



# Hurst/Olds Club of America

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A non-profit 501 (c) (7) organization

## 1968 Hurst/Olds Spotter Tips

The Hurst/Olds is a limited production car built by Oldsmobile and Hurst Performance in 10 select years from 1968 to 1988. In 1968, 515 of these special cars were built on the production line. 451 H/O's were hardtops and 64 were Sport Coupes. There were also 4 convertibles converted by Hurst Performance for promotional use at race tracks. The first production car was shipped 5-24-68 and the last car was 7-12-68.

- Fisher body tag is located under the hood and on the cowl above the power brake booster area. It will decode as follows:

06C	Build date code
	Example is June (06), 3 <sup>rd</sup> week (C)
ST 68	Year of car 1968
3	Oldsmobile Division, GMC
3687	Cutlass body, hardtop <b>OR</b>
3677	Cutlass body, sport coupe (post)
LAN	Built in Lansing
-----	Fisher Body sequential #
TR940	Black vinyl bucket seats
Z - Z PNT	Peruvian Silver paint upper & lower body

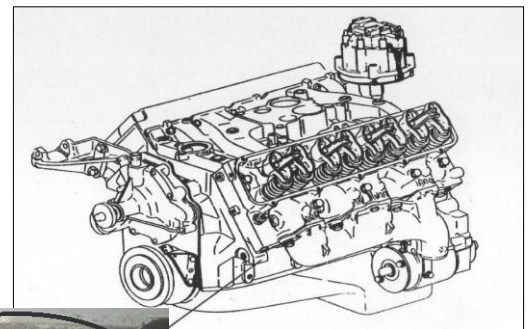
Only the Hurst/Olds had the Z - Z Peruvian Silver paint code in the Cutlass body in 1968.



- The VIN is located on the dash and in front of the driver. It is viewed from outside, through the windshield. It will have the following: 3-Oldsmobile Division; 44- 442 V8 body; 87- Holiday Coupe (hardtop) **OR** 77-Club Coupe (Post); 8-Model year 1968; M- Lansing, Michigan assembly plant; ----- Six digit sequential number from Oldsmobile.



- All engines were a 455cid four-barrel engine, casting # 396021 F - and painted red. Federal regulations required that all auto assembly plants stamp the VIN from the car onto the engine that is being installed at the assembly plant. (Yes, all engines were installed at the Olds assembly plant, not at Demmer as has been published.) On an Oldsmobile V8 engine the stamping location is as indicated in the diagram. The code will be as follows:



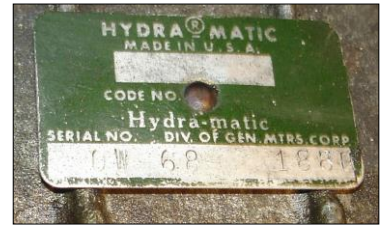
3	Indicates Oldsmobile Division
8	Model year 1968
M	Built in Lansing
-----	Last 6 numbers of the VIN



The number is on the small smooth pad on the block and is seen from the driver's side. It is below the cylinder head, behind the power steering pump and difficult to see.

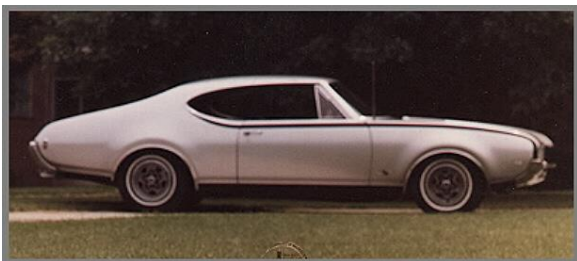
- On W-46 cars with air conditioning (A/C), there is a letter "C" cast on front of left cylinder head and rear of right cylinder head. Casting number is 394 548. In 1968, 153 cars were built with A/C.
- On W-45 cars without A/C, there is a letter "D" cast on the front of the left cylinder head and rear of right cylinder head. Casting number is 400 370 [Note: The Hurst/Oldsmobile Club of America recognizes either cylinder head as correct on either model. There are examples of untouched cars that had the "wrong" heads. Over the years, most that have been restored have been "corrected."]

- The intake manifold has a casting number of 398662
- Exhaust manifolds were LH (drivers side) casting X 389269 and RH (passenger side) Y 389268
- Alternator housing for W46 cars (with A/C) was cast with 1100777 55A and W45 (non A/C) cars were cast with 1100767 37A.
- The distributor used for W46 cars (with A/C) had stamped into the unit 1111469. The W45 cars (non-A/C) had 1111468. (Top right illustration)
- The cars had a Rochester Quadrajets 4 barrel carburetor. If it is a W46 car (with A/C) it had a 7028251carb, W45 cars (non A/C) it would have a 7028255. This number is located on the body of the carb, left (driver's) side. (Center right illustration)
- Power disc brakes. These are a 4-piston style disc brake system. Master Cylinder is stamped DW code.
- Dual-snorkel air cleaner and under bumper scoops.
- All 1968 Hurst/Olds had heavy duty cooling with 4-core radiators.
- The transmission used was a 400 model. It is coded as an OW with 68 indicating the production year on the tag located on the right side of the unit. It also has numbers that indicate the individual transmission sequential number. On the left side the VIN is stamped into the case using the same information as the engine block has.
- The differential for W46 cars (with A/C) were a 3.08 positraction unit with code S5 and W45 cars (non-A/C) had positraction with 3.91 gears, code T3. The code is stamped on the back side of the axle tube on the passenger side.
- Red plastic inner fender wells (normally a W-30 option).
- Dual-Gate shifter (Curved style) with small Hurst console
- Real walnut wood veneer dash inserts on dash and special Hurst emblem on glove box. (Emblem should say: HURST/OLDS BY "DOC" WATSON)
- Exterior Hurst emblems on 1968 models are different than later emblems used. There are 3 of them and are located on the side of each front fender and on the right side of the trunk lid.
- All had black interior. [Note: Two 1968 Hurst/Olds interiors were known to have been changed to white by dealers in 1968.]
- Most had woodgrain steering wheel (M34) and Rocket Rally-Pac (U21), although these options had to be ordered.



**Note: The Hurst/Olds Club of America has a list of all 515 VIN's. Additional information can be obtained from Judy Badgley, Research Librarian at [djbadgley@gmail.com](mailto:djbadgley@gmail.com).**

**Sources: Oldsmobile 4-4-2 & W-Machine Restoration Guide** by T. Patrick Sullivan; **Oldsmobile Numbers Swap Meet Guide** by Dennis Mothershed; **Hurst/Oldsmobile Club of America Research Library**, [www.hurstolds.com](http://www.hurstolds.com); Jerry Wilson, Oldsmobile Club of America, President; and Karl Sarpolis, 1968 Hurst/Olds Advisor and Registry.



Hurst Performance did their portion of the 1968 conversion at the Demmer facility in Lansing, MI. It consisted of painting black stripes with white pin striping on the body and a black trunk lid (painted black over the silver both inside and out); installing a Dual-Gate shifter and small Hurst console; install three exterior Hurst/Olds emblems; Install a 3-piece walnut wood dash trim; and apply the decal to the glove box door.