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## **Dodge Last Call Powered by Roadkill Nights Vegas Hosts Debut of 1,025-horsepower Dodge Challenger SRT Demon 170**

- Now in its eighth year, the first Dodge Roadkill Nights west coast visit hosts helicopter reveal of the 1,025-horsepower 2023 Dodge Challenger SRT Demon 170 and 10,000-plus event attendees
- Dodge also announces Direct Connection stage kits for modern-era Dodge Challenger now available for purchase at [DCPerformance.com](https://DCPerformance.com)
- Celebrity event appearances included Jay Leno, Dodge enthusiast and professional wrestler Bill Goldberg, renowned blues and rock guitarist Kenny Wayne Shepherd and many more
- Event also featured drag racing, Dodge Hellcat Thrill Rides, Demon simulators, a cruise-in car show, sponsor/vendor midway areas and post-reveal performance by Grammy-winning superstar Diplo
- Summer stop in metro Detroit still on tap for the performance festival with MotorTrend Presents Roadkill Nights Powered by Dodge event
- Challenger SRT Demon 170 reveal replay as well as event highlights available for viewing at [DodgeGarage.com](https://DodgeGarage.com)

March 24, 2023, Auburn Hills, Mich. - The popular Dodge [Roadkill Nights](#) event headed out west for a historic start to the performance festival's eighth year, hosting a dramatic helicopter-drop reveal of the 1,025-horsepower Dodge Challenger SRT Demon 170 for 10,000-plus attendees that packed The Strip at Las Vegas Motor Speedway on March 20, 2023, for Dodge Last Call Powered by Roadkill Nights Vegas.

A replay of the Dodge Challenger SRT Demon 170 reveal, as well as event highlights from Dodge Last Call Powered by Roadkill Nights Vegas event, is available for viewing at [DodgeGarage.com](https://DodgeGarage.com).

In addition to the debut of the most powerful muscle car in the world with the [2023 Dodge Challenger SRT Demon 170](#), the seventh and final Dodge "Last Call" special-edition vehicle, the event also featured appearances by celebrities, including Jay Leno, Dodge enthusiast and famed professional wrestler Bill Goldberg, renowned blues and rock guitarist Kenny Wayne Shepherd and Josh "Chop" Towbin. MotorTrend television personalities David Freiburger, Mike Finnegan, Chris Jacobs and Alex Taylor, and automotive influencers Westen Champlin and Demonology were also in attendance.

Dodge also announced during the "pre-game" prior to the Demon 170 reveal that Direct Connection stage kits for the modern-era Dodge Challenger are now available for purchase at [DCPerformance.com](https://DCPerformance.com). Direct Connection is the Dodge performance parts brand and is the exclusive source for high-performance parts and technical expertise straight from the factory.

The Dodge Last Call Powered by Roadkill Nights Vegas event featured drag racing on The Strip at Las Vegas Motor Speedway in a variety of categories, including Small Tire, Big Tire and Fastest Dodge. Christopher Thompson claimed victory in the Big Tire class, with Chris Yanez earning the overall win in the Small Tire category.

Additional event activities included Dodge Hellcat Thrill Rides, Demon simulators, a cruise-in car show and sponsor/vendor midway areas. Grammy-winning superstar Diplo wrapped up the night with an epic one-hour post-reveal special performance. Event partners with an onsite presence at the event included Mickey Thompson Tires, Radford Racing, U.S. Coast Guard, U.S. Navy, U.S. Army, U.S. Marines, Gateway Classic Cars Las Vegas and Staga Motorsports.

The performance festival will also stage its customary summer event in metro Detroit. The MotorTrend Presents Roadkill Nights Powered by Dodge event will feature a new format for the popular Dodge Direct Connection Grudge Race that has highlighted the Roadkill Nights event in metro Detroit for the past two years. Grudge Race competitors will pair up in 2023 and use the all-new Dodge Direct Connection HurriCrate series of engines, derived from the all-new 3.0L Hurricane Twin Turbo engine, as the foundational building blocks of their respective drag car build projects.

#### **Dodge Last Call Powered by Roadkill Nights Vegas: By The Numbers**

- **50+ million** online views
- **10,000+** event attendees
- **1,300+** Dodge thrill/drift rides/simulator rides
- **1,025** horsepower of the 2023 Dodge Challenger SRT Demon 170 that debuted at the event
- **400+** cruise-in car show vehicles
- **65** drag-racing competitors
- **4** billboards on the Vegas Strip showing Livestream event coverage
- **1** Kaman K-MAX helicopter to airdrop the Challenger SRT Demon 170 on The Strip at Las Vegas Motor Speedway

#### **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.

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).

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