



**FOR IMMEDIATE RELEASE**

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**BFGOODRICH/HURST MUSTANG TO DEBUT  
AS OFFICIAL PACE CAR FOR FORD RACING MUSTANG CHALLENGE**

*Highly Collectible Pace Car to be Auctioned to Benefit Victory Junction Camps*

**Irvine, Calif. (August 31, 2009)** – Hurst Performance Vehicles, a company responsible for some of the most iconic pace cars in racing history, announced today that it has partnered with BFGoodrich Tires, to create a very special supercharged 2010 Mustang convertible to serve as the official pace car for the Ford Racing Mustang Challenge event held at Miller Motorsports Park.

The BFGoodrich/Hurst Mustang pace car will debut at the last Ford Racing Mustang Challenge race of the season on Sept. 19.

After its run with the Ford Racing Mustang Challenge, this unique and highly-collectible Pace Car will make special appearances at numerous race tracks, car shows, parades and even SEMA, before being auctioned for charity in January 2010. Proceeds of the auction will go towards benefiting the newest Victory Junction Camp in Kansas City, KS to enrich the lives of children with chronic medical conditions or serious illnesses.

Jason and Lance Pittack, Owners of Woodhouse Auto Family of Blair, Neb. have confirmed that they will once again partner with Hurst Performance and BFGoodrich Tires, to donate the vehicle for this project.

“Hurst and BFGoodrich both have wonderful rich histories in all forms of racing,” said Nate Shelton, Chairman of Hurst Performance Vehicles. “We are proud to partner BFGoodrich to once again set the pace for others to follow and give something back to a deserving organization.”

The stunning BFGoodrich/Hurst Mustang Pace Car comes equipped with 20” BFGoodrich g-Force™ T/A® KDW tires for maximum performance and attitude; 20” Hurst polished, forged aluminum wheels and a Hurst Competition/Plus short-throw shifter with a gold anodized T-handle.

The engine pounds out 435-horsepower and 400 lb.-ft of torque, courtesy of the ROUSH Supercharger, Magnaflow stainless-steel exhaust and a K&N Air Filter. With a Hurst-tuned Eibach Suspension, coil-over adjustable shocks, springs and sway bar, this car is sure to keep people straining just to see it zoom by.

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“We are excited to combine our proud legacy and racing heritage with Hurst’s incredible creations,” said Doug Brown, brand category manager at BFGoodrich Tires. “This year’s pace car showcases

the fun and excitement of the Ford Mustang Racing Challenge and the tires are a perfect match for the exhilaration.”

Other signature Hurst details include a traditional Hurst white on gold paint scheme, Katzkin white on black interior with gold detailing, Hurst-logoed floor mats and a Hurst AIR-SPEED rear deck spoiler.

Hurst Performance Vehicles feature BFGoodrich tires on all of its highly collectible limited production cars.

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#### **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).*

#### **About Ford Racing Mustang Challenge**

*The Ford Racing Mustang Challenge is a new professional racing series co-developed by Ford Racing and Miller Motorsports Park. Utilizing the new Ford Mustang FR500S and sanctioned by the Grand-Am Road Racing, Mustang Challenge is a support series to major professional road racing events across North America. Mustang Challenge is an affordable, challenging platform for racers who want to compete in a V8-powered, rear-wheel-drive car on a level playing field that showcases driver ability in high-profile events. A competitive point structure and generous purses make the Mustang Challenge The Place to Race!*



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## **BFGoodrich/Hurst Mustang Pace Car to be Auctioned at Barrett-Jackson Scottsdale, With Proceeds Benefitting Victory Junction**

*Kyle Petty Offers a Special Bonus to the Winning Bidder*

**Irvine, Calif. (January 5, 2010)** – The 2010 BFGoodrich/Hurst Mustang convertible, built by Hurst Performance in conjunction with Woodhouse Auto Family of Blair, Nebraska and BFGoodrich, will be sold at the 39<sup>th</sup> Annual Barrett-Jackson Collector Car Auction in Scottsdale, Ariz. January 18 – 24, 2010. One hundred percent of the proceeds will benefit the newest Victory Junction Camp in Kansas City, KS, a year-round facility that serves children with chronic medical conditions and serious illnesses.

In addition to taking home the highly-collectible pace car, Kyle and Pattie Petty, founders of Victory Junction Camps, are extending a special bonus to the winning bidder; an invitation to be their guests for a day for a tour of the Camp, an afternoon of hunting or fishing with Kyle and then join them for dinner at the Petty Farm.

