

THE NUMBER ONE **MOPAR** PERFORMANCE MAGAZINE SINCE 1983

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**1973 DUSTER 340**

**TRACY'S  
TREASURE  
1969 ROAD  
RUNNER**



**1974 DODGE  
DART SPORT**

**ALASKA MOPAR'S  
'71 'CUDA  
RESTO-MOD  
GEN III SWAP**

**BUILDING  
A POWER  
HOUSE  
POLY**



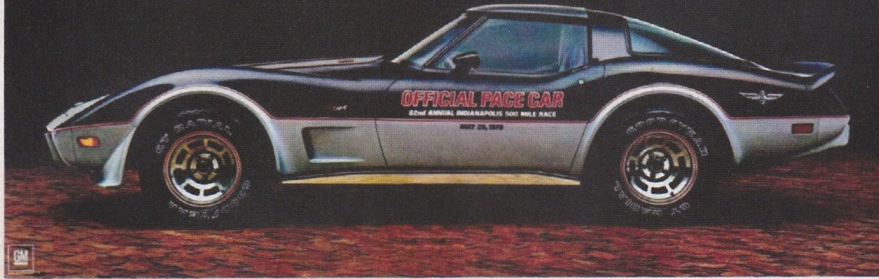
**HONORING TRADITION**

# HONORING TRADITION

## Hurst Heritage By GSS 40th Anniversary 1983 Hurst Tribute Challenger

Story and Photos By Larry Weiner

Some of the fastest cars in the world will try to keep pace with it.



This year, the Official Pace Car for the Indy 500 is none other than the Chevrolet Corvette.  
A big honor. But not a big surprise.  
You see, Corvette is accustomed to setting the pace. It's been doing so for the past 23 years.  
And during that time, we've developed two other fine cars that have set a pace of their own.  
First, there's Camaro. A natural extension to the thinking that went into the design and engineering of Corvette. At home with the road as well as the track, Camaro has lived up to its heritage. But Camaro is not alone.



First on its heels is Monza Spyder. One look at Spyder's aerodynamic design and you'll realize why it's destined to become one of America's favorite road machines.  
Yes indeed, it has been an exciting 25 years of men, machines, and memories. But it won't stop here. We at Chevrolet will continue to give you our best performance in automotive design and engineering.  
On that you can count.  
From the people who know what performance is all about. **Chevrolet**

1978 Corvette Indy Pace Car



### The Hurst/Olds Gallery



1968 Quantity produced: 515. The only GM intermediate available with a 455-cid engine.



1969 Quantity produced: 906. Still the only GM intermediate with a 455-cid engine.



1972 Quantity produced: 625. Indianapolis '500' pace car. Hardtop and convertible available for Indy '500' activities.



1973 Quantity produced: 1067. Available in both black/gold and white/gold paint schemes.



1974 Quantity produced: 1900. Indianapolis '500' pace car. Only all convertibles also built for Festival '500' parade.



1975 Quantity produced: 2535. Available in both black and white color schemes. First year for Hurst/Mach roof panel kit.



1979 Quantity produced: 2489. Available in both black and white paint schemes. Featured 350-cid Olds V-8 engines.



1983 Features 5 liter Olds V-8 with 4-speed overdrive automatic transmission. Available only in black with silver and red accent.

**Introduction & Special Features**  
**Lightning Rods Shifter Operation**  
**Specifications & Special Instructions**

1983 Hurst Olds Brochure

When it comes to the holy grail of muscle cars, among the most sought after are those that were offered by Hurst. Starting in 1968, Hurst created the first in a long running series of limited edition vehicles that were known as "Gentlemen's Hot Rods." Over the years, Hurst worked with several different automobile manufacturers to create distinctive vehicles that became instant collectibles. At the height of the muscle car era, cars like the 1968 Hurst Olds, the 1969 Hurst SC Rambler Scrambler and the 1970 Chrysler 300H offered real world high performance, complemented by a distinctive, and often times dramatic, appearance. Later models like the 1983 Hurst Olds continued to evoke the same level of excitement, matching eye-catching custom paint coupled with unique accessorization and performance equal to its peers.

