

Contact: David Elshoff  
Darren Jacobs

## **Dodge Brand Breaks All the Rules with Jailbreak Model for 2022 Dodge Charger and Challenger SRT Hellcat Redeye Widebody**

- 2022 Dodge Charger and Challenger SRT Hellcat Redeye Widebody Jailbreak models unlock color combination ordering restrictions and add new factory-custom options
- Jailbreak models are next phase of the Dodge “Never Lift” campaign, which will launch new Dodge models and initiatives over the next two years
- Jailbreak models include unique badging and boost SRT Hellcat Redeye Widebody output to 807 horsepower with a revised powertrain calibration
- Jailbreak model of Challenger SRT Hellcat Redeye Widebody unleashes the ability to order unrestricted option combinations in more than 20 categories, including seven options for seats, stripes and wheels; six brake caliper color options; five exterior badging finishes; and four choices of steering wheels, seat belt colors and floor mats
- Charger SRT Hellcat Redeye Widebody Jailbreak personalization choices include seven wheel options, six exterior stripe and brake caliper color offerings, five varieties of seats and exterior badging finishes, and four options of steering wheels, seat belt colors and floor mats
- New content options for Jailbreak models include Hammerhead Grey Laguna leather seats and floor mats; Hammerhead Grey, Sepia and Demonic Red seat belts; 20-by-11-inch Warp Speed Satin Carbon wheels; Brass Monkey, Satin Chrome and Red exterior badging finishes; Blue and Yellow brake calipers and much more
- Pre-configured Jailbreak models, including Old School and Brass Funky, available for those seeking a customized “recipe” direct from the Dodge Product Design Office
- Jailbreak models available for customer order in late Q4 2021 at all Dodge dealerships
- Dodge Power Brokers dealers will have access to order and stock Jailbreak models on the showroom floor
- Visit [Dodgegarage.com/never-lift](https://dodgegarage.com/never-lift) to view the 24 Months of Muscle calendar

November 16, 2021, Auburn Hills, Mich. - Dodge brand is breaking all the rules, unlocking new, unrestricted, personalization options with new Jailbreak models for 2022 Dodge Charger and Challenger SRT Hellcat Redeye Widebodies. The Jailbreak models unlock color-combination ordering restrictions and add new factory-custom options to deliver enthusiasts the freedom to create a Dodge performance vehicle that perfectly fits their individual style.

Jailbreak models are the next step in Dodge's two-year [Never Lift](https://dodgegarage.com/never-lift) campaign, which will launch a variety of new Dodge models and initiatives. To view the Dodge Never Lift 24 Months of Muscle calendar, visit [Dodgegarage.com/never-lift](https://dodgegarage.com/never-lift).

“Roughly half of all Dodge customers modify their vehicles,” said Tim Kuniskis, Dodge Brand Chief Executive Officer - Stellantis. “For those looking for increased performance, we will launch Direct Connection next month. But for those looking for a unique appearance, we are going to let customers run free through the styling archives. We're taking most of the parts and pieces we've used over the years, adding a few new ones and letting customers build their own ‘One of One.’ So, if you're dreaming about owning a Stinger Yellow Challenger with Brass Monkey wheels, Hammerhead Grey seats, blue Brembos and red badges, I'm not sure we should, but we'll build it for you.”

The new Jailbreak option package for [2022 Dodge Charger](#) and [Challenger](#) SRT Hellcat Redeye Widebody models

unlocks ordering restrictions, freeing owners to mix and match from a full menu of features. Jailbreak models also include a unique Jailbreak badge on the instrument panel, and output on the SRT Hellcat Redeye Widebody is bumped to 807 horsepower thanks to a revised powertrain calibration.

The Jailbreak model for the Dodge Challenger SRT Hellcat Redeye Widebody lets option combinations run wild in more than 20 categories, including seven options for seats, stripes and wheels; six brake caliper color options; five exterior badging finishes; four choices each of steering wheels; seat belt colors and floor mats; and much more.