“We are thrilled and grateful that the folks from Hurst, Woodhouse, BFGoodrich and Barrett-Jackson are stepping up in such a unique way to support our new camp in Kansas City,” said Kyle Petty. “I will be there at the auction to congratulate the lucky bidder personally!”

The BFGoodrich/Hurst Mustang Pace Car comes equipped with 20” BF Goodrich g-Force™ T/A® KDW tires for maximum performance; 20” Hurst polished, forged aluminum wheels and a Hurst Competition/Plus short-throw shifter with a gold anodized T-handle.

The engine boasts 435-horsepower and 400 lb.-ft of torque, courtesy of the ROUSH Supercharger, Magnaflow stainless-steel exhaust and a K&N Air Filter. The car also has a special Wilwood brakes, Hurst-tuned Eibach Suspension, coil-over adjustable shocks, springs and sway bar.

“We are so excited to return to Barrett-Jackson Scottsdale with another highly-collectible car,” said Hurst Chairman, Nate Shelton. “Hurst not only has a rich history in the world of pace cars, but we also feel privileged to give back as much as we can to deserving organizations such as Victory Junction. We’re so thankful to our partners, Woodhouse, BFGoodrich, Reliable Carriers and Barrett-Jackson, and suppliers for helping us accomplish this.”

The BFGoodrich/Hurst Mustang debuted at the Ford Racing Mustang Challenge at Miller Motorsports Park on Sept. 19. Most recently, the car paced the “Run to Victory Half Marathon and Five Mile Run/Walk” in Randleman, N.C. The race, presented by Walmart, raised over \$122,000 for Victory Junction, the highest turn out in the race’s four year history. Ron Flint, Hurst Performance President, ran the five-mile portion of the race, along with Mike LePore, President of Victory Junction.

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**HURST PERFORMANCE AND “DOC” WATSON ANNOUNCE  
NEW HURST/PONTIAC MODELS**

*Revered Performance Brand Teams Up with Legendary Visionary  
to Make History Again!*

**Flint, Mich. (June 29, 2009)** – Hurst Performance Vehicles, one of the most recognized and respected names in automobile history, announced that it has teamed up with newly appointed Hurst Director Emeritus and legendary performance visionary, “Doc” Watson, to build two new Special Edition Hurst/Pontiacs – a 2010 HURST/Pontiac H.O. version of the G8 and a G6 convertible. Hurst Performance President, Ron Flint, and Watson made the announcement together on Saturday at a special event held at the Sloan Museum in Flint, Michigan – the birthplace of GM.

Hurst Performance in Irvine, California, will hand-build only 52 examples of the 2010 HURST/Pontiac H.O. – a modern-day version of George Hurst's “Executive Hot Rod”. These numbered cars will feature Hurst’s iconic white/gold and black/gold colors along with forged alloy Hurst wheels, an exclusive Hurst shifter, supercharged engine, suspension mods and a specially trimmed interior.

Hurst will also commemorate Doc’s famous Pace Cars and build ten HURST/Pontiac G6 convertibles to be used as parade and special event cars.

“Doc started all of this with George back in 1960 with Hurst Performance Research. His Hurst H.O. Pontiacs have stormed drag strips and main streets across the country for 50 years,” said Hurst Chairman, Nate Shelton. “There could not be a better time to honor Doc and the legendary Pontiac marque.”

Watson's contribution to the American performance landscape is unrivaled. During a 50-year career in the development, manufacturing and marketing of special vehicles, Watson brought to life more than 80 performance cars and racing vehicles, including the original Hurst Oldsmobile, the Hemi-Under-Glass and the 1972 Hurst/Pontiac SSJ. These new HURST/Pontiac’s are yet another chapter in his illustrious career.

“If we combine the wisdom earned through the heritage of past Hurst vehicles with the vision of globally beneficial vehicles, we will not be living through the death of the Muscle Car,” Watson explained. “Rather, we will see the birth of exciting, passion-filled performance vehicles – vehicles that will give new meaning to lean, mean, and environmentally clean machines. It’s a 'new machine age,' and Hurst will be first once again.”

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**HURST ANNOUNCES BUILD OF 50 LIMITED PRODUCTION  
REPLICAS OF ITS 2010 MUSTANG CONVERTIBLE PACE CAR**

*Hurst /Austin Hatcher Mustang Makes Debut as Official Pace Car  
for Ford Racing Mustang Challenge Series*

**Irvine, Calif. (May 2010)** – Hurst Performance, a company with a long standing racing history, announced today that it will build 50 limited production replicas of its 550 HP supercharged 2010 Hurst/Austin Hatcher Foundation Mustang Pace Car.

