

30 YEARS OF MOPAR ACTION
1988-2018

WOW! 2018 CHRYSLER 300H

OCT
2018

MOPAR ACTION™

SCOOP!

RACE TEST: 2019 797 HP

REDEYE



YES! 200+ MPH

**SHOOTOUT:
1970 'Cuda
Vs. Ferrari
BONE STOCK:
2017 Hellcat
Charger**

**A-BODY WHEEL &
TIRE ROUNDUP**

EPIC TECH

ULTIMATE LO-BUCK REAR DISC BRAKE SWAP/PT. 2

**TRICKSTER! SHAKER GEN-3
HEMI 1970 'CUDA**



SHOW REPORTS ■ Mopars at the Rock
■ Muscledcars at the Strip

'70s FUNNY CARS SPECTACULAR



Printed in USA

300 

Limited-edition 2018 Chrysler



300 H pays homage to the 1970 Chrysler 300 Hurst



DRESSED TO THRILL

STORY • BILL WOODS + PHOTOS • THEBRUNTBROS

YOU'RE LOOKING AT "the last man standing." Yeah, we know it's a car, but it's a figure of speech. The Chrysler 300/Dodge Charger/Challenger is the last large American V8 RWD platform. The 2017 Chevy SS was the bow-tie's last gasp in this configuration, and that car was really an Australian-built Holden and a re-skin of the Pontiac G8 before GM stuck a fork in it. And the last Ford was...who knows, who cares?

With a mandated fleet average, including 1-ton trucks of 54.5 MPG looming in 2025, carmakers are shedding V8s and sedans like a dog shaking off water. Chrysler, on the other hand, is hanging in there, pushing the transition to smaller cars to 2020. So, the mantra is, get 'em while you can.

It's interesting to note that Ford's last big car was the '78 model. When Ford fans found out the '79s would be downsized, and they'd be paying more to get less, the demand for the '78s was so great, Ford couldn't build them fast enough.

The latest word from Mr. Marchionne, prior to his passing in July, was that the 300 is going bye-bye. Therefore, it appears that the only thing Chrysler the

2018 Chrysler 300 H can be ordered through any Chrysler dealer. Components from the package can be ordered a la carte to Hurst-size any 2011-18 300 to your liking.



CHRYSLER 300 H

INCLUDES THE FOLLOWING EQUIPMENT

EXTERIOR

CHRYSLER 300 H Package Includes the following:
 CHRYSLER 300 H Custom Gold Paint and Triple Side Stripes
 HURST Custom Painted Fender Logos and Heritage By GSS Lettering
 Hellcat Style Hood with Ram Air Scoop and Functional Heat Extractors
 CHRYSLER 300 Front Fascia Appearance Package with Custom Piano
 Black Accents
 CHRYSLER 300 SRT Euro Spec Rear Diffuser
 300 H Gold Logos on the Front and Rear Fascia
 HURST Equipped Badge on Grille
 HURST Logo Embossed Metal Full Color License Plate

INTERIOR

HURST Logo/Katzkin Tuscany Leather w/ Contrasting Stitching & Carbon
 Shadow Wings
 HURST Emblem Embroidered on Front and Rear Seat Backs
 HURST Heritage By GSS CHRYSLER 300 H Unique Serial Number Dash Plaque
 HURST Heritage By GSS CHRYSLER 300 H Bright Sill Plates
 Hellcat Style Gas, Brake and Dead Pedal Pads
 Mr. Norm's Start/Stop Button Overlay
 HURST Embroidered Logo Plush Carpet Mats

CHASSIS

HURST Stunner 20" Chrome Wheels
 20" x 9" Front, 20" x 10" Rear
 Nitto 555 G2 Directional High Performance Radial Tires
 275/40ZR20 Fron, 315/35ZR20 Rear
 HURST Stage 1 Lowering Springs in Gold Hammertone Finish
 Flowmaster Cat Back Stainless Steel Dual Exhaust System
 HURST Logo Polished Stainless Steel Double Wall 4-Inch Exhaust Tips
 Flowmaster Delta Force Cold Air Intake
 CHRYSLER 300 H Shock Tower Accents



Painted engine cover is one of the few options in the 300 H package. Flowmaster Delta Force cold air intake is a standard upgrade.



