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**MUSTANG, CAMARO AND CHALLENGER OWNERS GET OPPORTUNITY TO
UPGRADE VEHICLES WITH HURST-EQUIPPED PACKAGES**

*Pre-Existing Vehicle Owners Can Now Add Muscle With Complete Hurst Kits
For the Performance-Minded Driver*

Irvine, Calif. (2010) – In conjunction with signing dealers nationwide with the Hurst Dealer Authorized program and creating a coast-to-coast network, Hurst Performance has launched its “Hurst-Equipped” Kits, allowing pre-existing Mustang, Camaro and Challenger owners to upgrade their vehicles with a complete line of high-performance and collectible Hurst components.

Hurst-Equipped packages allow enthusiasts to add to the collectability and style of their vehicles and upgrade their muscle cars with the Hurst touch. These packages include a Hurst Shifter, Hurst Wheels (2) 20”x9” fronts and (2) 20”x10”rears, a Matte Black finished ‘AIR SPEED’ rear wing, HURST-EQUIPPED badges, Hurst Floor Mats and a certificate for a Hurst Windbreaker and Cap.

For those enthusiasts who are interested in upgrading to higher performance, Hurst Series 1 Kits allow vehicle owners to upgrade from the inside out. Series 1 Kits include all of the above components in addition to a Hurst/Magnaflow Stainless Steel Exhaust, Hurst/ Eibach Pro Kit, Hurst Numbered Dash Plaque, Hurst Fender Decals and BFG-KDW Tires.

“At Hurst we are true enthusiasts and we understand that muscle car owners love to upgrade their cars and tune them to their personalized tastes,” said Hurst President and Chairman, Nate Shelton. “We’re excited to now offer a full line of Hurst product upgrades to these enthusiasts, in addition to our popular Hurst shifters.”

Hurst-Equipped Kits can be purchased from Hurst Performance directly or can be installed through Hurst-approved installation centers nationwide. To get a full list of Hurst Authorized Dealers and installation centers, or to purchase your kit directly, visit www.hurstperformancevehicles.com or call Hurst Headquarters 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. In addition to Ford, Hurst is currently signing Dodge and Chevrolet dealerships to participate in its “Dealer Authorized” program. For more information please visit www.hurst-performance.com.