The stunning Hurst/Austin Hatcher Foundation Mustang Pace Car replicas are distinctive, with painted gold racing stripes and gold official “Pace Car” logos on a traditional black paint scheme. The exterior delivers a solid Hurst identity with subtle detailing features including real metal badges and a Hurst AIR-SPEED rear deck spoiler. Other special Hurst details include a Hurst leather interior with contrast top-stitching, embroidered logos, and Hurst-logged floor mats.

The engine pounds out 550-horsepower, nearly 200-horsepower more than the FR500S race Mustangs and 542 lb.-ft of torque, courtesy of the Ford Racing polished supercharger, Ford Racing FR500S stainless-steel cat-back exhaust and K&N filter. Helping keep all four wheels on the ground is a special race bred suspension by Ford Racing. Going fast does no good if one can’t stop—an upgraded braking system featuring 14" rotors and 4-piston calipers, also from Ford Racing, helps bring this special car to a standstill.

The cars come equipped with 20" BFGoodrich g-Force™ T/A@KDW tires for maximum performance and attitude, 20" HRE/Hurst polished, forged aluminum wheels and a Hurst Competition/Plus shifter with a gold handle, centerpiece of the interior for both manual and automatic cars.

Each limited edition production car comes with a commemorative edition etched metal dash badge, autographed signatures from the Hurst Team in the trunk and a Certificate of Authenticity confirming its collectability and provenance. Every Hurst buyer is invited to take delivery at the Hurst Performance Center in Irvine, Calif. to meet the Hurst team and tour the facility.

"At Hurst, we try to build vehicles that are fun to collect and even more fun to drive. In this case, we are quite privileged to have the opportunity to build a car that will also embrace our long-standing history in the world of racing," said Nate Shelton, President and Chairman of Hurst Performance Vehicles.

The original Hurst/Austin Hatcher Foundation Mustang made its debut as the official pace car at the season opening Ford Racing Mustang Challenge race on April 25 at Virginia International Raceway. After its run with the Ford Racing Mustang Challenge, this unique and highly-collectible Pace Car will make special appearances at the Hot Rod Power Tour, at numerous

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**HURST PERFORMANCE ANNOUNCES  
LIMITED EDITION MUSTANG CONVERTIBLE PACE CAR SERIES**

*BFGoodrich/Hurst Mustang Makes Debut  
as Official Pace Car at Ford Racing Mustang Challenge*

**Irvine, Calif. (September 22, 2009)** – Hurst Performance, a company responsible for some of the most iconic and collectible pace cars in racing history, announced today that it will build 50 limited production replicas of its supercharged BF Goodrich/Hurst 2010 Mustang Pace Car.

The original BF Goodrich/Hurst Mustang made its debut as the official pace car at the Ford Racing Mustang Challenge race on Sept. 19.

“Hurst has a unique place in the world of pace cars,” said Ron Flint, President of Hurst Performance Vehicles. “We are privileged to honor Hurst’s history and again build cars that are fun to collect and even more fun to drive.”

The stunning limited production Hurst Mustang Pace Cars feature massive 20” Hurst polished, forged aluminum wheels with gold painted center spokes wrapped in BFGoodrich g-Force™ KDW tires for maximum performance.

The cars are distinctive, with painted gold racing stripes and official “Pace Car” logos on white. Each car has a special white convertible top, boot and interior. The exterior delivers HURST identity with subtle detailing and features including real metal badges and a unique HURST AIR-SPEED® rear deck spoiler.

The gold HURST T-handle shifter is the centerpiece of the interior for both manual and automatic cars and the seats and floor mats feature the famous Hurst gold and black “H” logos.

Handling and attitude are provided by Eibach, with Hurst-tuned coil over shocks, springs and sway bars. Under the hood, the supercharged engine pounds out 435+ horsepower and over 400 lb.-ft of torque with Magnaflow custom-tuned stainless steel performance exhaust finishing off the sound and performance statement with authority.

Each limited edition production car comes with a commemorative edition etched metal dash badge, autographed signatures from the Hurst Team in the trunk and a Certificate of Authenticity confirming its collectability and provenance. Every Hurst buyer is invited to take delivery at the Hurst Performance Center in Irvine, California to meet our team and tour the facility.

