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FAST & FABULOUS

Hurst Heritage GSS Ram 1500 Is A Knockout Blend Of High Style And High Performance



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FAST AND FABULOUS

Hurst Heritage GSS Ram 1500 Captures The Essence Of Its Muscle-Car Pedigree...



Bold striping, Hurst Stunner PVD wheels fitted to Nitto NT 420S 20-inch tires, Flowmaster cat-back dual exhaust, and Ground Force lowering kit give this Hurst Heritage GSS Ram 1500 a standout appearance.

By Ellen McKoy Photos by Larry Weiner

For more than 50 years, Norm Kraus — known industrywide as Mr. Norm — has been building show-stopping modified Mopar vehicles. From super-charged muscle cars, including the celebrated 2013 Hurst Heritage GSS Challenger, to high-performance trucks and SUVs, Mr. Norm — the driving force behind Mr. Norm's — is renowned far and wide as a car customizer extraordinaire.

So when *Trucking Times* got wind of a new project vehicle slated to debut at the SEMA Show, we teamed up with Larry Weiner of Mr. Norm's for an exclusive first look at the latest creation, a custom-built 2016 Dodge Ram 1500 Express. Dubbed the Hurst Heritage GSS Ram 1500, the truck is reminiscent — and true to the Hurst pedigree — of that iconic GSS Challenger, right down to the bold gold striping, 22-inch Hurst Stunner PVD chrome wheels with Hurst custom-painted gold accents, and Hurst Heritage GSS badging.

Using a detailed rendering as a guide, Mr. Norm's team built the truck from the ground up, sourcing Hurst components through Driven Performance Brands, the parent company of Hurst Shifters, Hurst Driveline Conversions and Flowmaster. To improve the ride and handling of the 5.7 liter Hemi-equipped Ram, Ground Force lowering springs were used to drop the suspension two inches in front and three inches in the rear. Factory rubber was swapped for Nitto NT 420S 305/40/22 tires

mounted to the Hurst Stunner wheels. And Flowmaster's cat-back dual exhaust helps optimize performance while delivering that unmistakably powerful growl.

For a muscle-car-like appearance, Mr. Norm's installed Mopar's Ram R/T hood. Other exterior design touches include Mr. Norm's Ram Aero Roof Spoiler, tinted windows and SnugTop's fiberglass tonneau painted to match the Bright White clear coat. Mr. Norm's Signature Heritage GSS fuel door appliqué adorns the Mopar Accessory chrome fuel door.

To further enhance the truck's standout appearance, Mr. Norm's went all out on the interior. The custom-crafted leather upholstery from Katzkin Leather sports white pearl facings, black wrap with gold contrast stitching, and perforated inserts with embroidered Hurst logos. Theme-matching Hurst logo floor mats, Hurst/Mr. Norm's unique serial number plaque, Hurst/Mr. Norm's door-sill accent trim, and Mr. Norm's chrome GSS dash emblem complete the look.

The end result is a knockout blend of high style and high performance, a testament to the truck's muscle-car lineage and the Hurst legacy. To see this head turner up close, visit Katzkin Leather at the SEMA Show, booth 12439 in the North Hall. For more information, contact larry@mrnorms.com. 🚚

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The 22-inch Hurst Stunner PVD chrome wheels with Hurst gold-painted accents and custom-painted gold side stripes are reminiscent of the iconic 2013 Hurst Heritage GSS Challenger.



Katzkin's custom leather interior, complete with perforated inserts and embroidered Hurst logos, makes a bold, eye-catching statement



Mr. Norm's Signature Heritage GSS fuel-door appliqué adorns the Mopar Accessory chrome fuel door.



Finishing touches to the interior include theme-matching Hurst logo floor mats and Hurst/Mr. Norm's dash plaque.