



## **HURST PERFORMANCE VEHICLES DEBUTS HURST/HEMI CHALLENGER AT 2008 SEMA SHOW**

*A Legendary Performance Brand Returns with a Stunning Limited Edition Muscle Machine*

**Chatsworth, Calif. (November, 2008)** — Hurst Performance Vehicles, one of the most recognized and revered names in automobile history, is announcing the return of the Hurst brand and unveiling the special edition Hurst/Hemi® Challenger at the 2008 SEMA Show. The Hurst brand has long been synonymous with speed, performance and quality, with an impressive track-record of pioneering performance products for all forms of motorsports and hot-rodding. Hurst was one of the first to partner with the Original Equipment Manufacturers and bring enthusiasts limited edition performance vehicles like the legendary Hurst/Olds 442.

Hurst's newest creation, the 2009 Hurst/Hemi® Challenger is set to continue the brand's long standing tradition of ultra high performance, stylish and reliable performance vehicles. Starting with the Hemi® powered Dodge Challenger, Hurst takes the vehicle to the next level with a 560+ horsepower supercharged, limited edition engine built and tuned by the best in the business. The new Hurst/Hemi® Challenger is more than just another muscle car – it epitomizes the performance industry's tradition of taking the best Detroit has to offer and adding 21st century performance parts to make your ride faster, cooler and more collectible.

“We are committed to delivering the value and performance Hurst is known for,” said Nate Shelton, Chairman of Hurst Performance. “Hurst has a long history of providing performance to guys like Don Garlits, Warren Johnson, Dick Landy and even celebrity racers Steve McQueen and Jim Garner – and we are ready to make history again. The new Hurst/Hemi® Challenger is the first of many Hurst Performance Vehicles to come”.

Hurst has partnered with some of the best companies in the industry to create a collectible limited edition muscle car with the looks, attitude and credentials to back it up. The Hurst/Hemi® Challenger will be available in four Stages of performance trim through participating Dodge dealerships. The impressive details include 20-inch polished five-spoke Hurst alloy wheels and a “Pistol-Grip” Hurst shifter inspired by the original.

*Founded in 1958, Hurst Performance is one of the most recognized and revered names in the automotive performance arena. The Hurst brand has long been synonymous with speed, performance and quality, with an impressive track-record of pioneering high performance products and vehicles for all forms of motorsports and hot-rodding. Hurst was one of the first specialty companies to partner with the OEMs and bring enthusiasts limited edition performance vehicles like the legendary Hurst/Olds 442. For more information please visit [www.HurstPerformanceVehicles.com](http://www.HurstPerformanceVehicles.com)*

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