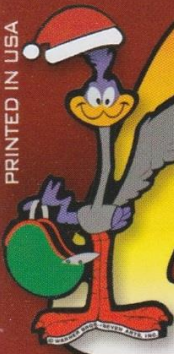


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*Imperial*  
**1959**

A TIME CAPSULE  
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**SEMA**  
SHOW  
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REBUILDING THE  
TORSION BAR  
FRONT END

**BEAUTIFUL BRUTE**  
GSS CHRYSLER 300-H



**THE GASSERS  
ARE BACK**

# BEAUTIFUL BRUTE

## The Hurst Heritage By GSS Chrysler 300-H

Story by Larry Weiner  
Photos by Larry Weiner and Matt Kehoe



**C**hrysler 300 — A name that conjures up visions of big, bold, imposing automobiles with performance to match. Since the introduction of the 300 in 1955, and in particular the famed letter cars, these are the Chryslers that have defined large car performance, and the cars that stood out from the crowd.

**“**Over the years, the Chrysler 300 has evolved through numerous changes, reflecting design trends and changes in consumer taste. Today, the Chrysler 300C is a thoroughly modern automobile that is as contemporary as any of its peers, except for the fact that it doesn't have any peers.”

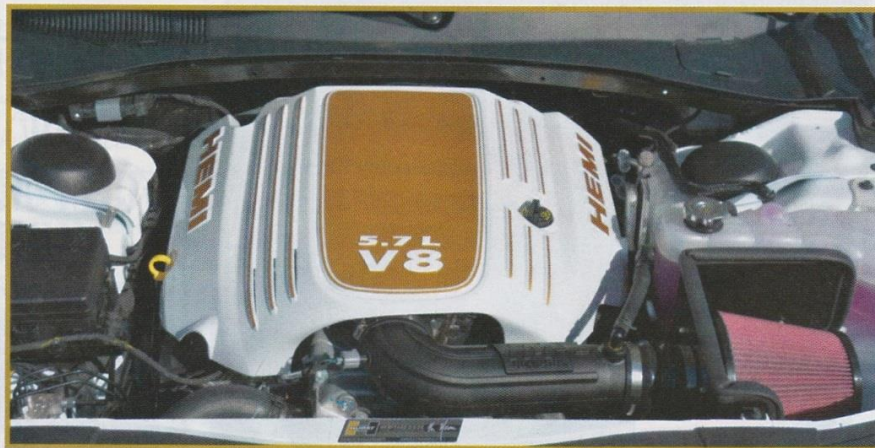
Originally powered by the 331 Hemi, the Chrysler 300 quickly evolved into the 354 in 1956, and by '57 the displacement was increased to 392 cubic inches. When equipped with dual quads, the 392 pumped out a whopping (for the time) 375 horsepower, which placed it at the top of the heap during the 1950's horsepower race. While all early Hemi engines are prized, the 392 Chrysler Fire

*300-H Leading the Linda Vaughn Parade at Carlisle Chrysler Nationals.*

overnight, the Hemi became the engine of choice for drag racers everywhere, further enhancing the legacy of Chrysler 300 performance.

With the opening salvo punctuated by the sound and fury of big inch Hemi engines, the Chrysler 300 letter cars quickly garnered a reputation as bruisers with trend setting styling and power that was second to none. These

Power V8 left an indelible mark that continues to this very day, over six decades since it first debuted. Add to that, nearly



*Chrysler 300-H Hemi engine packs a real punch.*

were cars that were designed to effortlessly devour interstate highway miles, while providing the driver and passengers with a comfortable, roomy, eye catching interior to match.

Fast forward to 1970, a time when longer, lower and wider cars dominated the landscape, and Chrysler, with its Fuselage styling, was at the height of its



20 x 9 and 20 x 10 inch Hurst Stunner wheels at all four corners that are shod with 275/40ZR20 and 315/35ZR20 Nitto NT555 G2 directional tires, this combination of rolling stock works in perfect harmony with the Hurst Stage 1 lowering springs.



