

THE 1973 HURST/OLDS



For The Man In Motion.

THE 1973 HURST/OLDS Designed and Built Exclusively For The Man In Motion.

For the particular individual who values true automotive excellence, Hurst Performance Inc. designs and produces the 1973 limited-production conversion Hurst/Olds.

Based on the popular, newly-styled Oldsmobile Cutlass S, the spirited character of this distinctive automobile is evidenced in both styling and performance. Incorporating engine response, handling, braking, driver comfort, styling, exclusivity, and lasting value, the Hurst/Olds offers a full complement of standard and optional features

designed to produce spirited, stylish, safe motoring.

Exclusive styling is characterized by the Hurst gold body striping, custom blacked-out taillight bezels and grille with leading edges accented in silver, Nassau styled hood ducts, special Super Stock III wheels, and Landau roof with opera windows. In Cameo White or Ebony Black, color-coordinated twin sports mirrors, add to the spirited look. A classic Oldsmobile Hood Ornament lends additional flair to the styling of this exclusive automobile. To preserve the lasting value of your

Hurst/Olds, standard black rubber bumper strips protect the finish.

Every Hurst/Olds is engineered to produce the performance its spirited styling implies. The basic powerplant is the proven 455 CID L75 Performance Engine,* supported by power disc brakes, Rallye suspension, dual exhausts with custom chrome outlets, and a center console with Hurst Dual/Gate transmission shift control. All of these standard equipment features have been incorporated for the flexibility of acceleration, handling and performance, they provide.

*Standard on non-air conditioned cars only.

The 455 CID L77 Performance Engine is available featuring special cam shaft, special transmission with high stall speed torque converter and 3.23 ratio rear axle (rear axle ratio is 3.08 on air conditioned cars) to provide the perfect package for those who desire something special in engine response and performance.

True to its reputation for automotive excellence, the Hurst/Olds features the B. F. Goodrich Lifesaver Radial T/A, the only race-proven street tire, as

standard equipment this year. It is the only domestically made passenger tire to satisfy both Department of Transportation requirements for highway use and be approved by the Sports Car Club of America for track competition. It was the first street tire to finish a major international endurance race in modern times. Another first in modern racing history, the Radial T/A took the pole position in the GTO class at the 1972 running of the 24 hours of LeMans. Designed to provide optimum handling characteristics under wet and dry highway conditions, it also offers superior tread mileage. The T/A is cool running, gives superior high speed performance, and improved all weather handling, compared to other 60 series tires. All of these features meet Hurst/Olds high standards.

A selected list of special options are available for the true performance enthusiast.

The Digital Tachometer allows the Hurst/Olds performance enthusiast to monitor engine RPM's in hundreds of revolutions per minute continuously. Equipped with a memory system, this digital tachometer can be referred to or reset at any time.

Offering optimum protection, the Auto Security Alarm System was designed to safeguard the owner's investment in this special automobile. Electronic relays at hood, doors and trunk warn of attempted entry by triggering a siren (California cars are equipped with a bell). This option also includes a mercury-operated trunk light which operates the siren through electronic impulses.

Solutions to the problem of wheel and tire security have ranged from the ineffective to the bizarre. Now Hurst offers a simple, highly effective solution with the optional Hurst Loc/Lug. The superiority of this security Loc/Lug is due to a special shape and wrenching method rather than the normal hex shape which can be easily removed.

Standard or optional, every Hurst styling and performance feature has been designed exclusively for the Hurst/Olds by Hurst Performance, Inc., to produce the truly high performance automobile that the man in motion desires.

1. The custom touch of yesteryear, Oldsmobile fold-down Hood Ornament, designed exclusively for

this special car, adds additional flair to today's distinctive styling.

2. Of course, the Hurst Dual/Gate shifter is standard on the Hurst/Olds. This special shifter gives the driver the choice between normal automatic transmission control or a performance controlled shift pattern.

3. 4. The distinctive touch . . . opera windows with mylar etching of the Hurst/Olds insignia add a very special styling accent to the Landau styled padded half-top roof. Smooth finish vinyl top, featuring the wet look on the black car, with bright stainless steel mouldings and a double welt sets this particular car apart from all the others.

5. For the performance enthusiast, the optional Digital Tachometer reads out engine RPM in hundreds of revolutions per minute, continuously monitors engine RPM, and stores the highest RPM it sees. A memory system stores the RPM recorded, which can be displayed on command and be reset at any time.

6. Featured on every Hurst/Olds are special Super Stock III wheels . . . Hurst gold on the Cameo White

car or Black on the Ebony Black car. This year, Hurst/Olds introduces the B. F. Goodrich Lifesaver Radial T/A tire, as standard equipment. It's the radial street tire that goes to the races, having already proved its superior performance at Daytona, Watkins Glen, Sebring, and Le Mans, as well as B. F. Goodrich proving grounds. These Radial T/A's grab the road and hold it through twists and turns as well as straightaways, giving excellent traction on both wet and dry surfaces. In addition, these Radial T/A's offer superior tread mileage, performance, comfort, handling, and stability.

