

It's All About the NUMBERS.....

By Judy Badgley

Where did it all start? Well, the building of the production Hurst/Olds that is, we don't want to go back too far! I get a lot of questions about where the cars from each year were actually built, so I have dug into the files and made some calls and sent some emails for clarification. Here is what I have determined....

All of the production Hurst/Olds cars began their life on the Lansing, Michigan production line. Now right away we have an issue with that statement. The 1988 20th anniversary commemorative cars were not built on the Lansing production line. They were built on the Flint, Michigan assembly line. The reason for this was the winding down of the production of the rear-wheel drive Cutlass body. Lansing had completed the run of those cars and was busy building the front-wheel drive Cutlass. The remaining G-body cars were built on the Buick assembly line. Now with that exception out of the way, let's move on to where the Hurst/Olds conversions took place.

Prototype, proposal and concept cars were done in many different locations over the years of building the Hurst/Olds. I'm not going to get into all of those locations. I am going to go with the actual production cars that were built to sell to the public through an Oldsmobile dealership.

The first 3 years of production (1968, 1969 and 1972) were done in Lansing. A facility near the Lansing Assembly Plant that was used by Demmer, was the perfect

location for these first production cars. It was close to the factory and this made it ideal in the eyes of Oldsmobile who wanted to keep a watchful eye on this conversion to be done by Hurst Performance Research Company. Also, the cars were driven to the conversion facility, so close was better. (See the 1968 H/O shipping procedure on page 3 to see how carefully this transfer offsite was handled.)

Some components were actually prepared in a different location but then brought to the Demmer facility in Lansing for assembly. The Demmer facility was about 3 miles from the Oldsmobile Main Assembly plant.

1969 H/O's outside at Demmer



In 1973 and 1974, the Hurst/Olds conversions were done at a Hurst Performance Research building in Ferndale,

Michigan. This facility had been the place where the Pontiac Hurst/SSJ's were converted. The basic H/O's were still assembled at the Lansing Oldsmobile plant but then they were transferred via truck to Ferndale, Michigan for the Hurst transformation.

1973's outside the Ferndale plant



By 1975 Hurst had moved its operation to Brighton, Michigan. An old egg (yes, like comes from a chicken) plant was transformed into a conversion facility. The 75's were to receive the most radical conversion yet as they were introducing t-tops for the first time on an Oldsmobile. Only the H/O's would have this

innovative roof treatment in 1975.

1979 was the only year that the complete conversion was done by Oldsmobile in Lansing.

Oldsmobile did the paint and stripes. Hurst Performance provided the conversion components, but Oldsmobile installed them on the main assembly line.

A Company known as Cars and Concepts bought Hurst Performance in 1982. The 1983 and 1984 Hurst/Olds would now be converted at their facility down the road and across the street from the 1975 conversion facility in Brighton.

Remember, the addresses listed in this article are HISTORICAL addresses and no longer apply to these companies..

1968	728 Porter St., Lansing, MI
1969	728 Porter St., Lansing, MI
1972	728 Porter St., Lansing, MI
1973	10711 Northend Ave., Ferndale, MI
1974	10711 Northend Ave., Ferndale, MI
1975	11711 E. Grand River, Brighton, MI
1979	920 Townsend St., Lansing, MI
1983	12500 E. Grand River, Brighton, MI
1984	12500 E. Grand River, Brighton, MI
1988	Anyplace



1983 H/O's in Brighton

The final year of H/O's would be converted differently from all of the rest. Everything was changing in the auto industry and going to front-wheel drive cars. The final rear-wheel drive Cutlass was built in the 1988 model year. Doc Watson's company supplied the conversion kits for this car to be a 20th Anniversary Hurst/Olds Commemorative edition. The addresses for these conversions were many, as they were owner-installed.

Other Historical Addresses:

Hurst Performance Headquarters
50 West Street Rd.
Warminster, PA

Hurst Performance Research
1191 E. 11 Mile Rd.
Madison Heights, MI
1966 & 67 Hurst/Hairy Olds

Hurst Performance Research
2000 E. 10 Mile Rd.
Warren, MI
Hurst Performance Research
10477 Northend Ave.
Ferndale, MI

Hurst Performance Research
24175 Telegraph Rd.
Southfield, MI

Hurst Performance Research
1073 Wheaton Dr.
Troy, MI

Hurst Performance Research
11693 E. Grand River Ave.
Brighton, MI

Hurst Performance Research
11711 E. Grand River Ave.
Brighton, MI

NOTE- Hurst moved several times to be able to expand their production facilities.

Cars & Concepts
12500 E. Grand River Ave.
Brighton, MI

Oldsmobile Division, GMC
920 Townsend St.
Lansing, MI

Current Addresses:

Hurst Heritage
"Doc" Watson
8253 S. Saginaw
Grand Blanc, MI 48439

Hurst Performance Vehicles
17421 Daimler St.
Irvine, CA 92614

GM Heritage Center
Olds Archives
6400 Center Dr.
Sterling Heights, MI 48312

Thanks to these special people for help with details for this article:

Doc Watson, Hurst Performance
Dick Chrysler, Cars & Concepts
and Hurst Performance
Phil Yakely, Demmer Corp.
Bob Schiely, HOCA # 338C

REMEMBER-Nothing is final, I bet we will find more info someday.