

CLUB
MOPAR
NATION

BIG ENGINE ISSUE

CHRYSLER POWER

THE NUMBER ONE MOPAR ENTHUSIAST MAGAZINE SINCE 1983

HURST
HEMI
HISTORY

CHRYSLER
POWERED

499 INCH
BIG BLOCK
HOW TO



HEMI DETAIL
HOW TO

EFI DYNO TUNING

POLY POWER TRICKS

AVA DOES CARLISLE

DISPLAY UNTIL OCTOBER 15

OCTOBER 2015

\$4.99US \$5.99CAN



10>

USA
\$4.99

CANADA
\$5.99



ChryslerPower.com

NEW
CPPA
SMALL
BLOCK
HEADS



PRINTED IN USA



The Hurst heritage is exemplified by the purity of white and the royalty of gold... (But she ain't no sissy- that 6.4 HEMI really puts the power to the pavement!)

HURST HERITAGE

GSS CHALLENGER Two Titans of Performance Join Forces...Again

Text and Photos by Marv Herbert

Hurst. The iconic name that's known for the finest shifters in the world, and some of the most sophisticated and seductively attractive muscle cars ever built. Earning a solid reputation for what became known as "gentlemen's hot rods," Hurst enjoyed great success building limited edition vehicles in conjunction with General Motors, Chrysler Corporation and American Motors for many years. Among them were the Hurst Olds 442, the Chrysler 300 Hurst and the lightning fast Hurst S/C Rambler Scrambler, just to name a few.

But there is much more to the Hurst story, and any retrospective of the legacy must include one of the most feared street and strip killer cars ever built. Yes, we're talking about none other than the asphalt shredding Dodge A-Body terrors, the 1968 Mr. Norm's GSS 440 M-Code Dart and its twin siblings in the stable, the HEMI Darts and Barracudas.

In the fall of '67, hot off of his success creating the 383 GSS Dart the previous year, Mr. Norm, the "Hi Performance King" from Grand Spaulding Dodge in Chicago decided to ratchet up the little fire breather by installing the 375 horsepower 440 Magnum from the Charger R/T. A firm believer in the old adage, "there's no replacement for displacement," the 440 was a natural for the lightweight Dart. A new '68 Dart 383 GTS was quickly chosen from inventory to be used as the prototype and by the end of next day the conversion was completed. Fitting the 440 big block into the A-Body was so easy that Mr. Norm instantly knew that he had another home run on his hands. The challenge was to get them built in quantity.

The question of who to choose to build the GSS 440 Dart was easy. Mr. Norm had been working with Hurst since 1965, successfully selling the entire product line though the performance center at Grand Spaulding, and often installing them on customer cars in the service department. Norm called Dodge division VP Bob McCurry and suggested that Hurst perform the conversions. A phone call to George Hurst, and the rest, as they say, was history. In short, Chrysler shipped new 383 GTS Darts to Hurst

where they were converted into 440 GSS Darts, and then sent to Mr. Norm at Grand Spaulding Dodge. The 440 GSS Darts were an overwhelming success, and today, they are among the most collectible street muscle cars ever built.

Fast forward 40 years. When the new 2008 Challenger debuted, Mr. Norm and Hurst both created personalized versions of the modern day incarnation of the much loved early 1970's E-Body. Much like the cars they offered in the late sixties, many of



The original Hurst/Mr Norm M code '68 375hp/440 Magnum Dart...



Seen here doing duty at UC 30 Dragway..

the new Mr. Norm's GSS Challengers were powered by fire breathing Hemi engines. True to form, the Hurst Challengers once again followed in the footsteps of their predecessors, maintaining the "Gentlemen's Hot Rods" tradition that they were so well known for. But at the end of 2010, Hurst ended the vehicle program and in conjunction with the acquisition of Flowmaster, moved forward with the development of a wide range of exciting new aftermarket performance parts and accessories.

But the spark for exciting vehicles with the unique Hurst theme was far from extinguished. Earlier this year, at the SEMA MPMC Trade Conference, fate intervened. Larry Weiner from of this package!

Mr. Norm's had a chance meeting with longtime friend Nate Shelton of Hurst. At the meeting Nate showed Larry samples of a comprehensive array of new Hurst products that were nearly ready to be released. Just like in the mid-sixties when George Hurst expanded the Hurst product line beyond manual and automatic shifters into custom wheels, disc brakes, line locks and air shocks, Hurst was about to expand the product mix once again.

To say that history repeats itself is an understatement, and just as they had before, Hurst was preparing to launch a plethora of new products, including lowering springs, disc brakes and polished stainless steel cat back dual exhaust systems, along with custom wheels for popular performance vehicles like the new Challenger, Camaro and Mustang. Larry suggested that a new Hurst Challenger could be the perfect showcase for all of these new Hurst products.

Another meeting the same day, followed by another shortly thereafter and the dream became a reality. And in a real case of role reversal, it was agreed that Mr. Norm's team would develop, build and market the new Hurst Challenger, infusing it with a healthy dose of Hurst DNA by incorporating the latest Hurst products in the build, complemented by a matching infusion of Mr. Norm's parts and accessories. The culmination of these efforts is the striking new Hurst Heritage GSS Challenger that's seen on these pages.