Vehicles are available for purchase immediately with first deliveries in October. MSRP Pricing for the HURST/Mustang Pace Car Series Convertibles is \$36,450.00 above the cost of the base Mustang GT or Premium GT Convertible. Please visit [www.hurst-performance.com](http://www.hurst-performance.com) or call 949/261-5500 to order your car or make inquiries.

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**2010 HURST FORD RACING MUSTANG CHALLENGE PACE CAR  
TO DEBUT AT VIRGINIA INTERNATIONAL RACEWAY ON APRIL 25**

*Highly Collectible Pace Car to Benefit the Austin Hatcher Foundation for Pediatric Cancer*

**Irvine, Calif. (April 20, 2010)** – Hurst Performance Vehicles, a company responsible for some of the most iconic pace cars in racing history, will once again debut a special-edition Mustang built to serve as the official pace car for the 2010 Ford Racing Mustang Challenge Series.

The 2010 Hurst Mustang pace car will debut during the Ford Racing Mustang Challenge race at Virginia International Raceway on April 25, 2010.

After its run with the Ford Racing Mustang Challenge, this unique and highly-collectible Pace Car will make special appearances at the Hot Rod Power Tour, at numerous Larry H. Miller dealerships across the country and even at SEMA, before being auctioned for charity in January 2011. Proceeds of the auction will benefit the Austin Hatcher Foundation for Pediatric Cancer, formed to support research towards the diagnosis, treatment and development of a cure for pediatric cancer, and to provide support and hope to children and families undergoing treatment, as well as those who have lost children due to cancer. Through Hatch's house of hope, the Austin Hatcher Foundation provides a landmark group of educational, emotional and social skills development programs essential to help cancer stricken children and their families succeed within their community.

Additionally, the 2010 Hurst pace car's paint scheme and likeness will be used to create promotional items sold by the Ford Racing Mustang Challenge Series at various race events and online, including a run of limited edition replica skins for their Miller Cup Pinewood Car kits. As one of several ongoing initiatives to support the Austin Hatcher Foundation, Mustang Challenge has integrated a fund-raising Miller Cup Pinewood Derby car race into the season-ending championship banquet at Miller Motorsports Park.

Larry H. Miller Dealership Group has confirmed that it will partner with Hurst Performance to donate the vehicle for this project. Other partners of the project include Whelen Engineering, Ford Racing, BFGoodrich Tires. Motorsports artist and Roger Warrick will create original art for promotional items.

"Hurst has a history of creating unique, high-quality, emotionally-charged muscle cars and the 2010 Hurst Ford Racing Mustang Challenge pace car is no different," said Nate Shelton, Chairman of Hurst Performance Vehicles. "We are so proud to have yet another opportunity to set the pace for others to follow and give something back to a deserving organization."



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**BFGoodrich/Hurst/Woodhouse Ford Mustang Pace Car Sells for \$120,000  
at Barrett-Jackson Scottsdale**

*Highest-Bidder Takes Home Highly-Collectible Pace Car  
With 100 Percent of the Proceeds Benefitting Victory Junction Gang Camps*

**Irvine, Calif. (January 27, 2010)** – The 2010 BFGoodrich/Hurst/Woodhouse Ford Mustang Pace Car, built by Hurst Performance in conjunction with Woodhouse Auto Family of Blair, Neb. and BFGoodrich, sold for \$120,000 at the 39<sup>th</sup> Annual Barrett-Jackson Collector Car Auction in Scottsdale, Ariz. One hundred percent of the proceeds will benefit the newest Victory Junction Gang Camp in Kansas City, KS, a year-round facility that serves children with chronic medical conditions and serious illnesses.

In addition to taking home the highly-collectible pace car, Kyle and Pattie Petty, founders of Victory Junction Gang Camps, extended a special bonus to the winning bidder; an invitation to be their guests for a day for a tour of the Camp, an afternoon of hunting or fishing with Kyle and then join them for dinner at the Petty Farm.

“Barrett-Jackson is always an exciting experience, but this year was exceptional. We are honored to be able to once again give back to such a deserving organization,” said Hurst Performance President and Chairman, Nate Shelton. “We would like to thank our partners, Woodhouse, BFGoodrich, Reliable Carriers and Barrett-Jackson, as well as our suppliers for all of their help and support.”

Though the BFGoodrich/Hurst/Woodhouse Ford Mustang Pace Car was initially set to be auctioned on Thursday, Jan 21, a bad storm delayed the auction and the car ultimately crossed the block on Saturday, Jan 23.

