

- Dodge-branded [“ugly” holiday sweater](#)
- (Hellcat) Reindeer [t-shirt](#)
- [Dodge Angry Bee](#); [Hellcat Redeye](#) and [Dodge Sleigh](#) ornaments
- Dodge [adult onesies](#)
- Custom [holiday M&M's gift jar](#)

[The 50th Anniversary Edition Challenger celebrates its Golden Anniversary](#) with new exterior paint color, body-color shaker hood on HEMI® V-8 models, unique badging and heritage style available on four Challenger models.

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.

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