

CHRYSLER 300 CLUB INTERNATIONAL, INC.

8 Devoe Road  
Chappaqua, N. Y. 10514

OCTOBER, 1990



Dear Fellow Hurst Enthusiast;

As your recently appointed Hurst Technical Director,  
I am mailing this information package to all Chrysler 300  
Club International, Inc. members listed in the 1990 Club  
Directory, as 300 Hurst owners.

There are several purposes for disbursing this  
information; one being to generate further interest and  
enthusiasm in the Hurst, with the others to disseminate  
general information that has been gathered, and also help  
secure parts, specs etc. associated with our "Beloved Beast".

I do not, by any stretch of the imagination, claim to  
be the most qualified person writing about the Hurst in  
this instance. However, after close to 40 years with  
AT & T, I've retired, and probably have the best qualification  
of spare time! I sincerely solicit your comments and any  
information you may have concerning the Hurst--especially  
where you may detect incorrect or questionable facts  
contained herein.

Following are some points commonly acknowledged;  
for those who have not had access to these facts, they may  
be enlightening and interesting.

According to the Chrysler Corporation, a total of 485 Hursts were assembled in Detroit, Michigan from January through June of 1970. (The month of manufacture was labeled on the driver's door along with the serial number.) Chrysler records indicate that only one convertible was produced. Alternate sources state that a total of 503 Hursts were assembled, with three convertibles and one with a sun roof. While either version may be correct, no specific Vehicle Identification Numbers (VIN) were assigned to the Hurst units, and there is nothing within the VIN to indicate that the car was in fact originally assembled as a Hurst. A number of Hursts have an "A-12" code on the assembly plate (located on the radiator support frame) which indicates "special assembly", but this code is not found on all Hursts.

I have spoken to Mr. Hurst's former personal secretary, Mrs. Carolyn Panzetter. Mrs. Panzetter is no longer with the Hurst organization, but stated that she clearly recalls the "Chrysler Hurst" as one of Mr. Hurst's accomplishments. As you know, the Hurst name was more clearly associated with GM vehicles than any other auto manufacturer. However, according to Mrs. Panzetter, a "few" 300 units were brought into the Hurst Modification Building each day from the Chrysler Jefferson Street assembly plant for the "Hurst treatment". All were standard 300 CM23UOC models painted Spinnaker White, with Imperial type leather seats, and

closely matched vinyl door panels and interior trim.

All Hursts had as standard equipment the following features:

- 440 C.I.D. "TNT" 375 H.P. engine.
- Torque flite automatic transmission.
- Dual exhaust system.
- Heavy duty suspension.
- 3.23 rear axle ratio.
- Power steering.
- Power windows.
- Power disc front brakes.
- Power front bucket seats with fold down center arm rest.
- Chrome styled road wheels with special trim.
- Light package.
- Remote trunk lid release.
- H 70-15 tires with raised white letters.
- Special paint. (Sauterne Gold and special striping.)
- Special styled fibreglas hood with air scoop.
- Special styled fibreglas trunk lid with spoiler.

The list price for the car as described was \$5,939.00 plus destination charges. The dealer net price was \$4,315.20.

Following are options offered and intended associated list prices. It is not to say this list is complete, but rather it is what I have seen on Hursts, and listed on window stickers.



Console shift	\$67.95
Deluxe seat belts	\$13.90
Tinted glass - all windows	\$44.50
Remote O/S mirror - driver's side	\$10.55
Manual O/S mirror - passenger side	\$ 6.95
Sure grip differential (positraction)	\$50.20
Air Conditioning (standard)	\$405.85
Air Conditioning/Heat - automatic temp. control (auto-temp)	\$481.10
Windshield wipers - variable speed (3-speed)	\$ 5.45
Clock - electric	\$19.05
Undercoating & Hood insulation pad	\$20.50
Cornering Lights (combined with front marker lights)	\$36.50
Bumper guards - front and rear	\$35.00
Power door locks	\$45.55
Steering wheel tilt and telescope	\$90.50
Rim blow horn	\$19.40
Automatic Speed Control (Cruise)	\$66.50
Safeguard sentinal lighting	\$34.75
Automatic headlight beam changer	\$48.70
Headlights-on warning signal	\$29.10
Floor mats - protective rubber	\$14.65
Heater - Defroster (rear seat)	\$67.95
Power antenna - front mount	\$36.45
Moulding - door edge protectors	\$ 5.20

License plate frames - front & rear \$ 7.15

Radios:

Golden tone AM \$92.30

Golden tone AM/FM \$129.10

Golden tone AM/FM w/search tuner \$186.90

Golden tone AM w/stereo 8 track tape  
w/stereo speakers \$222.85

Multi-plex AM/FM stereo 8 track tape  
w/stereo speakers \$353.95

Rear seat speaker - single (w/fader) \$17.00

Note:

It appears that most of the radios are the "thumb wheel" type. Any comments on this? If you know of any other available options -- please fill me in.

Does anyone out there know of a fully loaded Hurst? Boy! That would be a find. It must have a three page window sticker! The closest I've seen to a fully loaded Hurst was in a gas station in the Bronx, in New York City. It had no tags and 4 flats, and just about every option except power antenna and bumper guards. It had the AM/FM 8 track Multi-plex radio, automatic air conditioning and deluxe seat belts. I couldn't tell if it had Posi but it did have a button on the dash to the left of the steering column saying "Sentinal" - and something else. I tried to buy the car. The station operators were from Pakistan and claimed they didn't know who owned it. I ran the VIN number (CM23UOC228783) through all 50 States without a "hit". Now the car is gone and the station operators deny ever having the car there! I have the body code plate

from it - so it did exist. Confidential sources tell me that two New York City Policemen took the car for the engine! So much for that Hurst. If you ever see it around, I'll be glad to supply it with the body code plate!

My personal observation is that about 20% of Hursts were equipped with console shifts. I would have thought that at a \$6,000+ price tag, all Hursts would have been so equipped. Especially for \$67.95!


There are parts still available for the Hurst. Remember, a Hurst is a standard 1970 300 Coupe with special features, therefore, many of the Hurst parts are the same as standard 300 parts. Most body trim parts are the same, with the exception of the hood and trunk lid. All fender lip mouldings, rocker mouldings etc. are the same but N.O.S. trim parts are expensive when you can find them. Door handles, windows, dash panel, bumpers, grille, taillight assemblies etc. are all the same. If you need parts, send me your needs with a S.A.S.E. - maybe I can help. I know of some sources for N.O.S., and used parts. Also, if you have spare parts that you are willing to share with (or sell to) fellow Hurst enthusiasts, or if you know of part sources, N.O.S. or used, please let me know, and I'll make them available to our members.

One favor I'd ask of you. If you have your window sticker, please send me a copy for my source information file.

If you have any questions that you feel I may help you with, please contact me, or if you plan to sell your Hurst,

let me know - I know of interested parties.

Sincerely,



Herb Askildsen

P.S. TRIVIA QUESTION:

Where is plywood used - and found - as a factory installed  
part of your Hurst? (Only your Technical Director knows for  
sure!)