



**FOR IMMEDIATE RELEASE**

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

**SEMA TO AUCTION PRE-PRODUCTION HURST/CAMARO FOR CHARITY**

*Highly Collectible Camaro to be Auctioned to Benefit SEMA Scholarship Fund*

**Irvine, Calif. (September 9, 2009)** – SEMA, in cooperation with General Motors and Hurst Performance Vehicles, announced today that it will auction the first pre-production HURST/Camaro prior to the 2009 SEMA Show. The proceeds are to benefit the SEMA Memorial Scholarship Fund, a program that fosters industry leadership by supporting the education of students pursuing careers in the automotive aftermarket.

The car will be auctioned on eBay Motors during the two weeks prior to the show.

“SEMA has a wonderful history of supporting our industry through scholarships made to deserving students,” said Scooter Brothers, Chairman of the SEMA Scholarship Committee. “The SEMA Scholarship Committee is delighted that Hurst Performance, along with GM, is making this generous donation with this one-of-a-kind HURST/Camaro. We look forward to a very successful auction culminating at the SEMA Show this November.”

“We are thrilled to be able to support the SEMA Scholarship Fund by contributing this very special Camaro,” said Bob Kern, General Motors SEMA Relations Manager. “GM is very committed to growing this industry and we are certainly dedicated to be part of a program that helps enrich the lives of so many young, aspiring automotive scholars.”

The very first HURST/Camaro is finished in Hurst’s best bad-boy colors; brilliant black with honest-to-goodness real painted silver and red stripes. Hurst hardware could pass for art; especially the massive 20” polished forged aluminum HURST T-2 wheels, a Hurst Competition Plus short-throw shifter with a special red anodized HARD-DRIVE® billet pistol-grip shift handle and a Hurst AIR-SPEED® rear deck spoiler and real metal exterior badges. The Eibach suspension and Magnaflo stainless performance exhaust system deliver more attitude and performance to match the looks of this stellar performance machine. The interior has a personalized HURST/Camaro dash plaque and logo embroidered floor mats. Signatures from the Hurst Executive Team are under the trunk lid and documentation is provided to complete the car’s provenance and guarantee that it is truly one-of-a-kind.

“This is hands-down the coolest Hurst Camaro ever...in fact, it’s the first one!” said Hurst Performance CEO and 25 year SEMA Scholarship Committee member, Chris Phillips. “At Hurst Performance, we are committed making a difference with our cars and that includes helping young people get started in their careers in this industry. We are honored to join SEMA and GM in donating this car to this very worthy cause.”

Joining Hurst Performance as Sponsors are many of the industry's most respected companies including Aria Design, BF Goodrich Tires, Magnaflow, K&N, Eibach, Acscos Products, Star West and CoverKing.

Watch for the unveiling of the new 2010 HURST/Camaro Performance Series at the 2009 SEMA Show in November.

\*\*\*\*\*

**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](http://www.hurst-performance.com).*

**About SEMA**

*SEMA, the Specialty Equipment Market Association founded in 1963, represents the \$31.85 billion specialty automotive industry of 7,144 member-companies. It is the authoritative source for research, data, trends and market growth information for the specialty auto parts industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger and recreational vehicles. For more information, contact SEMA at 1575 S. Valley Vista Dr., Diamond Bar, CA 91765, tel: 909/396-0289, or visit [www.sema.org](http://www.sema.org) and [www.enjoythedriver.com](http://www.enjoythedriver.com).*

**About SEMA Memorial Scholarship Fund**

*The SEMA Memorial Scholarship Fund was founded in 1984 to foster leadership opportunities in the specialty equipment marketplace and support educational goals for students. Over the past two decades, SEMA Scholarships have supported over 700 students with more than \$1,000,000 in scholarship awards. The program rewards the best and brightest students who have already started their college education and are determined that their professional career will be in the automotive industry. Additionally, the program provides opportunities for those already working in the automotive aftermarket to apply for funds to help offset their education debt.*

###