*"In stark contrast to the majority of late model performance cars, one look at Hurst Heritage by GSS 40th Anniversary '83 Hurst Tribute, and you know this is one muscle car that's loaded with character."*

Today, contemporary muscle cars like the Challenger R/T Scat Pack, Hellcat, Red Eye and Super Stock offer performance that the originals from the 1960s and early 1970s simply can't match. It's an undeniable fact that the myriad of technological advancements made in the ensuing year, since the golden age of performance, has resulted in today's potent, well balanced muscle cars. However, in many cases, the modern versions lack the flamboyant colors and instantly recognizable graphics of their storied predecessors, often making them difficult to distinguish from their lower performing siblings. In stark contrast to the majority of late model performance cars, one look at Hurst Heritage by GSS 40th Anniversary '83 Hurst Tribute and you know this is one muscle car that's loaded with character. With its mile deep gloss black upper body, brilliant silver lower body and bold red mid-body stripe, this is one modern muscle car that makes an unmis-



*The paint scheme may have been inspired by the 1983 Hurst Olds, but the 40th Anniversary Hurst Tribute Challenger is anything but your grandfather's Olds!*



*Is it real, or is it Memorex? When it comes to life imitating art, the 40th Anniversary '83 Hurst Tribute Challenger simply nailed it.*

takable statement. Following in the grand tradition of the original Hurst vehicles, it wears its colors proudly and makes no excuses for its high impact appearance.

There is an interesting history behind the distinctive paint treatment featured on the new 40th Anniversary '83 Hurst Tribute Challenger. The colors and layout of

the custom paint on the 1983 Hurst Olds was inspired by the original paint scheme created by GM Design for the 1978 Corvette Indy Pace Car. While the voluptuous body lines of the C3 Corvette shared little in common with the hard-edge "shoe box" shape of the Olds Cutlass G-Body, the instantly recognizable black over silver, separated by a bright red horizontal accent stripe, worked well on the 1983 Hurst Olds. Unlike the 1968 and 1969 Hurst Olds, both of which were designed by Hurst and built by Demmer Engineering in Detroit, the appearance of the 1983 Hurst Olds was developed in the Oldsmobile design studio. The fact that the colors and layouts were patterned after the 1978 Corvette Indy Pace Car is not a coincidence.

Unlike many modern cars that have a myriad of body lines to disguise their tall midsection, the design of the late model Challenger was inspired by the original E-Body, dating back to 1970. The result is a body shape with classic proportions, not unlike that of the '83 Hurst Olds, making it the perfect vehicle to celebrate the 40th Anniversary of the storied original.

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***"While the Hurst Lightning Rods jutting out of the console of the original '83 Hurst were cool, they can't hold a candle to the accuracy of the precision of the Hurst Billet Plus Short Throw Shifter."***

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When it came to creating the Hurst Heritage By GSS 40th Anniversary '83 Hurst Tribute Challenger, Mr. Norm's team made a decision early in the design process. Rather than merely adding the '83 Hurst colors and graphics to the stock Challenger, the design team also added a modern interpretation of the visual cues that made the legendary '71 Hemi 'Cuda so memorable. Instantly recognizable items such as the sawtooth grille, blackout style tail panel and 'Cuda gill front fenders, along with a factory Shaker, are just some of the highlights. The combination of these historic design themes has resulted in a Challenger that is much more than merely the sum of its parts, making this car a real standout.

