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**Media Contact:** Sanaz Bakhtiari  
JMPR Public Relations  
818-992-4353  
[sbakhtiari@jmprpublicrelations.com](mailto:sbakhtiari@jmprpublicrelations.com)

**HURST PERFORMANCE ANNOUNCES  
TONY BAUMGARTNER AS NEW VICE PRESIDENT OF SALES**

*Key Hire to Executive Team Brings All-Star Talent to Leading Performance Brand*

**Irvine, Calif. (December 3, 2009)** – Hurst Performance, one of the most recognized and revered names in automobile history, announced today that Tony Baumgartner will serve as the company's new Vice President of Sales. Baumgartner brings more than 40 years of experience in automotive sales to Hurst's highly skilled team.

Baumgartner will lead Hurst's initiatives to elevate its retail dealer network by signing on new Dodge, Ford and Chevrolet dealerships across the United States and into Canada.

"We are confident that Tony's experience will bring a fresh strategic perspective to Hurst's sales initiatives in North America, while expanding upon relationships with our dealers," said Nate Shelton, Chairman of Hurst Performance Vehicles and Hurst/B&M Racing Group. "We couldn't be more excited about welcoming him into the Hurst family."

Baumgartner began his career in the retail auto business in the late 1960's and was the dealer principal for three new car dealerships that held nine new car franchises during the 70's and 80's. He also served as president of Automobili Intermeccanica, the company that developed the legendary Porsche Speedster Replica and the Mustang Cabrio convertible, along with full production of almost 2,000 vehicles.

In addition to his retail resume, Baumgartner previously served as general manager of several retailer groups in the Los Angeles area, representing both domestic and European marques and spoke at the Automotive News World Congress in 1980.

Baumgartner will work out of Hurst Performance's Headquarters, located in Irvine, Calif.

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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).*

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