



Don Morton- Former General Manager of Hurst Performance Research

Don Morton was in charge of OE sales and experimental vehicles at Hurst which basically means that he was the guy who worked with The Big Three back in the day on any collaboration vehicles. In other words, if one of the OEMs wanted to outsource a special project, they would likely work through Don. Don was also the General Manager of Hurst Performance Research during his time with the company.

Don is a true car guy and a self-described "Michigan Hot Rodder" who was also heavily involved in the Detroit Dragway and provided tech support. After his career at Hurst, Don and his wife, Merle, started a company called A&M Automotive & Media Specialists. Their main function was to maintain a fleet of press vehicles for the media to test drive and evaluate. They had 15 locations across the US from New York to California.