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**HURST DELIVERS MAXIMUM PERFORMANCE AND STYLE
WITH THE FIRST-TIME INTRODUCTION OF ALL-NEW T1 WHEELS**

Modern Fitments and a Traditional Look Appeal to Hot Rod Enthusiasts

Irvine, Calif. (2010) – For the first time in Hurst company history, hot rod enthusiasts can enjoy the traditional look of Hurst wheels on their modern muscle cars, with the introduction of T1 wheels from Hurst Performance Vehicles, designed specifically to reflect the high standards Hurst is known for, while maximizing performance.

The Hurst T1 Wheel is an aluminum-alloy wheel, designed with rich Hurst Performance history in mind. Form follows function as the polished, five-spoke aluminum wheel with black anthracite centers ultimately allows for a wider tire-width, combining distinctive muscle car style with high performance. These light-weight wheels outdo their competition by reducing rotational, unsprung and total vehicle weight, allowing the enthusiast to increase acceleration as well as brake and corner with ease. To top it all off, each T1 Wheel boasts a red and black Hurst logo on its center cap, a true guarantee of quality and collectability.

Immediately available at Hurst Authorized Dealers for the Dodge Challenger, Hurst T1 wheels will pay homage to the original Hurst wheel, which was made famous in 1965. Hurst, already celebrated for its shifter, created the first two-piece modular automotive wheel.

“For enthusiasts, wheels make all the difference. We’re excited to launch the all-new T1 Wheels, which have the quality, style and a collectability factor that is expected from Hurst,” said Nate Shelton, President and Chairman of Hurst Performance. “We’re proud to re-create a part of our rich history with this modern version of the original Hurst wheel.”

The T1 Wheel will be available to current Challenger owners in 20x9 and 20x10 sizes. T1 wheels for Mustang and Camaro will be available mid-year in 2010.

Hurst T1 Wheels are sold exclusively at Hurst Performance and Hurst Authorized Dealers. Please visit www.hurst-performance.com for a dealer near you.

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.