

SPECIAL 2019 MCACN PREVIEW ISSUE!

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**1-OF-1 FLORAL TOP
1969 1/2 SIX PACK
SUPER BEE**

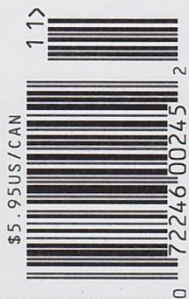


**1974 DAYTONA
500 WINNING
CHARGER**



**HURST
WHITE
KNUCKLED
RED EYE
CHALLENGER**

DISPLAY UNTIL 11-2-19
Printed in the U.S.A.



November 2019

CHALLENGER ♦ CHARGER ♦ ROAD RUNNER ♦ SATELLITE ♦ GTX ♦ CUR

ACRONET ♦ BELVEDERE ♦ SUPER BEE ♦ DART ♦ DUSTER ♦ FUR

BARRACUDA ♦ DEMON ♦ NEW YORKER ♦ 300 ♦ ASPEN

HURST HERITAGE



Story by: *Randy Holden*
Photos by: *Tim Costello*
Photographed @ *Chryslers at Carlisle*

WHITE KNUCKLE RED EYE CHALLENGER



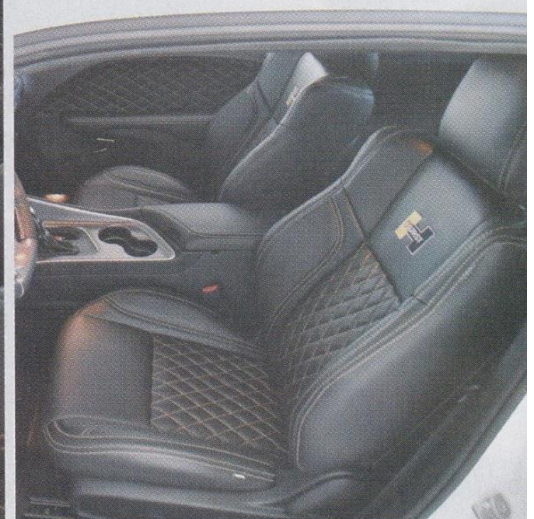
When we first met Larry Weiner, about a hundred years ago, none of us knew the very unique path that lay ahead of him. Back when, Larry was just a normal Chicago guy who was infatuated with old Mopars, and in particular, Mr. Norm's Grand Spaulding cars, and that's where Larry's initial rise to fame and fortune (well, fame, anyway) in the Mopar hobby came from – his involvement with Mr. Norm



Kraus and his eventual acquisition of all the surviving Mr. Norm's dealership paperwork, order forms, sales invoices, you name it. Through this, Larry instantly became the end-all expert on original Mr. Norm's cars, he established a worldwide database of surviving cars, and he's spent the last thirty years reuniting original Mr. Norm's cars with their original factory and dealership

paperwork. Mr. Norm's kept incredible records, and thankfully for the entire Mopar hobby, Larry's done a remarkable job of preserving them, cataloging them, and when the occasion arises and someone finds a Mr. Norm's car, he can send them every bit of surviving original data that exists for that car. Well, Larry teamed up with Mr. Norm and began turning out exotic, largely

hand-built, new-age Mr. Norm's cars with a company he formed in the 1990s called the Performance West Group. They turned out some spectacular machines, many of which ended up in this magazine, and in the meantime, Larry ended up moving from Chicago way out to California, and while he continues to dabble in just about everything related to performance cars, back in 2015 Larry latched onto a deal that gave him the rights to start producing genuine, authorized, brand-new editions of Hurst-badged cars, just as in the days of old when Hurst tagged up with everybody from Oldsmobile to Pontiac to Chrysler to turn out modified





THE HURST FEATURES A FLOWMASTER OUTLAW EXHAUST SYSTEM WHICH THEN MOVES BACK TO THE UNIQUE CUSTOM-FABRICATED POLISHED STAINLESS PIPES MADE BY GSS. ALSO TAKE NOTE OF THE UNIQUE HURST LOGO TAILLIGHT PANEL. THE REAR SPOILER IS A STOCK HELLCAT REDEYE SPOILER PAINTED TO MATCH THE CAR, WHILE THE FRONT SPOILER IS ALSO A UNIQUE PIECE FABRICATED BY GSS SUPERCARS.

production cars, inevitably wearing "Hurst Gold" somewhere and sporting performance parts to varying degrees. Thus, GSS Supercars was born, and ever since then, Larry's been on cloud nine turning out hand-built, made-to-order, new Hurst vehicles. Which brings us to this month's subject, the brand-new Hurst Heritage By GSS 50th Anniversary Challenger. Yes, that's a big name for a new car, but if you can't tell, this is a whole lot of new car!

The first production example made its debut at Carlisle this year and it's slated to be on display at MCACN as well, and allow us to assure you, photos cannot do this car justice. This isn't just a new Challenger with some fancy paint thrown on it, this is a complete disassemble and put everything back together machine with state-of-the-art components and the absolute best of everything that can be had. Each car is customer ordered, and this one was no exception. The owners, a father and son team in the Carolinas, named Carl and Wesley Sherwood, are

died-in-the-wool Hurst fanatics and they have a good collection of original Hurst cars. When they found out this new GSS Supercars 50th Anniversary Challenger was coming up, they were the first in line to order one, thus, almost every little option is hand-picked.

