

1968 HURST-OLDS

The ultimate expression of the American "Supercar" is now available in Oldsmobile showrooms across the country.

This one-of-a-kind vehicle is a limited quantity reproduction of a unique 4-4-2 concept designed as a personal car for George Hurst, president of Hurst-Campbell, Inc.

The design was conceived for Hurst by Jack (Doc) Watson, well known to automotive enthusiasts as an innovator of special event vehicles and for his many contributions to the advancement of motor sports throughout the United States.

As soon as Watson had completed the car for Hurst and it had been shown to several Oldsmobile dealers, a high degree of enthusiasm generated requests for additional copies.

One such request came from an industrialist friend of Watson's in Lansing, Michigan, by the name of John Demmer. Long an auto enthusiast, Demmer also has a son who strongly influences his interests, and he asked for two cars -- one for his own collection and another for his son.

Watson informed Demmer of the 'word-of-mouth' interest and subsequent requests, especially the enthusiastic response shown by several Oldsmobile dealers, whereupon Demmer offered to set up and custom build a limited quantity of Hurst-Oldsmobiles.

A meeting was scheduled to introduce Demmer to George Hurst, and the project was under way. Immediately, Hurst and Watson met with Oldsmobile Division management and their reaction was highly favorable.

After a series of exhaustive tests and thorough component evaluation, the vehicle is now ready for production with Hurst modifications done by Demmer Engineering in Lansing.

Powered by a custom built 455 cubic inch engine, the Hurst-Olds will be available in both pillar coupe and hardtop coupe versions. Special features of the Hurst Olds (also called the H-O) include the following items:

- . "One-of-a-kind" competition silver and black paint scheme
- . 455 cu. in. high-performance engine
 - 390 h.p. at 5000 RPM
 - 500 ft. lb. of torque at 3600 RPM
 - High performance cylinder heads
 - High lift, long duration camshaft
 - Special machined crankshaft, distributor curve and carburetor jetting

- . Modified Turbo Hydra-Matic transmission, insuring complete manual control
- . Force-Air induction system
- . Hurst dual-gate shifter and console - the most versatile automatic transmission control for the enthusiast
- . Oversize G70 x 14 Goodyear poly-glass tires. (These tires, revolutionary in their design, put more horsepower to the ground, and insure outstanding handling and braking.)
- . Distinctive Hurst-Olds exterior emblems
- . Specially trimmed instrument panel and interior emblem
- . Highly efficient front wheel disc brakes as standard equipment with a sensitive front to rear proportioning valve to insure accurate braking action
- . Heavy-duty rear end assembly - including extra strength gears and axle shafts
- . Heavy-duty 4-4-2 suspension and rear stabilizer (a suspension system highly acclaimed by most enthusiast magazine editors)
- . High capacity cooling - special calibrated viscous fan clutch, thicker - higher density radiator core insures cooling, even under the hardest use.

The above package is designed to give the enthusiast uncompromising street performance that will exceed any vehicle of its type, not only in outstanding acceleration but also in handling, riding and braking characteristics.

The Hurst-Olds has all the muscle characteristics of the finest super car, but without objectionable interior noise and choppy ride.

Oldsmobile's original factory warranty will not be altered as all modification components are approved and released by Oldsmobile product engineering with the exception of the Hurst dual-gate shifter and console, which are protected by an unconditional lifetime guarantee from Hurst-Campbell, Inc.