

▶▶▶ We Street Race THE '68 SUPER BEE (Yeah!) ◀◀◀

FEB
2019

MOPAR

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Found

FIRST HEMI CHALLENGER



THE NUKE OPTION

1000 HP Bolt-In
Crate Hemi

GREAT TECH

PROJECT BEEPER 3

BODY BUILDING TIPS & TRICKS
RESTO: BLACK TO BASICS



Hemi Challenge Goes PSYCHO

WING CAR
MYTH BUSTERS

50 FOR 500

Hurst Stage 1 lowering springs adds a more aggressive stance and improves handling. When the car was unloaded from the trailer for its debut at SEMA, musclecar fans came over for a look and said "I know that car—it's a '68 Hurst Olds." We guess GSS hit the mark.



Celebrating the Golden Anniversary of Hurst-themed automobiles with 50 limited-edition Peruvian Silver 2018-19 Challengers.

STORY BY BILL WOODS + PHOTOS BY LARRY WEINER

IF YOU'RE A FAN of Hurst-edition cars, you might remember that this is the 50th anniversary of a strong legacy of cars that bear the Hurst label. Mo'fans will relate to the 1970 Chrysler 300 Hurst edition, but the Hurst deal started two years prior with the introduction of the bombshell 1968 Hurst Olds 4-4-2. Mating the performance of a butt-kicking 455 Rocket V8 with upscale style and luxury, the model quickly became known as the "Gentlemen's Hot Rod." '68 Hurst Olds 4-4-2s were only available in Peruvian Silver accented with bold

Gloss Black stripes and Gloss White detail pin-stripes—a combination that was only offered for the debut year. Needless to say, those cars today are highly collectible. All of which will probably bring an excited yawn to Mopar fans. So why do we bring up an Oldsmobile in a Mopar mag?

We'll tell you why. Hurst is celebrating its 50-year legacy, but Oldsmobile is no longer with us (sniff, sniff). And Hurst today is producing performance parts but no package cars. So what's the deal?

Here's the deal. Mr. Norm has picked up where Hurst left off and teaming up with Hurst has



Challenger is painted in 1968 Hurst's Peruvian Silver Metallic with gloss black stripes and white pinstripes buried in clearcoat. The Mr. Norm's Demonic hood is a custom piece—almost an exact copy of a Demon hood. That alone added over a grand to the package because Chrysler (excuse me—FCA) won't sell you a real Demon hood. The Norm's hood has functional ducted cold air intake and hood pins.

resulted in a series of "Hurst Heritage by GSS" performance machines over the last few years—many of which have been featured in these pages. The Hurst-Mr. Norm's association has a long history—55 years to be exact. When Norm Kraus first opened Grand Spaulding Dodge in 1963, the first aftermarket company he partnered with was Hurst—installing their shifters in his high-performance stick-shift butt-kickers.

After successfully installing a 383 in a '67 Dart and creating the first big-block A-body for sale, Norm wanted to raise the bar for '68 with a 440 transplant. Chrysler/Dodge exec Bob McCurry said "look, we can't deal with this right now. Who do you want to work with on this and we'll all work together." Norm said let's work with George Hurst, and McCurry gave the green light for what would become the 1968 M-code Dart. The Hemi S/S cars were also M-code, which simply meant "special order 8-cyl."

Which brings us back to paying homage to the first Hurst package car. No doubt the late-model Challenger is the best fit for a modern incarnation of a classic '60s musclecar. But can it really capture the essence of a '68 Hurst Olds, you ask? OK, even if you didn't ask we're gonna tell you anyway, and don't dare turn the page—unless it's to an ad and you're gonna buy something. The 2018 Hurst Heritage By GSS 50th Anniversary Challenger, shown here, comes pretty darn close in creating a modern tribute to that

original Hurst package car.

Sure, there's 50 years of separation between this Challenger Hellcat-Wide Body and the original Hurst Olds. And that means significant changes in performance, safety, emissions and certainly design during the last half century. The fact is, these vehicles are decidedly different in many ways, yet they share fundamental musclecar DNA. One example is the bulges from the Challenger Wide Body fender flares that harken back the fender bulges that were prominent on the Olds.

Graphics

While the new Challenger is more similar in shape to the vintage 4-4-2 than any musclecar built today, the proportions and design cues are much different. The goal for this 50th Anniversary edition was to remain as faithful as possible to the original contrasting graphics on the Olds while making sure that they flattered the appearance and body lines of the Challenger. The contrasting stripes on the hood and body sides, along with the one-year-only black overlay that covers the decklid and frames the rear window on the Olds was another cue that GSS wanted with the new Challenger.

Wheels

The 2018-19 Challenger Hellcat, Demon, Red Eye and the R/T Scat Pack Wide-Body models require not only a wider wheel, but a significantly different offset than a standard Challenger. The wheel for the 50th Anniversary Hurst Challenger consists of a forged center that was cut out of a solid block of billet on a CNC machine. The design of the center looks exactly like the positive offset Hurst Stunner wheels that are used on standard-width Hurst Challengers, but are designed to favor a more nearly zero offset, complemented by backspacing designed to accommodate the fender flares that increase the body width by 3.5 inches.

As a result of the wider wheels that are required on a Hellcat Wide-Body, a highly visible section of the rim is exposed beyond the center. This is complemented by a smooth lip, the combination



Challenger is lowered for better handling and sports Hurst badging galore.