Acknowledgments

Foreword

Chapter 1: Humble Beginnings: Birth of a Performance Empire

Don Lane and Bill Campbell Join Hurst

A Couple Early Conversions

A Partnership Made Official

Accidental Innovation

**Barely Hanging On** 

Chapter 2: Turmoil and Triumph: Hurst's Growing Pains 1959–1963

The ANCO Alliance

Hurst Performance Products Floor Shifter

The Wangers Connection

**Hurst Shifter Hospital** 

**Racing Promotions** 

Chapter 3: Shifting into High Gear: Hurst and Campbell Establish an Icon

**Facility Expansion** 

Chapter 4: In the Heat of Battle: Hurst Competition Cars

**Hurst Floor Shift Special** 

**Hurst Shifter Special** 

Hemi Under Glass

**Hairy Olds** 

Baja Boot

Goldenrod

Chapter 5: AMC Gets Serious: American Motors and Hurst Join Forces

1969 Super Stock AMX.

1970 Super Stock AMX

SC/Rambler

1970 Rebel Machine

1971 Hurst Jeepster

Chapter 6: A Legend is Born: Hurst Teams with Oldsmobile

One Thing Leads to Another

1968 Program

1969 Program

1970 Program

1972 Indy 500 Pace Car

Performance on the Decline

1974 Program

1975 Program

1976, 1977, 1978 Proposals

1979 Program

1982 Proposal

1983 Program

1984 Program

1988 Aero Program

Conclusion

Chapter 7: Mopars with a Twist of Hurst: A Match Made in Performance Heaven

**Competition Heats Up** 

Tarozzi and the Test Mule

Mr. Norm's 1968 Dart GSS

Hemi Darts and Barracudas

The 300H

Chapter 8: The Hurst Marketing Machine: Making History

**Hurst Ads** 

A Passion for Racing

The First Hurst Girl

GeeTO Tiger Giveaway

Miss Golden Shifter Program

Chapter 9: Hurst Performance Company: Missed Shifts and Rebirth

**Hurst Innovations** 

**Hurst Goes Public** 

One-Off Vehicles

Chapter 10: Inside the Doors of HQ: Business Changes

Management Shift

Sunbeam Buys Hurst Performance

Allegheny Acquires Sunbeam

Chapter 11: Changing Hands and Changing Times: An Era of Transitions for Hurst

Tribute Cars<