



Hurst/Olds Club of America

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1969 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 1969, 906 of these special cars were built on the production line. All H/O production cars were hardtops. There were also 3 convertibles converted by Hurst Performance for promotional use at race tracks. The first production car was shipped in March and the last one in July.

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

| | |
|-------------|--------------------------------------|
| ST 69 | Year of car 1969 |
| 3 | Oldsmobile Division, GMC |
| 3687 | Cutlass body, hardtop |
| LAN | Built in Lansing |
| ----- | Fisher Body sequential # |
| TR930 | Black vinyl bucket seats |
| 50 - 50 PNT | Cameo white paint upper & lower body |
| 03E | Build date code |

Example is March (03), 5th week (E)

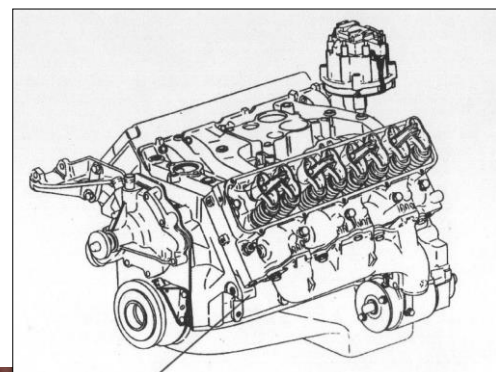


- The VIN is located on the dash and in front of the driver. It is viewed from outside, through the windshield. It will have the following: 3-Oldsmobile Division; 44- 442 V8 body; 87- Holiday Coupe (hardtop); 9-Model year 1969; M- Lansing, Michigan assembly plant; ----- Six digit sequential number from Oldsmobile.



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

| | |
|-------|-------------------------------|
| 3 | Indicates Oldsmobile Division |
| 9 | Model year 1969 |
| 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.

- Engineering orders called for H/O's with air conditioning (A/C), to have "C" cast cylinder heads and cars without A/C to have "D" cast cylinder heads. However, many years of research has found that nearly all H/O's had "D" heads. The casting is located on the front of left cylinder head and rear of right cylinder head. All had chrome valve covers.

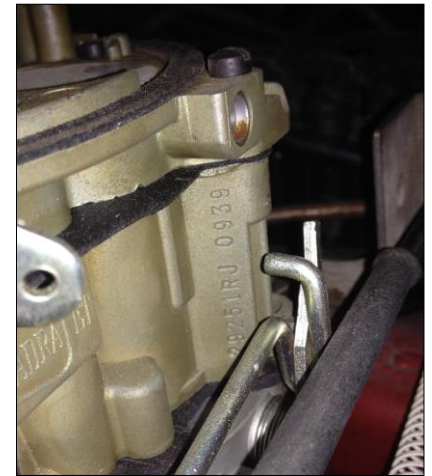


[Note: The Hurst/Oldsmobile Club of America recognizes either cylinder head as correct on either model. There are examples of untouched cars that had the "wrong" heads. Over the years, most that have been restored have been "corrected."]

- The intake manifold has a casting of 405233 and is unique in that it has the PCV port by the thermostat housing, and was only used on the 1969 Hurst/Olds. It was not aluminum and is painted red like the engine.
- The air cleaner assembly had a red base, gray phosphate plated top with a metal “flapper” assembly. It was specially designed for the forced air induction of the hood scoops.
- Exhaust manifolds were LH (drivers side) casting W 402295 and RH (passenger side) Z 402294



- The alternator housing for cars with A/C was cast with 1100855 55A and non-A/C cars had 1100833 37A and has an open-face front housing. (This shows in the top photo.)
- The distributor used was stamped with 1111989 or 111973. (second photo).
- The cars had a Rochester Quadrajets 4 barrel carburetor. There is a variation in the stamping on the housing and we don't know why. Some are stamped 7029251 while others have a partial number stamping 29251 RJ, (third photo).
- All cars had power disc brakes, single piston style. The master cylinder has 2 “bale” straps over the cover.
- All 1969 Hurst/Olds had heavy duty cooling with 4-core radiators.
- The transmission used was a 400 model. It is coded as an OH with 69 indicating the year on the tag located on the right side of the unit. The tag also has the sequential number of the unit itself. On the left side 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 with small Hurst console. Most had the Rocket Rally-Pac (U21-tach/clock and gauges) and a sport steering wheel with woodgrain rim and matching horn button although these were an option that had to be ordered. The glove box has a Hurst/Olds decal on it. The headrests of the front bucket seats were painted with a wide gold stripe.



- The exterior Hurst emblems on 1969 models are different than those used on the 1968 models. There are 3 of them and are located on the side of each front fender and on the right side of the trunk lid.
- These cars were also outfitted with special mirrors similar in style to English Racing mirrors, but slightly larger. They are an unusual design with a chrome ring that is actually how they are adjusted.



- The rest of the exclusive items on the exterior of the 1969 Hurst/Olds included a bold hood scoop and a rear spoiler.



- The original gold stripes were painted with *Fire Frost Gold* paint which had “gold” dust (actually brass flakes) in the paint. The bold stripes went from the center of the hood over the roof and down the trunk lid in addition to on the sides of the car. The striping was done after the chrome was on the car. The modern formula for this unique paint code is available from the H/OCA but does not have the “gold” dust added.
- The original rims are chrome-edged Super Stock II, 15” x 7” wheels with the main part of the wheel painted argent gray. The center cap was a bolt-on style. Some dealers and owners later painted the gray gold, but that is not how they came originally.
- The original owner of a 69 H/O had a registration card they could fill out and send into Hurst Performance. Hurst then organized the cards and assigned a “registration” number to the owner. The owner was sent a brass plaque with their name and the registration number engraved. Of the 906 Hurst/Olds built, 603 owners sent in their registration card.



Note: *The Hurst/Olds Club of America has a list of approximately 580 of the 906 VIN's. 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; Kurt Karch 1969 Hurst/Olds Advisor and Registry; Jeff Meister, H/OCA Webmaster; and the **Hurst/Oldsmobile Club of America Research Library**, www.hurstolds.com



Hurst Performance did their portion of the 1969 conversion at the Demmer facility in Lansing, MI. It consisted of installing the hood scoop and rear spoiler; painting gold stripes with black pin striping on the body and spoiler tips; install special mirrors; apply “H/O 455” decals to the scoops and three exterior Hurst/Olds emblems; install a Dual-Gate shifter and the Hurst console; Paint wide gold stripes on the bucket seat headrests; and apply the decal to the glove box door.