Hurst logo'd Katzkin Tuscany leather seats are the cat's meow but are not available separately. You don't want your dog riding in there.

will be building is the Pacifica minivan. Dodge will carry the performance torch, but who knows what the new Dodges will look like? Most manufacturers are moving away from their legacy appearance—cars that 50-year olds and up can relate to. Marketers are more concerned with 20-40 year olds. Millennials and Gen Xers technically don't even like cars, let alone giving a hoot about stuff like legacy and what came before. They only know what they know *now*.

Which brings us to the car you see here—the Hurst Heritage by GSS Chrysler 300 H. Mr. Norm, the head honcho at GSS Supercars, had wanted to wait until 2020 to celebrate the 50th anniversary of the original 1970 Chrysler 300 Hurst coupe. But there probably won't be a new 300 around then to Hurstify. So, they're celebrating the 48th Anniversary of the 1970, or the 56th of the 1962 300-H. You can too, all you need is your Gold Card, checkbook or someone who can lend you some money.

The 300 H comes in traditional Hurst White and Gold—the combo used on the '70 Chrysler model. Hurst also offered black on gold on some Brand X cars. Not a white and gold fan? You can get the 300 H in any color combo in Chrysler's factory paint palette to reflect your own good taste (or lack of same).

The 300 H is a limited edition of only 50 copies, so you won't see yourself coming and going like Demon owners. You can order the 300 H through any Chrysler dealer, or if you already have a 2011–2018 Chrysler 300, you can have it turned into a 300 H by GSS Supercars. You can also Hurst-asize your Chrysler 300 with many of the parts and accessories that are featured on the 300 H by checking off the equipment you want from the package (see sidebar). Among the only items not available separately are the Serial Number ID plaques and the Hurst Logo Katzkin custom leather seat covers. Interest-



300 H data plate includes VIN, plus a special code to prevent counterfeiting. Each car is registered in records kept in a nuke-proof vault buried in a mountain someplace so 300 Hs can be verified for up to 500+ years.



Exhaust features a not-too-loud Flowmaster cat-back system and cool 4-inch tailpipe tips.



Stock 300s sit high, so the 300 H swaps in Hurst lowering springs with a higher rate than stock and drops the car 1¼ in. for better handling, and car maintains a level stance. Hurst Stunner 20" chrome wheels come with optional insert colors. Gold is mainly for show as it's not too car wash friendly.

HUGE HAULER: The 1970 Chrysler 300-Hurst 300

300-H
HURST

By • GEOFF STUNKARD
Photos • TheBRUNTBros



IN 1970, after a five-year absence, a limited-production, special edition Chrysler 300 would be produced. The luxury high-performance 300-Hurst was a Chrysler 300 further modified by Hurst Performance Corporation. These cars were built around assembly-line constructed Spinnaker White coupes which were then shipped

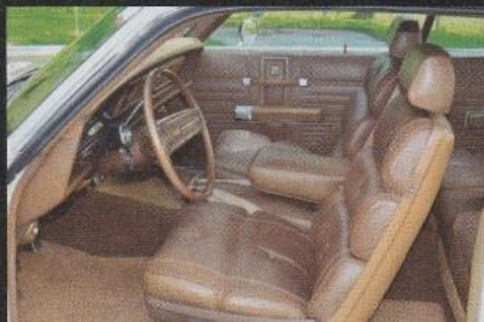
to Warminster, Pa. to be modified by the Hurst Corporation in their plant. To approximate the panache of the discontinued 300 letter-series cars, these 300s were refined by Hurst with special striping and two-tone paint treatment, fiberglass scooped hood and spoiler'd decklid, special wheels, and the like.

