

## THE LEGENDARY HURST PERFORMANCE CENTER IS OPEN AND SMOKIN'!

*New Hurst Performance Headquarters is delivering the famous "H" branded muscle-cars once again.*

**Irvine, Calif. (March 5, 2009)** – Hurst Performance Vehicles, one of the most recognized and revered names in automobile history, today announced that its new Irvine, California Performance Center is officially in production and delivering 2009 HURST/Hemi®-Challengers and 50<sup>th</sup> Anniversary Hurst/Vipers.

"The Hurst brand has long been synonymous with speed, performance and quality and we are extremely proud to continue the tradition," said Nate Shelton, Chairman of Hurst Performance Vehicles. "We are taking great pleasure in building and delivering true "Gentlemen's Hot Rods" to a new generation of Hurst enthusiasts and collectors".

The new Hurst facility is part of the Aria Group Complex that features over 50,000 square feet with a workforce of over 60 employees and craftsman.

Hurst vehicles feature parts and systems jointly developed with Official Sponsors and Partners that includes Magnaflow, Vortech, Eibach, BFG, Michelin, Acscos Products, Katzkin Interiors, K&N, Mopar, CoverKing, Starwest, DCI Performance, Aria, HRE Wheels and of course Hurst Shifters. Photos, specifications and ordering information are available on the Hurst Performance website at [www.hurst-performance.com](http://www.hurst-performance.com). Customers can choose from five stages of HURST/Hemi® Challengers available only through participating Dodge dealerships. 50<sup>th</sup> Anniversary Vipers are available exclusively through Woodhouse Dodge in Blair, Nebraska.

### **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 442. For more information please visit [www.Hurst-Performance.com](http://www.Hurst-Performance.com).*

