



FOR IMMEDIATE RELEASE

Media Contact: Sanaz Bakhtiari
JMPR Public Relations
818-992-4353
sbakhtiari@jmprpublicrelations.com

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 46th 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.

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.