### 300H Hellcat Functional Ram Air and Heat Extractor Hood Detail

popularity. This was the same year that the Chrysler 300 Hurst was unveiled. With a 440 cubic inch TNT V8 under the hood, this beauty packed a serious punch, even if it did weigh a buxom 4300 lbs. At nearly 19 feet in length, it was one of the longest production Chryslers ever built, and with bold Hurst Gold overlays in stark contrast to the Spinnaker White body, it was by far the most flamboyant Chrysler 300 ever built.

leviathan an instant classic. Adding to its popularity, the 300-H was George Hurst's personal choice for the Hurst Shifter National Tour in 1970. A specially built 300-H convertible made appearances at races of all kinds around the country that year with none other than Linda Vaughn, Miss Hurst Golden Shifter. At each event, Linda was perched upon a specially constructed platform above the trunk, holding onto

**“**Sharing much of its driveline and suspension with the popular Challenger R/T, the 300C is just a slightly longer variant of what has become one of the most popular Hemi powered muscle cars of the 21st century.**”**

A special limited edition model created by Hurst, the 300-H followed in the footsteps of the successful 1969 Hurst Olds. Along with the Hurst Gold paint, the Chrysler 300-H sported a custom hood and trunk lid with integrated spoiler, along with Hurst badging and a myriad of unique details, all of which combined to make this road going

Hurst's trademark giant size Hurst Golden Shifter as she waved to the crowd.

Over the years, the Chrysler 300 has evolved through numerous changes, reflecting design trends and changes in consumer taste. Today, the Chrysler 300C is a thoroughly modern automobile that is as contemporary as any of its



Complementing the intake is a Flowmaster American Thunder cat back dual exhaust system that's capped off with large 4-inch diameter Hurst logo exhaust tips that accent a Euro spec Chrysler 300 SRT rear diffuser.



**Hurst Heritage By GSS Chrysler**

**300H on Display at the Hurst Nationals**

peers, except for the fact that it doesn't have any peers. With its Hemi engine, Torqueflite automatic transmission and rear wheel drive, today's Chrysler 300 is a direct descendent of the original, and among domestics is the only car in its class with these attributes.

In this day and age, the Chrysler 300C is categorized as a sports sedan, as well it

should be. Sharing much of its driveline and suspension with the popular Challenger R/T, the 300C is just a slightly longer variant of

what has become one of the most popular Hemi powered muscle cars of the 21st

century. And while it may be hard to believe, we now live at a time where noteworthy automotive 50th anniversaries have been occurring with increasing regularity. As we prepare to celebrate the 50th Anniversary of the 1970 Chrysler 300-H, history is repeating itself with the introduction of the new Hurst Heritage By GSS Chrysler 300-H.

Like the original, the new Chrysler 300-H wears its Hurst Gold proudly, contrasting boldly against Bright White paint. A Challenger Hellcat inspired hood incorporates a functional central cold air intake that ducts ambient outside air directly to a Flowmaster Delta Force low restriction air filter, and on to the throttle body. Further mirroring the Hellcat hood, functional heat extractors release hot under hood air. Complementing the intake is a Flowmaster American Thunder cat back dual exhaust system that's capped off with large 4-inch diameter Hurst logo exhaust tips that accent a Euro spec Chrysler 300 SRT rear diffuser.

Unlike the golden days of the original muscle cars back in the 1960s, today performance cars are expected to handle as well as they accelerate, and the



*Interior accents include Hellcat brushed aluminum pedal pads and dead pedal, Chrysler 300-H bright door sill accents, Hurst logo plush carpet mats and a unique serial number dash plaque that identifies this car as one that is truly special.*



Inside, the Chrysler 300-H mirrors the exterior with its Katzkin custom Pearl White Tuscany glove soft leather that features the legendary Hurst logo embroidered in the seat backs.

Chrysler 300-H doesn't disappoint. Armed with 20 x 9 and 20 x 10 inch Hurst Stunner wheels at all four corners that are shod with 275/40ZR20 and 315/35ZR20 Nitto NT555 G2 directional tires, this combination of rolling

accents include Hellcat brushed aluminum pedal pads and dead pedal, Chrysler 300-H bright door sill accents, Hurst logo plush carpet mats and a unique serial number dash plaque that identifies this car as one that is truly special.

**“With rumors swirling that Chrysler 300 production may end at the conclusion of the 2020 model, and production limited to only 50 serial numbered cars, the 2020 Hurst Heritage By GSS Chrysler 300H is destined to be an instant classic.”**

stock works in perfect harmony with the Hurst Stage 1 lowering springs. Not only does the Chrysler 300-H handle more like a sports car than a sport sedan, it has a killer stance that accentuates its aggressive good looks.

Inside, the Chrysler 300-H mirrors the exterior with its Katzkin custom Pearl White Tuscany, glove soft leather that features the legendary Hurst logo embroidered in the seat backs. Other interior

With rumors swirling that Chrysler 300 production may end at the conclusion of the 2020 model, and production limited to only 50 serial numbered cars, the 2020 Hurst Heritage By GSS Chrysler 300H is destined to be an instant classic. For information on how you can get one before they're gone, call Mr. Norm's at 760-612-6365, and tell 'em you saw it in Chrysler Power Magazine. **CP**

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