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Contact: Sanaz Bakhtiari, JMPR Inc.
sbakhtiari@jmprpublicrelations.com
818-992-4353

Ron Flint, Hurst Performance Vehicles
rflint@hurst-performance.com
949-212-0402

**HURST BRINGS BACK ITS FAMOUS SILVER AND BLACK CARS
TO DETROIT'S WOODWARD DREAM CRUISE**

Legendary Performance Brand Debuts Signature Color Combination at "Back to the Bricks"

Flint, Mich. (August 15, 2009) – Hurst Performance Vehicles, one of the most recognized and revered names in automobile history, unveiled the first-ever Series 4 Supercharged 2010 Hurst/Hemi Challenger, dressed in the signature silver and black Hurst colors at the "Back to the Bricks" celebration during the Woodward Dream Cruise in Flint, Mich.

Hurst legend, Doc Watson, joined Nate Shelton and Ron Flint of Hurst Performance Vehicles to unveil this newest addition to the Hurst Performance Series, which is complete with red accent stripes and detail throughout.

"We are honored to be here in Flint today to introduce the newest Hurst Executive Hot Rod," said Nate Shelton, Chairman of Hurst. "The Back to the Bricks celebration is the perfect place for us to join Doc and introduce this stunning car as a tribute to Hurst's legacy."

The numbered silver and black Challengers come equipped with a wild red anodized HARD-DRIVE® pistol grip Hurst shifter and 20" one-piece polished aluminum Hurst forged wheels, featuring graphite gray painted spoke insets and red and black Hurst logo wheel centers. Hurst collaborated with Katzkin on the car's black leather interior, which features perforated red inserts, red top-stitching and logos. Each Challenger contains traditional Hurst red and black logos in the dash badge, grille badge, wheel centers, fender graphics and the embroidered floor mats.

Doc Watson and Hurst introduced the silver and black Hurst/Olds with GM in 1968, a program that went on to be the most famous Hurst production program ever.

"I am proud to be part of the continuation of a great Hurst tradition," said Watson. "These wonderful vehicles should prove to be some of the most collectible Hurst cars in the future."

Hurst limited edition cars are well known by enthusiasts worldwide and are some of the most iconic and valuable muscle cars sought out by collectors. The cars are readily recognizable due to Hurst's signature paint schemes and graphics.

The Performance Series cars are a limited numbered series. Each comes with a sequentially numbered dash badge and its own Certificate of Authenticity. These cars all feature Hurst's own AIR-SPEED® rear deck spoiler painted in body colors, Hurst/Eibach suspension, shocks and sway bars, Hurst/Magnaflow polished stainless steel cat-back exhaust, BF Goodrich KDW Performance Tires, Hurst/Katzkin leather interior, embroidered logo floor mats, a custom car cover and K&N Air Filters. Hurst cars feature painted

stripes and graphics under clear, not stickers. SERIES 3 through 5 feature HURST/Vortech superchargers.

The HURST/Hemi®-Challenger is available in five performance stages. Series 2 vehicles are available through participating Dodge dealers nationwide, while Series 3, 4 and 5 vehicles are only available from Hurst Performance Vehicles and can be ordered via the company's website at www.hurst-performance.com.

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.