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HURST REVS UP THE PONY CAR WARS AT THE 2009 SEMA SHOW

*Legendary Performance Brand Pits Ford Against Chevy with Mopar in the Middle
for the Ultimate Musclecar Match Up*

Irvine, Calif. (October 20, 2009) – Hurst Performance announced today that it is expanding its impressive line of “Gentlemen’s Hot Rods,” with a double-reveal of the first-ever PERFORMANCE SERIES Camaro and Hurst/Mustang. The unveiling will take place at the Hurst press conference in the Hurst/B&M Racing booth (Center Hall, #22343) on Tuesday, November 3, 2009 at 2:45pm PST at the 2009 SEMA Show.

At center stage, the legendary performance brand will feature the wildly popular supercharged Hurst Hemi/Challenger in stunning Black and Gold to fuel the Mopar-Ford-Chevrolet rivalry.

“I am very pleased to officially announce that Hurst is once again mixing it up in the middle of the muscle car wars,” states Nate Shelton, Chairman of Hurst Performance Vehicles. “Hurst made history by building some of the most collectible muscle cars ever for Ford, GM and Mopar, and we are doing it again!”

The PERFORMANCE SERIES HURST/Camaro is finished in one of Hurst’s iconic white and gold colors with a painted gloss black graphics twist. These cars are available in both manual or automatic and feature an exclusive Hurst/Magnuson Supercharger, Hurst Competition/Plus shifter with a HARD-DRIVE™ shift handle and a Hurst AIR-SPEED™ body-color spoiler. The Eibach suspension and polished stainless-steel Magnaflow cat-back exhaust system deliver the sound and performance to match its attitude.

Only 50 of these limited edition muscle cars will be built each year. The Hurst hardware includes massive Hurst black-chrome forged wheels, BF Goodrich KDW performance tires and a custom gold car cover with black Hurst logos. A very tasty interior features HURST/Katzkin graphite leather with gold stitching and embroidered HURST logos, a sequentially numbered interior dash plaque and logo-embroidered floor mats. A signed Certificate of Authenticity with the owner’s name is provided to complete the car’s provenance.

The PERFORMANCE SERIES Hurst/Mustang Series 4 car will be available in coupes or convertibles with only 50 of each color being built.

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The car being unveiled at SEMA will be painted a stunning white, with black and gold Hurst PERFORMANCE SERIES graphics, 20" black chrome forged wheels shod with BF Goodrich 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 new front spoiler. Inside, the centerpiece is the 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, contrast stitching and Hurst logo embroidery is complimented by the logo floor mats and a sequentially numbered interior dash plaque.

Both the Hurst SUPER COMP/PLUS Camaro and the PERFORMANCE SERIES Hurst/Mustang will be sold exclusively by Hurst Authorized Dealers.

“We have been stunned by the overwhelming success of the Hurst/Hemi-Challenger; collectors and dealers have snapped up every single one that we can build,” said Ron Flint, President of Hurst Performance Vehicles. “For the lucky few that step up, a Hurst/Mustang or Hurst/Camaro may prove to be the best investment they’ve ever made.”

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.

MEDIA RECAP:

WHAT: Hurst Performance will unveil the first-ever Hurst SUPER COMP/PLUS Camaro and the PERFORMANCE SERIES Hurst/Mustang at the 2009 SEMA Show

WHEN: Tuesday, November 3, 2009 at 2:45pm PST

WHERE: Hurst/B&M Racing booth (Center Hall, #22343)

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