To begin with, as-built in Detroit, the 300-H utilized saddle-color leather bucket seats which were an Imperial-exclusive interior option, brought over from the Imperial plant and installed on the Chrysler factory line. The car was built with a factory hood, and Hurst took the metal skin off and installed a fiberglass skin, which featured a power bulge (with said functional air scoop) and dual, depressed, rotary hood latches.

The factory deck lid was also removed and an all-fiberglass version with a wing-type low-profile spoiler was installed along with the rear end cap spoiler extensions. Some of these had spoiler supports installed at dealers later as they were starting to crack from people using the spoiler to close the lid. The special Spinnaker White paint was augmented by Satin Tan color accents; this paint was in reality a Cadillac color, again painted at the Hurst plant. Stripe colors are noted as Chocolate and Orange, though often thought to be black. The Chrysler 300 Club International, Inc. had them reproduced, and the stripe kit is still available from vendors.

Other standard features included the 440-TNT Chrysler engine, column or console-shift TorqueFlite automatic transmission, heavy duty suspension with sway bar, styled road wheels with a matching Hurst-associated stripe circle around the center, and raised white letter tires. This was Chrysler's last attempt to make the 300 something special and the 300-Hurst is often considered in the same class as the Chrysler Letter Car Series. A period road test found the car capable of a quarter-mile time of 15.9, stating "not bad for a 4,100-pound aircraft carrier."

Note: The car's limited production was reportedly due to Chrysler and Hurst taking so long to decide and then each thought the other would advertise the package. The cars just showed up on the transporters without a dealer order, and the MSRP for the 300-H was \$5,939.00. Only the Imperial was more expensive.



PRODUCTION

2-Door HT/Hurst Special 502;
Convertible/Hurst Special 1

(SOURCE: CHRYSLER 300 CLUB INTERNATIONAL)

ingly, the seats are factory coded to the car—has to do with airbag deployment. Change the seats and the dash will give you a light show.

The Hurst name is synonymous with shifters. So, where's the stick shift a la Challenger? Unlike taking something like a '63 Dodge with a TorqueFlite and swapping in a 4-speed using all factory parts, no big deal, the 300/Charger makes it a big deal because of the floor. The Challenger has a different floor pan than Charger/300 to make room for the clutch pedal. The dead pedal in the sedans are twice as wide as the coupe. Chrysler could use the Challenger floor pan and offer a stick but that would require crash-test recertification at a cost of zillions—something they can't justify by the number of 6-speed sales it would generate—just you and six friends.

Today's Challenger, Charger and 300 are really good cars at affordable prices in most cases. But even the Hellcat and Demon appear a little austere. Put them in a rental fleet parked next to a SXT and, to the untrained eye, they look similar. The performance models don't have the pizzazz they had back in the day with wings, and stripes and spoilers and all the other doo-dads. The 300 H spices things up a bit with graphics, a lowered suspension, exhaust, wheels and tires, hood and intake. The car really stands out.

Then there's functionality. Take the hood, for example. The '70 300 Hurst had a custom hood with a scoop, so it was a natural for the new 300 H. Mirroring the theme of the original, the GSS folks equip the 300 H with a Hellcat-style hood that's show-finished inside and out. The hood uses all stock hinges, lift struts, latches, etc. Unlike the Hellcat where the center scoop lets air in but it's not ducted to anything, the 300 H hood is ducted right to the Flowmaster Delta Force cold intake, so it's functional. And the heat extractors really do extract engine heat. Stick your arm out the window at a light and toast marshmallows.

The full monte on the 300 H conversion is \$17,995. Like we said, you can order the 300 H though any Chrysler dealer, go to www.gss-supercars.com, or pick up the telly and punch in 760-630-0547, or have Jeeves dial it for you. Just remember, the first 50 get to ride. Don't be number 51. 