



**FOR IMMEDIATE RELEASE:**

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

**“HURST EQUIPPED” AND “HURST SERIES 1” PROGRAMS  
AVAILABLE TO AUTHORIZED HURST DEALERS NATIONWIDE IN SPRING 2010**

*Revered Performance Brand to Recruit  
Qualified Dodge, Ford and Chevrolet Dealers at 2010 NADA Convention*

**Irvine, Calif. (February 8, 2009)** – Hurst Performance Vehicles announced today that its all-new “Hurst Equipped” program will be available to authorized Hurst dealers nationwide, beginning in Spring 2010.

Hurst Equipped authorized dealers who have certified installation centers will be able to order Hurst Equipped packages which will include: a Hurst Shifter, Hurst Wheels (2) 20”x9” fronts and (2) 20”x10”rears, a Matte Black finished ‘AIR SPEED” rear wing, HURST-EQUIPPED badges, Hurst Floor Mats and a certificate for a Hurst Windbreaker and Cap. The Hurst Series 1 Kit includes all of the above mentioned components, plus a Hurst/Magnaflow Stainless Steel Exhaust, Hurst/ Eibach Pro Kit, Hurst Numbered Dash Plaque, Hurst Fender Decals and BFG-KDW Tires.

This program is a completely new approach to the sale of Hurst’s “Halo” Performance vehicles and has been received by its dealer network with rave reviews. In fact, this is the first time a dealer can participate in revenues at every level of the dealership – parts, installation and sales – with the sale of a Halo Performance Vehicle.

What’s more, is that Hurst Performance is making a concentrated effort to elevate the aforementioned retail dealer network by signing on new Dodge, Ford and Chevrolet dealerships across the United States and into Canada, with a huge push at the 2010 NADA Convention in Orland, Fla. The company is looking for about 40 Chevrolet, 40 Ford and 25 Dodge dealers nationally.

Authorized Hurst dealers will benefit from protected territories, a national advertising campaign, PR programs crafted for specific dealer awareness, Hurst provided leads, limited production collectible performance vehicles and of course, participation in the all-new Hurst-Equipped program available for in-house dealer installation.

While dealers can use this as another tool to increase sales, customers with pre-existing Challengers, Mustangs or Camaros will also have the opportunity to add Hurst-Authorized components to their cars, essentially creating unique “Hurst-Equipped” vehicles.

Presently, there are 20 dealers already signed up including Galpin Ford, the largest Ford volume dealer worldwide and Woodhouse Auto Family, a dealership that is consistently one of the top three Ford Dealerships in the United States.

“We look forward to expanding upon relationships with our dealers and feel confident that our limited edition cars and our Hurst Equipped and Hurst Series 1 programs will be well-received within that network,” said Hurst President and Chairman, Nate Shelton. “Hurst has a long-standing history in pioneering high performance products and has provided shifters to various OEM’s over the years; now, we look ahead to welcoming additional authorized dealers into the Hurst family.”

\*\*\*\*\*

**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).*

###