

Dallas Speed Shop and Dallas Dodge Release 775hp Hellcat Ram for SEMA 2016

The "Hellfire" concept truck will be revealed at Kooks Headers and Exhaust, booth 24019, November 1 at 10:00 a.m. PT during the 2016 SEMA Show at the Las Vegas Convention Center.

Dallas, Texas ([PRWEB](#)) September 29, 2016 -- Dallas Speed Shop has revealed details on its Hellfire Concept Truck for SEMA 2016. For Dallas Speed Shop's hellcat powered Ram truck, the builder turned right to the OE parts bin and sourced a brand new Hellcat Crate motor from FCA. The vehicle will be revealed at Kooks Headers and Exhaust, booth 24019, November 1 at 10:00 a.m. PT.

At the heart of DSSs' Hellfire Ram is the 6.2 liter Hellcat which features custom tuning as well as Kooks Long tube headers pushing the output to 775hp. Dss didn't stop at the powertrain. In addition DSS added lightweight one off Forgeline wheels in a 22x11.5 wrapped in sticky Continental rubber. To keep things under control, DSS turned to the pros over at Rotor for a lightweight Carbon Ceramic brake setup with 8 piston calipers in the front and 4 piston rear. To improve the aero, DSS added carbon goodies in the way of a front splitter, canards, and an adjustable rear wing. One more thing was needed to give the truck that over the top SEMA appeal, so wide body fender flares have been sculpted to the body for that ultra- aggressive look and stance.

"The goal with this build was all about what ifs," said Mike White of Dallas Speed Shop. "What if the guys at Ram decided to build a regular cab with a Hellcat along the lines of the old Ford Lightning. That was a question we wanted to answer. Sport trucks have a long history and manufacturers have sort of abandoned the whole idea. We simply feel that there's still a huge demand for performance oriented sport trucks. So we're building what we feel is the ultimate version by today's standards."

About Dallas Speed Shop

Dallas Speed Shop is a vehicle builder located inside of Dallas Dodge. DSS specializes in building the impossible. From design to creation, nothing is off limits. DSS was formed in 2003 and resurrected in 2015 to work in conjunction with new car dealers to bring the automotive aftermarket and the ability to finance your dream build together. From simple add ons like tonneau covers and side steps, to full on custom builds, DSS has the ability to bring your vision to life while offering competitive financing.

Partners

Kooks Headers and Exhaust
Forgeline Motorsports
Continental Tire
Rotor
Katzkin Leather

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