

It's all about the NUMBERS.....

There seems to be a lot of interest currently about "authenticating" the 1972 Hurst/Olds. I have been receiving phone and email questions about 72 H/O's without the W45 or W46 stamping (OK so it isn't just about the numbers, sometimes you have to include letters!) in the Fisher Body tag.

The Fisher Body tag is a metal tag that is attached to the cowl or firewall and is viewed from the engine compartment. In 1972, the tag is located on the driver's side near the power brake booster. It is best seen when standing on the drivers side of the car and looking through the hood hinge area to the top of the firewall.

The Fisher Body tag is stamped with codes that are affected with the building of the body. The codes determine what has to be done at Fisher Body to accommodate certain options to be installed on the vehicle. The 1972 Hurst/Olds convertible (NOTE-designates the hardtop version.) Fisher Body tag decodes as follows:

BODY BY FISHER	
ST 72	34267 LAN 123456 BDY
TR 970	11 A PNT
O4B	A51 W45
GENERAL MOTORS CORPORATION CERTIFIES TO THE DEALER THAT THIS VEHICLE CONFORMS TO ALL US FEDERAL MOTOR VEHICLE SAFETY STANDARDS APPLICABLE AT TIME OF MANUFACTURE	

ST 72	1972 production year
3	Oldsmobile Division
42	Cutlass Supreme body
67	Convertible Coupe
	NOTE- 57 is for the Supreme Notch back- Hardtop Coupe
LAN	Lansing Assembly Plant
123456BDY	Body sequential number
TR 970	Black vinyl interior
11 A PNT	White lower body paint, white convertible top.
	NOTE- 11 11 would designate white paint upper and lower body.
O4B	Date code- 4 th month, 2 nd week
A51	Strato bucket seats
W45	or W46 see description following.

The W45 or W46 designation was used only on the Hurst/Olds. The Hurst/Olds options that were included with either option were: D35- sport mirrors; FE2- Rallye Suspension; JL2- power disc brakes; N10- dual exhaust with trumpets; W25- Force Air hood (excluding paint stripe); W26- console with Hurst Shifter.

The W45 option was the less performance of the 2 performance options. Included in the W45 were the following options: G91- 3.23:1 Rear Axle ratio; L75 455 CID engine. The L75 engine was a 250 net horsepower engine. The W45 car could have air conditioning although not all choose to have that option included as A/C reduces power.

The W46 option was the big 300 net horsepower 455 engine designated the L77 engine. If the vehicle had W46 on the Fisher Body tag, it would also have an "X" code as the 5th digit in the VIN. The W46 car could not have A/C as an option. It did include a 3.42:1 Anti-spin (positrak) Rear Axle ratio and a heavy duty cooling system.

What about the '72's that look like a Hurst/Olds and drive like a Hurst/Olds but don't have the W45 or W46? Included in this issue is an excerpt from an article that was printed in Hot Rod Magazine in May, 1972. The article indicates the high desire for these cars and the low limit of the factory production numbers encouraged individuals, body shops and dealers to make their own.

Several years ago a member had one of these cars and it was traced back to an Olds dealership body shop that did the conversion. A couple of others were traced to a dealership in Kansas City. It appears as though a few enthusiasts took the advice from the article!

What does this do to the value of a 1972 Hurst/Olds? ALL of the 629 factory production Hurst/Olds cars had the W45 or W46 on the Fisher Body tag. The others are a post-production conversion. They can still be driven, shown at shows and enjoyed by their owners. They would not be considered as valuable as the factory-produced H/O's.