



# Hurst/Olds Club of America

## established 1983

Fed. Tax ID 90-0639846  
A non-profit 501 (c) (7) organization

### 1973 Hurst/Olds Spotter Tips

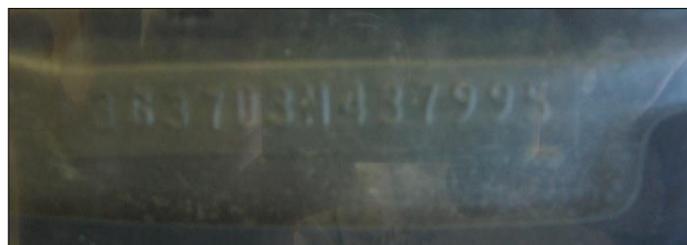
The Hurst/Olds is a limited production car built by Oldsmobile and Hurst Performance in 10 select years from 1968 to 1988. For the first time owners had a color choice in 1973. 1097 H/O's were built on the Cutlass "S" body and all had a 455 engine. There are no supported figures at this time as to how many of each color were built. You could order a black car with white or black interior and a white car with either a white or black interior. High performance non-air condition car options are listed in parenthesis.

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

ST 73	Year of car 1973
3	Oldsmobile Division, GMC
AG37	Cutlass S body, 2-door hardtop coupe
LAN	Built in Lansing
_____	Fisher Body sequential #
TR947 (TR940)	White vinyl interior (Black interior)
11 – 11 PNT	Cameo white paint lower & upper body OR
19 – 19 PNT	Ebony black paint lower & upper body
<i>NOTE- the paint/interior combinations can be mixed as well as matched.</i>	
05D	Build date code-Example is May (05), 4 <sup>th</sup> week (D)
AN7	Swivel Bucket Seats
D55	Floor console

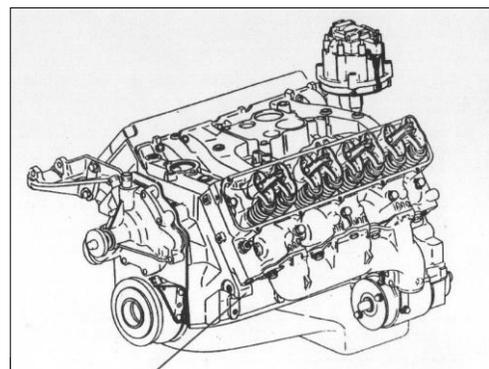


- The VIN is located on the dash and in front of the driver. It is viewed from outside, through the windshield. It will have the following: 3-Oldsmobile Division; G- Cutlass S Body; 37 Colonnade Hardtop Coupe U 455 with 400 automatic transmission and dual exhaust (V for non-a/c high performance cars); 3-Model year 1973; M- Lansing, Michigan assembly plant; \_\_\_\_\_ - Six digit sequential number from Oldsmobile.



- All engines were a 455cid with four-barrel engine, casting # 396021FA – and painted Oldsmobile blue. 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. On an Oldsmobile V8 engine the stamping location is as indicated in the diagram. The code will be as follows:
 

3	Indicates Oldsmobile Division
3	Model year 1973
M	Built in Lansing
_____	Last 6 numbers of the VIN



The stamping 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.

- Cylinder heads were cast with a J (KA- on high performance cars) them. The casting letter is located on the front of left cylinder head and rear of right cylinder head.
- The intake manifold has a casting of 412753 and is cast iron, painted Oldsmobile blue like the engine.
- Exhaust manifolds were LH (drivers side) casting X 412287 and RH (passenger side) Z 402294 for dual exhaust with special chrome tailpipe extensions.

- The distributor used was stamped with 1112197, (photo at top right)
- The cars had a Rochester Quadrajets 4 barrel carburetor. They were stamped with 7043251. The stamping is on the driver's side of the unit. (photo at far right).
- The transmission used was a 400 model. It has a tag located on the right side of the unit. The tag is coded as an OD for the standard cars with air conditioning (OW for the high performance cars). Both also had a 73 indicating the year on the tag. (see photo immediate right). The tag also has the sequential number of the unit itself. On the left side of the transmission housing, the VIN is stamped into the case using the same information as the engine block.



- The interior of the Hurst/Olds was fitted with a Dual-Gate shifter into the standard Oldsmobile console. The bucket seats were a swivel type (photo immediate right) that was introduced in 1973. There was an H/O emblem and an optional tachometer on the console (photo far right).



- The exterior received a lot of attention for the conversion. The rear quarter glass had a fiberglass panel that reduced the size of the glass to appear like an opera window (photo lower far right). Hurst/Olds decals were placed on the rear quarter glass (visible in the swivel bucket photo). A special half vinyl top was then installed. The front header panel was also fitted with a special Oldsmobile emblem (photo immediate right) and the hood received a special hood scoop (lower center photo). The front fenders kept the Cutlass S emblems on them. A single Hurst/Olds emblem was placed on the trunk lid in the gold stripe (photo below left).



- The black H/O's had black rims and the white H/O's had gold rims.
- The gold striping was decals.

**Note: The Hurst/Olds Club of America does not have a list of VIN's for this production year. Additional information can be obtained from Judy Badgley, Research Librarian at [djbadgley@gmail.com](mailto:djbadgley@gmail.com).**

**Sources: Cars & Parts Catalog of Oldsmobile 4-4-2, W-Machines and Hurst/Olds ID Numbers; Oldsmobile Numbers Swap Meet Guide by Dennis Mothershed; Lowell Howlett, 1973 H/O Advisor; Eric Stewart, [www.73hurstolds.com](http://www.73hurstolds.com); Trevor Badgley, Jon Smith and the Hurst/Oldsmobile Club of America Research Library, [www.hurstolds.com](http://www.hurstolds.com)**

Hurst Performance did their portion of the 1973 conversion at the 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 transport to Ferndale, Michigan for the Hurst transformation. The basic H/O was converted by installing the hood scoop; fitting the rear window block off panel and applying a Hurst/Olds decal to the glass; installing a hood ornament; installing the vinyl top and trim pieces; applying the unique gold stripes on the hood, sides and trunk lid; apply the Hurst/Olds emblem to the trunk; install a Dual-Gate shifter in the original Oldsmobile console and applying a small Hurst/Olds emblem to the console.