From a visual perspective, the Hurst Heritage GSS Challenger lives up to its pedigree in every way. In a salute to George Hurst, the colors chosen for the first new Challenger were his favorites; Bright White with con-

trasting Hurst Gold stripes. But while the colors are traditional, the Hurst Heritage GSS is thoroughly modern. The foundation is a new 2015 Challenger R/T Seat Pack equipped with a 392 Hemi and a six speed manual transmission.

Form and function intersect with the addition of a racing inspired Mr. Norm's Speedway Splitter with adjustable Heim joints that mirrors the shape of the Speedway Rear Spoiler. The design of both incorporates Hellcat like raised ends that accent recessed center sections. Additional exterior enhancements include an SRT-8 hood that's retained with functional hood pins and lanyards that are identical to those used on the vehicle that was the spiritual inspiration for the new 2015 Challenger, the original '71 Hemi Challenger.



Providing great looks and significant down force at top speeds, the front spoiler really enhances the seriousness



The stock Hurst Stunner wheel in Anthracite is nice, but chrome plated with the fill in between the spokes painted in Hurst Gold is simply stunning!

The already robust chassis of the Challenger is further improved with Hurst lowering springs, coupled with the increased grip offered by a set of BF Goodrich G-Force Sport Comp 2 directional Z-Rated tires. And what could be a more appropriate complement to the rolling stock than a set of Hurst Stunner Wheels. But, rather than an off the shelf set, the Stunners on the Hurst Heritage GSS Challenger have been triple chrome plated, and the unique diamond shaped insets in the spokes have been trimmed in Hurst Gold. The result is nothing short of automotive jewelry that is, no pun intended, stunning to behold. One of the few options on the Hurst Heritage GSS, these wheels really add visual impact to the Challenger, setting it off in fine style.

Out front, sharp eyed admirers will spot the open left inner headlight that signals the

Bosak, Bosak,



Custom Builds, Performance Parts, Accessories, & More



BosakPerformance.com
 BosakMotor.com
 Performance@Bosakmail.com
 888-956-8833

addition of a Helicat intake tube that feeds the matching air box for increased cool air delivery to the potent Hemi engine. Exterior accents include the legendary Hurst emblem on the front fenders, with Hurst Heritage GSS lettering just beneath it. Out back, a set of polished stainless steel exhaust tips with the Hurst logo provide an undeniable hint that this is no ordinary Challenger. In another salute to those that came before, a Hurst Equipped badge is proudly mounted on the rear spoiler, and serves as a subtle warning to would-be posers that they might want to reconsider challenging the Hurst Heritage GSS to a duel.

Inside, the Hurst Heritage GSS features a full custom leather interior that is a big step above any Challenger interior that we've ever seen. For starters, the highly bolstered Recaro style front buckets and rear seat are swathed in soft, supple Katzkin Tusany leather. The top surfaces of the seats are covered in pearl leather, accented with con-

trasting gold top stitching, perforated inserts and set off with black carbon wings. Completing the "cut above" interior, the iconic Hurst logo has been neatly embroidered into each of the seat backs, reminding the lucky driver and passengers that this is anything but an ordinary vehicle.

No Hurst vehicle with a manual transmission would be complete without a Hurst Shifter, and the Heritage GSS Challenger is no exception. To insure quick, precise shifts, the six speed Tremec transmission benefits from the installation of a Hurst Billet Plus Shifter. And in a nod to its storied past, the Heritage GSS is equipped with an original style Hurst logo flat chrome shift arm topped with a white cue ball knob with the shift pattern engraved on the top. Other interior details include Hurst logo carpet mats, a Hurst Heritage GSS Unique Serial Number Dash

Plaque, a Mr. Norm's Start / Stop button overlay and a chrome GSS emblem on the center of the dash.

The Heritage GSS Challenger is an exceptional modern muscle car that showcases the best of Hurst and Mr. Norm's. The parts and accessories perfectly complement each other. The result is a thoroughly modern muscle car that incorporates the combined virtues of two iconic brands that have been closely aligned with Ma Mopar for over half a century. The Hurst Heritage GSS Challenger, like the Hurst and Mr. Norm's cars that came before it, offers the best of both worlds; exciting performance, matched with refined presence. If the Hurst Heritage GSS Challenger is any indication, we can hardly wait to see what the Hurst and Mr. Norm brain trust are working on next, because whatever it is, you can count us in! **CP**



While an old cliché, nevertheless, 'all you're gonna see is my red taillights' is an appropriate caption for this view...

Hurst

100 Stoney Point Road
Ste. 125
Santa Rosa, CA 95401
Phone: 707-544-4761
www.hurst-shifters.com

Mr. Norm's

P.O. Box 381
Highland Park, IL 60035
www.mrnorms.com
Phone: 760-612-6365

S-K SPEED RACING EQUIPMENT



MANUAL TRANSMISSION WAREHOUSE
ON PREMISIS, STOCKING ALL 833 MOPAR 4-SPEEDS AND PARTS!
ALL RATIOS FOR BOTH 18-SPLINE AND 23-SPLINE!

(631) 957-9427

1075 ROUTE 109
LINDENHURST, NY 11757
WWW.SKSPED.COM