



Hurst/Olds Club of America established 1983

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1974 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. The 1974 Hurst/Olds was selected as the Indy 500 Pace Car for the second time. Because of the Pace Car program there were several unique vehicles built and for the first time in H/O history, there was multiple choices of engine size. You could order a 350 engine w/single or dual exhaust and the 455 W30 version. Also, just to complicate things, California cars required some different components related to emission control. 1800 Cutlass coupes were built, 1420 had a 350 engine and 380 had a 455 W30 engine. Of these 1800, 46 were used at the Indy 500 festivities, 31-350's and 15-455's. In addition, these were built for Indy Festival duties were 42) Delta 88 H/O convertibles; 1) Cutlass 4-door for use by Tony Hulman, President of IMS; 3) Official Pace Cars (one was a replacement because of an accident); and 6) Custom Cruiser H/O Station wagons for use by the press, official photographer, medical director and day care personnel. The Cutlass Hurst/Olds could be ordered as a black car with white or black interior or a white car with either a white or black interior. The information provided here is for the Cutlass bodied 455 cars with the 350 cars 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 74 | Year of car 1974 |
| 3 | Oldsmobile Division, GMC |
| AG37 | Cutlass S body, 2-door hardtop coupe |
| LAN | Built in Lansing |
| ----- | Fisher Body sequential # |
| TR950 (TR957) | Black vinyl interior (White vinyl interior) |
| 11 - 11 PNT | Cameo white paint lower & upper body OR |
| 19 - 19 PNT | Ebony black paint lower & upper body |

NOTE- the paint/interior combinations can be mixed as well as matched.

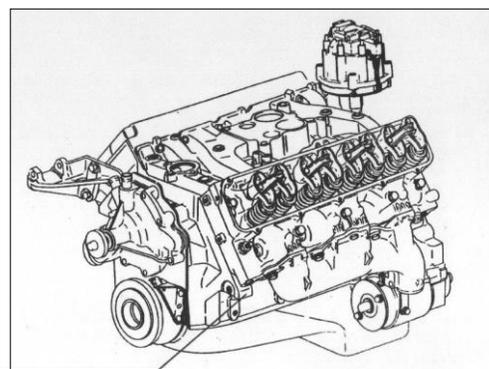
| | |
|-----|--|
| 03B | Build date code-Example is March (03), 2nd week (B) |
| AN7 | Swivel Bucket Seats |
| 19X | Black Floor console |



- The VIN is located on the dash and in front of the driver. It will have the following: **3**-Oldsmobile Division; **G**- Cutlass S Body; **37** Colonnade Hardtop Coupe; **K** 350, single exhaust (**M** 350, dual exhaust ; **V** 455 dual exhaust W-30); **4**-Model year 1974; **M**- Lansing, Michigan assembly plant; ----- Six digit sequential number from Oldsmobile.



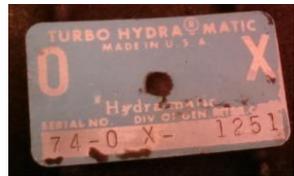
- The engines were a 455 engine with a casting # 396021F or 396021FA, painted Oldsmobile blue or a 350 with casting #395558 painted Oldsmobile gold. Federal regulations required that all auto assembly plants stamp the VIN from the car onto the engine that is being installed at the assembly plant. On an Oldsmobile V8 engine the stamping location is as indicated in the diagram. The code will be as follows:



- | | |
|-------|-------------------------------|
| 3 | Indicates Oldsmobile Division |
| 4 | Model year 1974 |
| 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 KA- on the 455 cars (#8 on the 350 cars). The casting letter is located on the front of left cylinder head and rear of right cylinder head.
- The intake manifold casting is 412753 (411990) and both are cast iron.
- The 455 engines had a dual snorkel air cleaner as pictured at right.
- Exhaust manifolds were LH -drivers side casting is X 412287 (411961) and RH- passenger side Z 402294 (398704) for dual exhaust. Special chrome tailpipe extensions were available as an option.
- The distributor used was stamped with 1112889 and was HEI ignition (1112195 standard ignition). Photo at center left is the HEI version.
- All the cars had a Rochester Quadrajets 4 barrel carburetor. They were stamped with 7044559 (7043250 or 7043255 Calif). The stamping is on the driver's side of the unit. Photo at center far right.
- The transmission used was a 400 (350) model. It has a tag located on the right side of the unit. The tag is coded as an OX for the 455 cars (LC on the 350 cars). Both had a 74 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 unique in 1974 in that for the first time some H/O's did not have a Dual Gate shifter. The 350 models came with the standard Oldsmobile shifter as shown in the picture at left. The bucket seats were a swivel type, and both black and white interiors had a gray-color cloth inset. There was an H/O emblem on the console of the 455 engine cars but not on the 350 engine cars. A Hurst tachometer was available as an option on all H/O's and was mounted on the console.
- The exterior treatment in 1974 was a special design to accommodate the Pace Car program. Because Oldsmobile no longer made Cutlass convertibles, but Indy still wanted an "open" car, the unique roll bar design was created. The actual Pace Cars had removable glass for the roof (below left) which left only an actual roll bar for the roof. This design was carried over to the production cars (below right) with a panel that reduced the size of the quarter glass and a simulated roll bar was made with the vinyl top and special stainless trim. The simulated roll bar section came in a contrasting color, meaning a white vinyl top had black roll bar and a black vinyl top had a white roll bar.



- The gold stripes are silk screened decals including a double stripe (black & gold on white cars/white & gold on black cars) on the sport mirrors. Not all of the production cars had pace car lettering and decals, as those were an option that could be ordered either before production or after the car was built and was installed by the dealer. A single Hurst/Olds emblem was placed on the trunk lid in the gold stripe and on each side in the simulated roll bar. The hood ornament is spring-loaded with Oldsmobile script (photo at right).
- The 1974 H/O's all had gold rims however, the 455 engine cars had 15" rims and the 350 engine cars had 14".

Note: The Hurst/Olds Club of America does not have a list of VIN's for this production year, however there is a complete list of the vehicles used as festival cars at the Indy 500. Additional information can be obtained from Judy Badgley, Research Librarian at 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; Tony Bucciferro, 1974 H/O Advisor; Jeff Meister, H/OCA Webmaster; Jon Smith; Trevor Badgley; Calvin Badgley; and the **Hurst/Oldsmobile Club of America Research Library**, www.hurstolds.com

Hurst Performance did their portion of the 1974 conversion again at the Hurst Performance Research building in Ferndale, Michigan. 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 a hood ornament; installing the vinyl top and trim pieces; applying the unique gold stripes on the hood, sides and trunk lid; application of the Hurst/Olds emblem to the trunk and side panels; on the 455 engine cars they installed a Dual-Gate shifter in the original Oldsmobile console and applying a small Hurst/Olds emblem to the console.

