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**HURST PERFORMANCE ANNOUNCES AVAILABILITY OF  
INDIVIDUAL PARTS THROUGH ALL-NEW HURST SPEED SHOP**

*Legendary Performance Brand Offers Customization Options and Parts  
Available A La Carte*

**Irvine, Calif. (September 2010)** – Hurst Performance Vehicles, a company synonymous with more than 50 years of experience creating high performance muscle cars and performance parts, announced today that it will again expand its range within the automotive aftermarket by offering customers individual customization options through the all new Hurst Speed Shop.

Beginning September 2010, customers of the Hurst Speed Shop will have the opportunity to outfit their late model GM, Ford or Chrysler vehicles with individual performance parts such as suspension kits, manual shifters, exhaust systems and superchargers. Customers can choose to have the parts installed for them through Hurst Garage, or to take them home for DIY projects.

Hurst Speed Shop further complements the performance parts it offers with a line of interior and exterior cosmetic accessories. Hurst HARD DRIVE shift handles and a line of Hurst floor mats are available for the same late model Camaro, Mustang, Challenger, 300, Magnum and Charger applications. However, other models can be outfitted on a case-by-case basis.

“With the introduction of the Hurst Garage and now the Hurst Speed Shop, we are proud to offer customization options to fit any budget,” said Nate Shelton, President and Chairman of Hurst Performance Vehicles. “We are delighted to be able to send Hurst branded products to all four corners of the world and provide quality parts to automotive enthusiasts who before didn’t have access to them. Effectively, now we provide the opportunity for many more enthusiasts to become part of the Hurst Family.”

Hurst Speed Shop offers international and domestic shipping options. Associates from the Irvine, Calif. headquarters will assist customers with both shipping arrangements and fitment questions.

Further information can be found on the Hurst Performance website at [www.hurst-performance.com](http://www.hurst-performance.com) or by calling the facility directly at (949) 261-5500.

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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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