

**FOR IMMEDIATE RELEASE:**

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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.

Now that its run with the Ford Mustang Racing Challenge is over, the unique and highly-collectible original Pace Car will make special appearances at numerous race tracks, car shows, parades and even SEMA, before being auctioned for charity at the Barrett-Jackson Scottsdale Auction 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. The vehicle was generously donated by Woodhouse Auto family of Blair, Nebraska with many of Hurst's suppliers joining in to donate parts and services for this very worthy cause.

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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 The Barrett-Jackson Auction Company**

*Established in 1971 and headquartered in Scottsdale, Ariz., Barrett-Jackson specializes in providing products and services to classic and collector car owners, astute collectors and automotive enthusiasts around the world. The company produces "The World's Greatest Collector Car Auctions™" in Scottsdale, Palm Beach, Fla. and Las Vegas. Barrett-Jackson also endorses a one-of-a-kind [collector car insurance](#) offering for collector vehicles and other valued belongings. For more information about Barrett-Jackson, visit [www.barrett-jackson.com](http://www.barrett-jackson.com) or call (480) 421-6694.*

### **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!*

### **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.*  
[www.woodhouse.com](http://www.woodhouse.com)

**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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