



The Legendary HURST Performance Vehicle Program Returns with the HURST/HEMI® Challenger

Chatsworth, California (August 2008) — Hurst is one of the most recognized and revered names in the history of performance automobiles. 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 OEMs and bring enthusiasts limited edition performance vehicles like the legendary HURST/Olds 442.

Hurst is ready to make history again! The newest vehicle to be rolled out to continue the tradition is the 2009 HURST/Hemi® Challenger. Starting with the Hemi® powered Dodge Challenger SRT8, Hurst takes it to the next level as a 560+ HP supercharged limited edition built and tuned by the best in the business.

Nate Shelton, Chairman of Hurst, is committed to delivering the value that Hurst is known for; “The new HURST/Hemi® Challenger is more than just another muscle car. It epitomizes the performance industries tradition of taking the best Detroit has to offer and adding 21st century performance parts to make your ride faster and cooler than the other guys. Hurst has a long history of doing just that with guys like Don Garlits, Warren Johnson, Dick Landy and even celebrity racers Steve McQueen and Jim Garner. 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 details are iconic and impressive; the huge polished five-spoke Hurst alloy wheels and the “Pistol-Grip” Hurst shifter are inspired by the originals that helped make Hurst the legendary brand that it is today.

The HURST/Hemi® Challenger makes its debut at the trade-only SEMA Show in Las Vegas this November. Vehicle production is slated for early 2009.

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

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