While the visual appearance of the 40th Anniversary Hurst Tribute Challenger leaves no doubt that it is the modern day descendent of the original, it is impossible to compare its performance to that of the new Challenger. Packing the power of one of several available GEN III Hemi engines, coupled to either a 6-speed manual transmission or an 8-



*Imagine opening the garage door and having this Challenger staring you in the face.*



*Coming or going, the 40th Anniversary Tribute makes a strong statement.*



*Side profile really speaks to the original, but with more impact.*

speed Torqueflite automatic, the difference in straight line performance alone is staggering. Add to that, well rounded performance, thanks to multi-piston Brembo four-wheel disc brakes, precise rack and pinion steering, and rolling stock that consists of 20-inch multi piece forged wheels and high-performance

tires with over 12 inches of tread width on the ground. There simply is no way to compare the storied original with the latest version of this time honored classic. It's a matter of fact, that the new 40th Anniversary '83 Hurst Tribute Challenger can literally and figuratively run rings around the original.

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***“There’s nothing like the sound of a big bore Hemi equipped with a Flowmaster Outlaw exhaust, and the 40th Anniversary ’83 Tribute Challenger features it as standard equipment. Yes, you could listen to the radio, but why would you when you can enjoy the stereophonic sounds of a Hemi at full chat.”***

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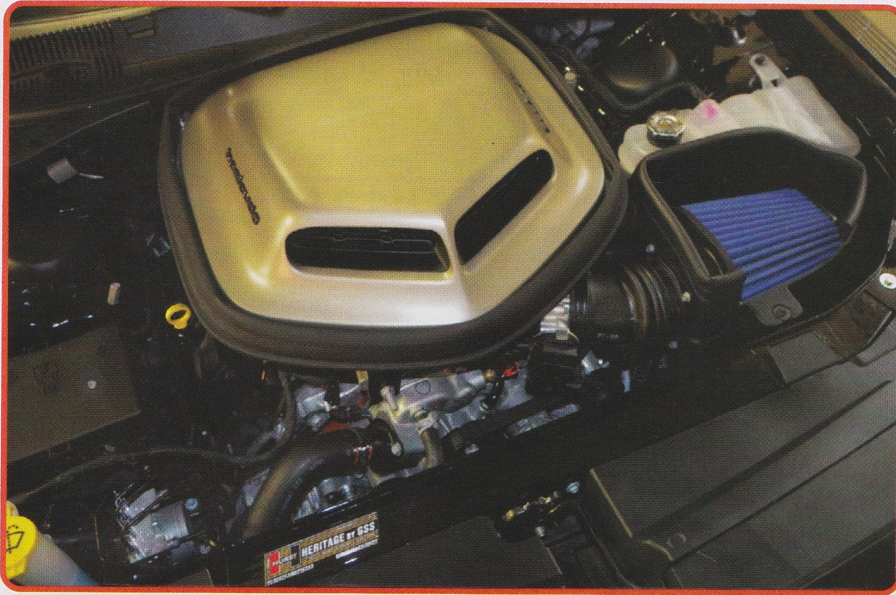
The interior of the 40th Anniversary '83 Hurst Tribute Challenger features the same attention to detail as the exterior. For starters, while the Hurst Lightning Rods jutting out of the console of the original were cool, they can't hold a candle to the accuracy of the precision of the Hurst Billet Plus Short Throw Shifter for the 6-speed manual or the Hurst Billet Pistol Grip Shift handle that actuates the 8-speed Torqueflite automatic transmission. And unlike the simple vinyl or body cloth that covered the seats back in 1983, today the finest Katzkin Tuscany glove soft leather enhances the appearance and feel of the interior. The detail of Diamond Tek Stitch full facings on the seats and bolsters adds a level of luxury that must be seen to be believed.