The BFGoodrich/Hurst/Woodhouse Ford Mustang Pace Car comes equipped with 20” BF Goodrich g-Force™ T/A® KDW tires for maximum performance; 20” Hurst polished, forged aluminum wheels and a Hurst Competition/Plus short-throw shifter with a gold anodized T-handle.

The engine boasts 435-horsepower and 400 lb.-ft of torque, courtesy of the ROUSH Supercharger, Magnaflow stainless-steel exhaust and a K&N Air Filter. The car also has a special Wilwood brakes, Hurst-tuned Eibach Suspension, coil-over adjustable shocks, springs and sway bar.

Hurst has already begun deliveries on 50 limited production replicas of its supercharged BFGoodrich/Hurst/Woodhouse Ford Mustang Pace Car.

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**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 Magnaflow 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.”



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**HURST PERFORMANCE DEBUTS AN ALL-NEW  
COMPETITION/PLUS CHALLENGER**

*Legendary Performance Brand Introduces New Specialty Series,  
Paying Homage to Iconic Shifter*

**Irvine, Calif. (July 2, 2009)** – Hurst Performance Vehicles, one of the most recognized and revered names in automobile history, kicked off its highly-anticipated Competition/PLUS series with the Hurst Competition/PLUS Challenger at the NHRA Museum’s Twilight Cruise Wednesday, July 1, 2009.

Hurst’s Competition/PLUS series pays homage to Hurst’s most popular and best-selling shifter of the same namesake. Over the past several decades, Hurst has sold approximately one million of these iconic Competition/Plus shifters.

Set to continue the brand’s long standing tradition of building some of the most sought-after collectible muscle cars, these numbered cars will be available based on both the R/T 5.7 Hemi or the 6.1 SRT8 Hemi. A variety of legendary color combinations including red, blue, white and silver will be available, all complete with matte black Hurst graphics and color-keyed, Hurst leather interiors.

The Competition/PLUS Challenger will also come with a traditional white, Hurst round-ball shift knob. An extra black shift knob will come in every car’s glove box, so that customer’s may choose which they like best.

"The Competition/PLUS is the newest series to expand the availability of Hurst cars through our authorized dealer network," said Nate Shelton, Chairman of Hurst Performance. "The Hurst Competition/PLUS shifter is easily the most successful shifter in the history of racing and automotive performance. We're proud to name our new series of limited edition vehicles after Hurst’s most famous product."

The Competition/PLUS Challengers will also have Hurst polished, forged aluminum wheels, with graphite gray spokes and the traditional red and black Hurst “H” logos. They will come with BF Goodrich KDW performance tires, a Magnaflow stainless-steel exhaust, a K&N Air Filter and an Eibach Suspension with coil-over adjustable shocks, springs and sway bar.

“We’re just glad to be building cars with looks and attitude, and most importantly, the credentials to back it all up,” said Hurst President, Ron Flint. “It’s an amazing feeling to be building cars you actually want to build.”

Each Hurst limited production vehicle comes with a signed and numbered certificate of authenticity and an invitation to the owner, to pick up his vehicle at the factory.

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### **HURST INTRODUCES PERFORMANCE SERIES CAMARO AT SEMA 2009**

*Legendary Performance Company Shows-off its Latest "Executive Hot Rod"*

**Irvine, Calif. (2010)** – Hurst Performance Vehicles, a company known for its highly collectible muscle cars, introduced its first-ever Supercharged PERFORMANCE SERIES HURST/Camaro during a press conference at the 46<sup>th</sup> annual SEMA Trade Show in Las Vegas.

The new PERFORMANCE SERIES HURST/Camaro is finished Hurst's iconic colors of white and gold with a twist; a light dusting of gold mica in the white and painted gloss black graphics with gold stripe detailing. Huge 20" X 9" and 20" X 11" black-chrome Hurst forged alloy wheels are unique to Hurst cars and are absolute dazzlers. The Hurst exclusive AIR-SPEED™ rear deck spoiler finishes off the exterior with a faster profile that can live up to the power under the hood..

Big horsepower is courtesy of the Hurst/Magnuson Supercharger and the Magnaflow polished exhaust system. The power is channeled through a Hurst Competition/Plus shifter and put to the ground through the Eibach suspension to the massive Michelin performance rubber. Just as you would expect, the interior is the standard of cool with HURST/Katzkin graphite leather with gold stitching and embroidered HURST logos, a real metal sequentially numbered interior dash plaque and logo-embroidered floor mats. These cars are available as both automatics and manual shift with both versions featuring a HURST gold anodized HARD-DRIVE™ pistol-grip shift handle.