7. Another custom touch, exclusive chrome tail pipes not only add to its appearance but contribute a deep, throaty sound that reflects the superb performance of this unique automobile.

8. The optional Hurst Loc/Lug provides security you can count on for your B. F. Goodrich tires and Super Stock III wheels. It utilizes a special shape and wrenching method in place of the usual easily removable hex shape.

9. Rich leather seats are not only handsome, but offer the extra convenience of swivel mobility.

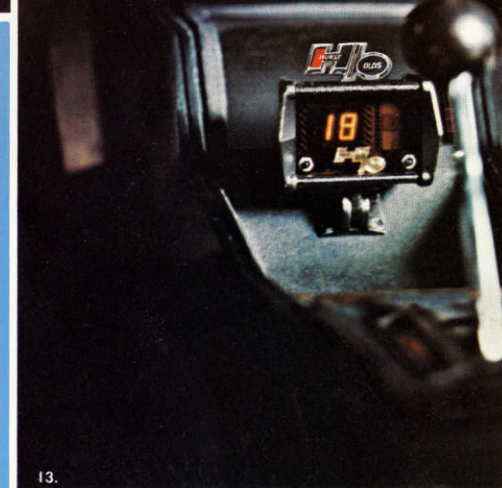
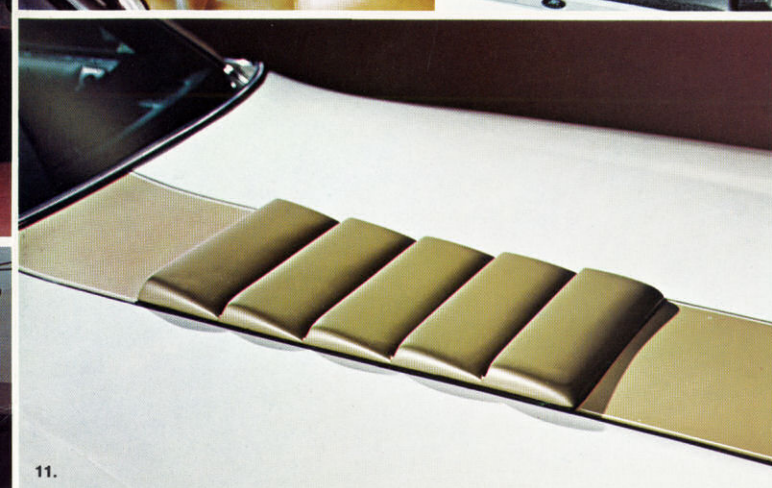
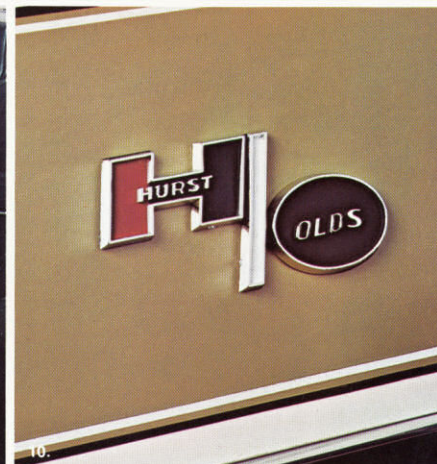
The Ebony Black swivel seat features a wet look panel which complements the black vinyl half-top wet look roof.

10. There's no question that the Hurst/Olds is an exclusive automobile. Its unique styling readily identifies it as something special, while the distinctive emblems on the decklid and console insure its prestigious identification.

11. The Nassau-styled duct in Hurst gold is another distinctive styling flair that quickly identifies this very individual automobile.

12. The Hurst Super Air Shock is the first really new air shock since the first air shock. Its special construction puts it a cut above all the others because it was built just for your kind of performance.

13. In Cameo White or Ebony Black, this racy interior reflects the performance image, and offers comfort and convenience. High-back swivel bucket seats are separated by a standard console and Hurst Dual/Gate shifter. Identifying emblem on the wrap-around console adds to the Hurst distinction. The console also contains the optional digital tachometer.





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Standard Equipment

- Vinyl Landau Style Half Top
- Hurst Dual/Gate Shifter
- B. F. Goodrich Lifesaver Radial T/A Tires GR60x14
- Super Stock III Wheels in Hurst Gold and Ebony Black
- Hurst Custom Gold Body Accents
- Classic Oldsmobile Hood Ornament
- Small Quarter Windows with H/O Mylar Etching
- Nassau Hood Duct
- Custom Chrome Tail Pipes
- 455 CID L77 Performance Engine and Transmission Package
- Ebony Black or Cameo White body color
- Black Accents (grille, taillight bezels)
- Twin Sports Mirrors in body color
- Swivel Seats
- Power Disc Brakes
- Rallye Suspension

Optional Equipment

- Hurst Digital Tachometer
- Hurst Loc/Lugs
- Hurst Auto Security Alarm System
- Hurst Super Air Shocks



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