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***“If there was ever a time to get the mighty Mopar of your dreams, now is certainly the perfect time and one of the most exciting and collectible of the breed is the Hurst Heritage by GSS 40th Anniversary ’83 Tribute Challenger.”***

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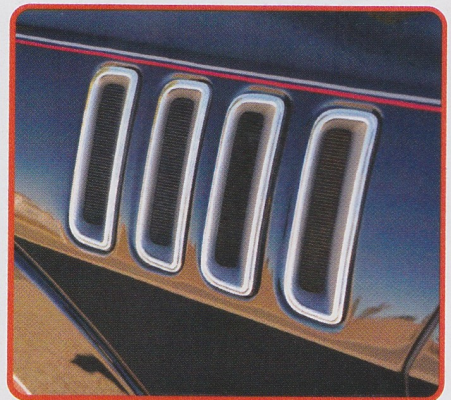
Following in the footsteps of the original Gentlemen's Hot Rod may be considered by some to be a tall order, but the new Hurst Heritage By GSS 40th Anniversary '83 Tribute Hurst Challenger not only meets, but exceeds expectations in every category. As an example, what would a Hemi powered Challenger be without a bold soundtrack? There's nothing like the sound of a big bore Hemi equipped with a Flowmaster Outlaw exhaust, and the 40th Anniversary '83 Tribute Challenger features it as standard equipment. Yes, you could listen to the radio, but why would you when you can enjoy the stereophonic sounds of a Hemi at full chat. Yes, no matter what kind of day you may have had, you always have something to look forward to, because once you're behind the wheel of this Gentlemen's Hot Rod, you can forget about everything else and just "enjoy the drive!"



*Hemi Shaker. Mopar tradition runs deep in the 40th Anniversary Hurst Tribute.*



*It wouldn't be a real Hurst Heritage by GSS without a Hurst shifter. This 40th Anniversary Edition is equipped with a Hurst Billet Plus Short Throw Shifter. Ronnie Sox would have been right at home in this Hemi 'Cuda bangin' all six gears.*

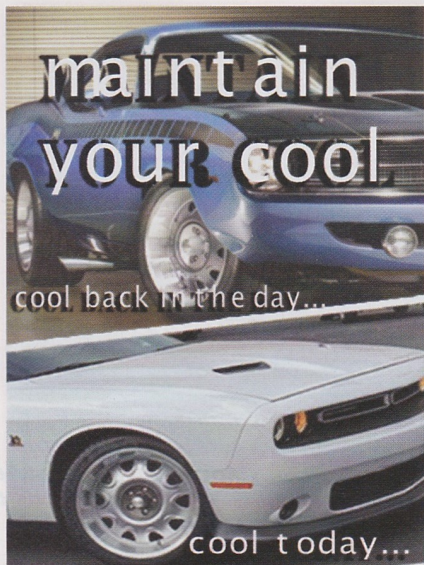


*Traditional 'Cuda design elements include actual 1971 Hemi 'Cuda gills and trim on the front fenders to the highly detailed tail panel with the actual 'Cuda and By Plymouth emblems.*



*Hurst logo custom leather interior by Katzkin offers a myriad of choices, including full face Diamond Tek Stitching with matching bolsters and door panel inserts.*

With Dodge announcing that 2023 is the “Last Call” for the traditional Hemi powered Challenger, it appears that we may have reached the apex of genuine Mopar muscle car performance as we know it. When these modern versions of the original E-Body are discontinued at the end of this year, loyalists will inevitably look back fondly at the performance vehicles that were responsible sayings like “That thing gotta a Hemi?” The old drag racers adage, he who



maintain  
your cool

cool back in the day...

cool today...



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mopar rallye

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snoozes loses, is right on, and there has never been a more appropriate moment in time to repeat that saying as a mantra. If there was ever a time to get the mighty Mopar of your dreams, now is certainly the perfect time and one of the most ex-

citing and collectible of the breed is the Hurst Heritage By GSS 40th Anniversary '83 Tribute Challenger.

Source Box  
Mr. Norm's  
Phone: 760-612-636 CP



Argent 'Cuda Grille and Hemi Shaker complement the silver color matched splitter, illustrating the careful integration of vintage and modern design themes.



Coming or going, the '83 Hurst Tribute makes an unforgettable visual statement, and just like its ancestors, stands out from the crowd.