Only 50 of these will be built by Hurst each year and each comes with a custom Hurst gold car cover, a signed Certificate of Authenticity and signatures in the trunk from the Hurst Team to complete the car's provenance.

"You just can't get closer to living out your high school dreams than driving a righteous Camaro with a Hurst shifter, tons of tire smokin' power and the exhaust rumble to back it up" quips Nate Shelton, Chairman of Hurst and Hurst Performance Vehicles. "One of the reasons our Hurst cars deliver is that we're making 'em just like we used to...one at a time as if each one is our own personal car."

Hurst/Camaros are sold exclusively by Hurst Authorized Dealers. See our website for a Dealer near you.

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#### **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*



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**HURST/MUSTANG ROLLS INTO SEMA 2009**

*Stunning White and Black Gold Pony Car Debuts in Las Vegas*

**Irvine, Calif. (November 9, 2009)** – Hurst Performance Vehicles, a company well-known for building some of the most iconic and collectible “Executive Hot Rods” of the last fifty years, unveiled its PERFORMANCE SERIES Hurst/Mustang during a press conference at the 46<sup>th</sup> annual SEMA Trade Show in Las Vegas.

The car unveiled at SEMA is painted in Hurst’s traditional white and gold with the signature painted Hurst graphics in gloss black with gold stripe details. Styling is tweaked ever so subtly with Hurst’s AIR-SPEED™ rear spoiler painted in body colors and a subtle new front spoiler. Hurst’s unique forged alloy massive 20” wheels are finished in black chrome and wrapped in BF Goodrich’s latest KDW Performance Tires. The impressive list of performance hardware includes a Roush Supercharger, Hurst/Wilwood Performance Brakes, Hurst/Eibach coil-over suspension and sway bars, Hurst/Magnaflow stainless Steel exhaust and a legendary Hurst Competition/Plus manual shifter with a gold-anodized HARD-DRIVE™ shift handle. The Hurst/Katzkin graphite grey leather interior with perforated seat inserts, gold stitching and Hurst logo embroidery is complimented by the logo floor mats and a real metal limited edition interior dash plaque.

“Hurst has a rich history with Ford and Ford enthusiasts. If you look into any performance enthusiast’s Mustang, you are very likely to find a Hurst shifter sitting there.” states Ron Flint, President of Hurst Performance Vehicles “Our goal is to make some new history with new limited edition HURST/Mustangs that we hand-build for a few special individuals.”

The Hurst/Mustang PERFORMANCE SERIES muscle cars are available in coupes or convertibles with only 50 of each color being built each year.

Hurst/Mustangs are sold exclusively by Hurst Authorized Dealers.

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**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 BFGoodrich Tires**

*Using motorsports as a proving ground for more than 30 years, BFGoodrich Tires is involved in every type of racing, including oval, sports car, drifting, drag, desert, dirt, rally, and extreme rock-crawling. BFGoodrich Tires combines technological expertise with vast motorsports experience, delivering a high-performance tire for every type of vehicle. Visit BFGoodrich Tires online at [www.bfgoodrichtires.com](http://www.bfgoodrichtires.com).*

**About The Woodhouse Auto Family**

*Woodhouse Auto Family is a successful family-owned business which has sold vehicles in all 50 states. The Woodhouse Auto Family consists of 7 dealership franchises in the Omaha, Nebraska metro area. This volume sales leader is also known for its expertise in the performance arena. Launching a limited edition Hurst Performance machine fits right into their long term marketing strategy to offer unique vehicles across a broad palette of automobiles and trucks.*

**About Victory Junction**

*Victory Junction is a year-round camping environment for children, ages 6 to 16, with chronic medical conditions or serious illnesses. Founded by Kyle and Pattie Petty in honor of their son Adam, the camp is located in Randleman, N.C. with a second location opening soon in Kansas City, Kan. Victory Junction offers programs for 24 disease groups and maintains strong relationships with 22 partner hospitals. Victory Junction's mission is to provide life-changing camping experiences that are exciting, fun and empowering, in a safe and medically-sound environment. As a not-for-profit organization, the camp operates solely through the support of generous donors to provide this experience at no charge to children and their families. For more information, visit [www.victoryjunction.org](http://www.victoryjunction.org).*

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