This one arrived in California at GSS Supercars as a "White Knuckle" Challenger Hellcat Redeye with the optional "wide-body" kit that gives you the big flared fenders front and back. So, the car arrived in white paint with flared fenders, but that really didn't matter much when it came to the final product. The Challenger was completely disassembled and it was color sanded, perhaps half a dozen times, before the gold trim was all painted on, the Hurst logos were all painted on, and then everything was cleared multiple times, inside-and-out, making this one of the smoothest cars we've seen in a long time. Literally, it's one of those cars you could pitch a dry washcloth onto the hood on one side and it would glide all

the way across and fall off on the other side! The front spoiler assembly is the work of GSS Supercars and the adjustable lower air dam really gives the car a very "Can-Am" look and feel to it, while the extremely low-slung stance goes a long way to accenting that as well. The low center of gravity is thanks to a Hurst suspension kit front-and-rear, which dropped the Challenger a full 1-1/4" and makes this thing handle like it's on rails. To make sure that handling isn't lost, Larry had a local machine shop custom-make the massive billet aluminum 20x12" rear wheels and the 20x11" rollers up front, retaining the vintage "Hurst Stunner" wheel-look, while providing the buyer with a wheel that looks like it came off a steam roller. Obviously, quite a bit of time went into polishing and painting those as well. The rear tires are the biggest street tires currently available, 345/30/20 Pirellis, while the fronts are slightly smaller at 305/35/20. Even with that, Larry tells us the car still doesn't have enough tire under it to be able to fully

**CHECK OUT
THIS CAR IN
CHICAGO @
THE MCACN
SHOW!**



handle the horsepower and the suspension!

Since this was a Hellcat Redeye to begin with, it arrived at Mr. Norm's with 797 horsepower already under the hood with the big new supercharged Hemi. Larry figured that was almost good enough, so he merely added a Flowmaster Delta Force air intake system to let the Hemi breathe better, as this thing can really gulp some air. Likewise, to open things up to the rear, he added a Flowmaster Outlaw exhaust system, which is perhaps one of the loudest and most authoritative exhaust systems currently on the planet! If you haven't heard one in person, you're missing out, these things will vibrate your intestines! GSS custom-made the polished quad exhaust tips to mate up to the Flowmaster system, and as Larry put it, this is one of those cars where you don't have to worry about the stereo, because you can't hear it anyway, and if you're buying



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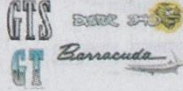
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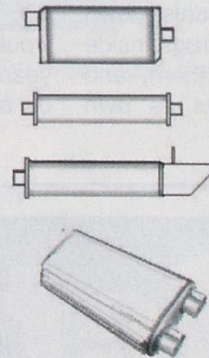
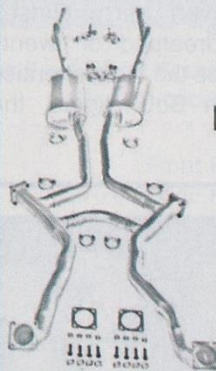
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one of these, it's likely you'd rather listen to the engine!

Obviously, with a car like this, you can't have a stock Challenger interior, but as it's a new car, you still have to comply with all the new car safety standards and such (air bags, seat belts, things like that). So, to accomplish this, the Mr. Norm's crew completely stripped out the original interior, disassembled the original door panels (which is a whole lot harder than you'd think), and they had everything recovered and redone in gorgeous Katzkin soft glove leather, with gorgeous embroidered Hurst logos in the seats, and in case you missed it, all that jet-black leather has genuine Hurst Gold metallic thread holding it together, so the little touches are everywhere. There's custom Hurst GSS Supercars door sill plates, a Mr. Norm's overlay on the push button ignition system, the Chally utilizes a modern Hurst shifter, there's aluminum Swiss cheese pedals down there by the floor, custom rugs inside with the Hurst logos on them, and each and every car gets its own

unique serial number, which is keyed to each car, with this one ending in 001, of course, and each subsequent machine will go up by a digit until they reach the maximum of fifty, because that's all that GSS is going to build – fifty. And, as of this writing, six have already been built or are under construction, so by the time you're reading this, odds are likely that at least half of those slots will be filled.

So, after all these years of knowing Larry, he never fails to surprise us. When we saw his first Hurst Heritage by GSS Challengers a few years back, we thought he'd pretty much gone about as far over the top as anyone could go with a brand-new car. We're happy to admit we couldn't have been more wrong! This one is just about as much race car as it is street car, but it's a whole lot more comfortable than anything anyone ever drove at LeMans. It's world-class fast, it looks like a million bucks, and it's something even Larry himself would've never dreamed of twenty years ago. Perhaps the highest praise of all came from Bob Riggie, the

famed pilot of the Hemi Under Glass Barracuda, who was one of George Hurst's closest friends. When he saw what Mr. Norm's was doing with these Challengers, Bob told Larry that George would be proud his name was on these things. As Larry tells us, that meant the world to him (as it would any of us), and at the end of the day, it makes all the hard work and the extremely long hours worthwhile. Larry's a car guy, he's not rich, he's not a household name, but at the end of the day, he confided in us that he gets his real kick out of just looking at the finished product, these cars, and knowing he and his crew managed to build them. And, thankfully, they are, because we can't think of any other company that's taking brand new cars and completely disassembling them to create one-of-a-kind, made-to-order, limited editions like this. This is old world craftsmanship and tons of hands-on work, and once you've seen it in person, you'll never look at a new Challenger the same way again. Check out their website, mrnorms.com to place your order! ☘

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