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**HURST PERFORMANCE VEHICLES EXPANDS DEALER NETWORK
INTO CANADA**

*Ontario-Based Howes and Reeves Becomes First Authorized Dealer
to Offer Entire Hurst Line North of the Border*

Irvine, Calif. (October 20, 2010) – Hurst Performance Vehicles, a company known for producing iconic iterations of modern day muscle cars, announced today that it is expanding its authorized dealer network to include Canada, with the addition of Howes and Reeves Limited, a Chrysler/Jeep/Dodge dealership based in Fergus, Ontario.

The announcement follows recent news from Hurst regarding the opening of the Hurst Speed Shop and Hurst Garage; further embodying Hurst’s commitment to expanding its reach and making its authorized parts, accessories and vehicles available to enthusiasts around the world.

Initially, Howes and Reeves Limited will begin by offering a variety of individual Hurst branded accessories and performance parts for Mopar applications, as well as completed Hurst Series 1 Challengers. Beyond its initial offerings, the Canadian dealer will sell turn-key versions of the popular Hurst Camaro, and finally branch out to include Hurst Mustangs later this fall. For customers who desire a higher level of performance and customization, Howes and Reeves will facilitate the shipment of customer vehicles directly to Hurst headquarters for modification to specialty and/or Series 4 or 5 specifications at the Hurst Garage in Irvine, Calif.

The decision to expand retail sales to Canada came after careful discussion and vocal interest from enthusiasts north of the border. A life long enthusiast and fan of the Hurst brand, Howes and Reeves President Terry Reeves, seemed to be a natural choice for Hurst executives when approached by the dealer principal.

“Howes and Reeves is unique in that they have over 130 years of sales experience as a dealer, first with wagons, then selling and servicing automobiles,” said Hurst Chairman Nate Shelton. “In that time, they’ve built a reputation for not only excellent customer service, but also an attention to detail, both made possible by great people.”

Currently, Hurst Series 1 kits for Canadian Challengers are sent to the Fergus, Ontario location for final completion. Parts are installed to the same exacting standards as the cars leaving Hurst’s Irvine, California headquarters. Similarly, clients receive a unique dash-mounted plaque and individually signed certificate of authenticity recognizing the vehicle as being Hurst Factory Modified. Just as with the Southern California cars, pictures are taken throughout the build

process and the Vehicle Identification Number (VIN) is catalogued to be included in the Hurst registry securing the car's provenance and collectability.

"We've already completed a couple of these Hurst Challengers and they've been received quite well," said Reeves and Howe President Terry Reeves. "The hobbyists up here love seeing the cars at their local cruise nights and there is genuine demand in the market."

Additional information can be found by visiting www.hurst-performance.com or by calling 949-261-5500 and by visiting Howes and Reeves website at www.howesandreeves.com or calling 888-239-5660.

About Hurst Performance Vehicles

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.

About Howes and Reeves Limited

Beginning as Templin Carriage & Wagon Works in 1869, what would later become known as Howes and Reeves Limited in the 1940's was recognized as a leader in transportation and manufacturing well before the modern automobile. Based in Wellington County, Ontario, Canada, the dealership in all its iterations has hosted a number of franchises including AMC, Hudson, Essex, Overland, Rambler, International Harvester and Willys-Knight vehicles. The dealership has been in the Reeves family since the early 1940's and has been operated by Terry Reeves Jr. since 1987 becoming a Dodge/Jeep dealer in 2000. For more information please visit www.howesandreeves.com.

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