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Media Contact: Sanaz Bakhtiari
JMPR Public Relations
(818) 992-4353
sbakhtiari@jmprpublicrelations.com

**HURST PERFORMANCE TAKES PERSONALIZATION A STEP FURTHER
WITH THE INTRODUCTION OF HURST GARAGE**

*Enthusiasts Can Upgrade Vehicles with Hurst Components
at Hurst Facility in Southern California*

Irvine, Calif. (August 9, 2010) – For the first time in company history, Hurst Performance is offering enthusiasts a chance to have their vehicles upgraded and personalized with one-of-a-kind Hurst components at Hurst Garage, the newest addition to Hurst Headquarters in Southern California.

Open to the public beginning in summer 2010, Hurst Garage technicians will begin by offering tailored customization options to current model Camaro, Mustang and Challenger owners. Other vehicle models will be welcomed in the near future, as well.

The very same Hurst technicians who design, test and build the limited edition Performance Series vehicles are responsible for the work done at the Hurst Garage. Technicians utilize quality components to modify a client's vehicle to his liking; ensuring the same level of high performance, craftsmanship and attention to detail that made Hurst a household name, some 40 years ago.

Clients receive a unique, individually signed, dash-mounted plaque and certificate of authenticity recognizing the vehicle as being Hurst Factory Modified. Each Vehicle Identification Number (VIN) is then cataloged for registration in the Hurst archives so the pedigree of the vehicle can be traced for future owners and collectors. Upon completion of the work, clients are invited to take personal delivery of their modified vehicle at Hurst Performance Headquarters, where they can also take a guided tour of the facility.

“To many enthusiasts, personalization is paramount. Hurst Garage will allow current owners with an eye for collectability and refinement to bring their cars to the Hurst facility and have them customized to their taste, with any of our Hurst products,” said Nate Shelton, President and Chairman of Hurst Performance Vehicles. “We are proud to introduce Hurst Garage as the next generation in Hurst customization, and we invite current Challenger, Mustang and Camaro owners to become part of the Hurst Family.”

Hurst Garage will consider customization and modification of cars from anywhere around the world and will assist customers with shipping arrangements to the Hurst Performance Headquarters, located in Irvine, Calif. The Hurst Garage is also available for custom and confidential commissions, allowing clients to “Hurst-ify” vehicles not ordinarily associated with the Hurst line of performance tuned products. Upon receipt of the client's vehicle, and throughout the vehicle's build, updates are sent to the client along with images detailing the history and progress of work.

Further information can be found on the Hurst Performance website at www.hurst-performance.com or by calling the facility directly at (949) 261-5500.

About Hurst Performance

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. For more information please visit www.hurst-performance.com.

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