In addition to unlocking previously restricted color combinations, Challenger SRT Hellcat Redeye Widebody Jailbreak also unleashes new Jailbreak-exclusive content options, including:

- Hammerhead Grey Laguna leather seats
- Hammerhead Grey floor mat accents
- Hammerhead Grey, sepia and Demonic Red seat belts
- Leather steering wheel and Alcantara steering wheel options, with white SRT logo
- Copper Weaver carbon fiber bezel finish
- Decklid stripe and Widebody side stripe
- Brass Monkey, Satin Chrome and red exterior badging finish
- Chrome fuel door finish
- Blue and yellow brake calipers
- 20-by-11-inch Warp Speed Satin Carbon and lightweight Low Gloss Granite wheels

For the Dodge Charger SRT Hellcat Redeye Widebody Jailbreak model, option and feature combinations are also plentiful. Personalization paths run through seven wheel options, six exterior stripe and brake caliper color offerings, five varieties of seats and exterior badging finishes, and four options of steering wheels, seat belt colors and floor mats.

Exclusive Jailbreak content options for the Charger SRT Hellcat Redeye Widebody Jailbreak include:

- Hammerhead Grey Laguna leather seats
- Hammerhead Grey floor mat accents
- Hammerhead Grey, Sepia and Demonic Red seat belts
- Leather steering wheel and Alcantara steering wheel options, with white SRT logo
- Hood, roof and decklid vinyl stripes
- Brass Monkey, Satin Chrome and red exterior badging finish
- Black Nickel exhaust tip finish
- Blue and yellow brake calipers
- 20-by-11-inch Warp Speed Satin Carbon and lightweight Low Gloss Granite wheels

Those who can't decide from among the wide array of features can opt for order combinations created by the Dodge Product Design Office, such as Old School and Brass Funky.

The Old School Challenger Jailbreak model features an F8 Green exterior dressed up with 20-by-11-inch Warp Speed Satin Carbon wheels; Satin Chrome Hellcat grille, fender and decklid badging; Gunmetal Grey brake calipers; a Chrome fuel door; Hammerhead Grey floor mat accents and seat belts; Dark Engine Turned aluminum bezels; leather steering wheel with a white SRT logo and a twill headliner.

The Brass Funky Charger Jailbreak combines a Hellraisin exterior with sepia Laguna leather seats, sepia floor mat accents, carbon fiber bezels, suede headliner and an Alcantara steering wheel with a white SRT logo on the interior. The exterior also includes 20-by-11-inch Brass Monkey wheels; Brass Monkey Hellcat grille, fender and decklid badging; orange brake calipers; carbon dual stripes and black exhaust tips.

Additional recommended order combinations include Red Dawn, The Classic, Yin Yang and more.

The 2022 Dodge Charger and Challenger SRT Hellcat Redeye Widebody Jailbreak option package will be available for customer orders through dealerships in late Q4 2021 at a U.S. manufacturer's suggested retail price (MSRP) of \$995.

Dodge Power Brokers dealers will be able to order and display Jailbreak models in their showrooms. The new Dodge Power Brokers program, recently announced in tandem with the new Direct Connection performance parts line, will build a network of dealerships equipped with staff trained to deliver a performance-focused customer service experience.

### **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 where they compete.

Dodge drives forward as a pure performance brand, offering SRT Hellcat versions of the Dodge Challenger, Dodge Charger and Dodge Durango, as well as an R/T performance hybrid version of the all-new Dodge Hornet, representing the brand's first-ever electrified performance vehicle. Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock; the 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world; and 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. Combined, these four muscle vehicles make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2022, the Dodge brand ranked No. 1 in the [J.D. Power APEAL Study](#) (mass market), making it the only domestic brand ever to do so three years in a row. In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the [J.D. Power Initial Quality Study](#) (IQS).

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](http://www.stellantis.com).

### **Follow Dodge and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Dodge brand: [www.dodge.com](http://www.dodge.com)

Direct Connection: [www.DCPerformance.com](http://www.DCPerformance.com)

DodgeGarage: [www.dodgegarage.com](http://www.dodgegarage.com)

Facebook: [www.facebook.com/dodge](http://www.facebook.com/dodge)

Instagram: [www.instagram.com/dodgeofficial](http://www.instagram.com/dodgeofficial)

Twitter: [www.twitter.com/dodge](http://www.twitter.com/dodge) and [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: [www.youtube.com/dodge](http://www.youtube.com/dodge), <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>