



LAUNCH EDITION
THE NEW ERA OF ADVENTURE





A MILESTONE

Mil-Spec Automotive set out to create the ultimate embodiment of what an AM General Hummer H1 can be.

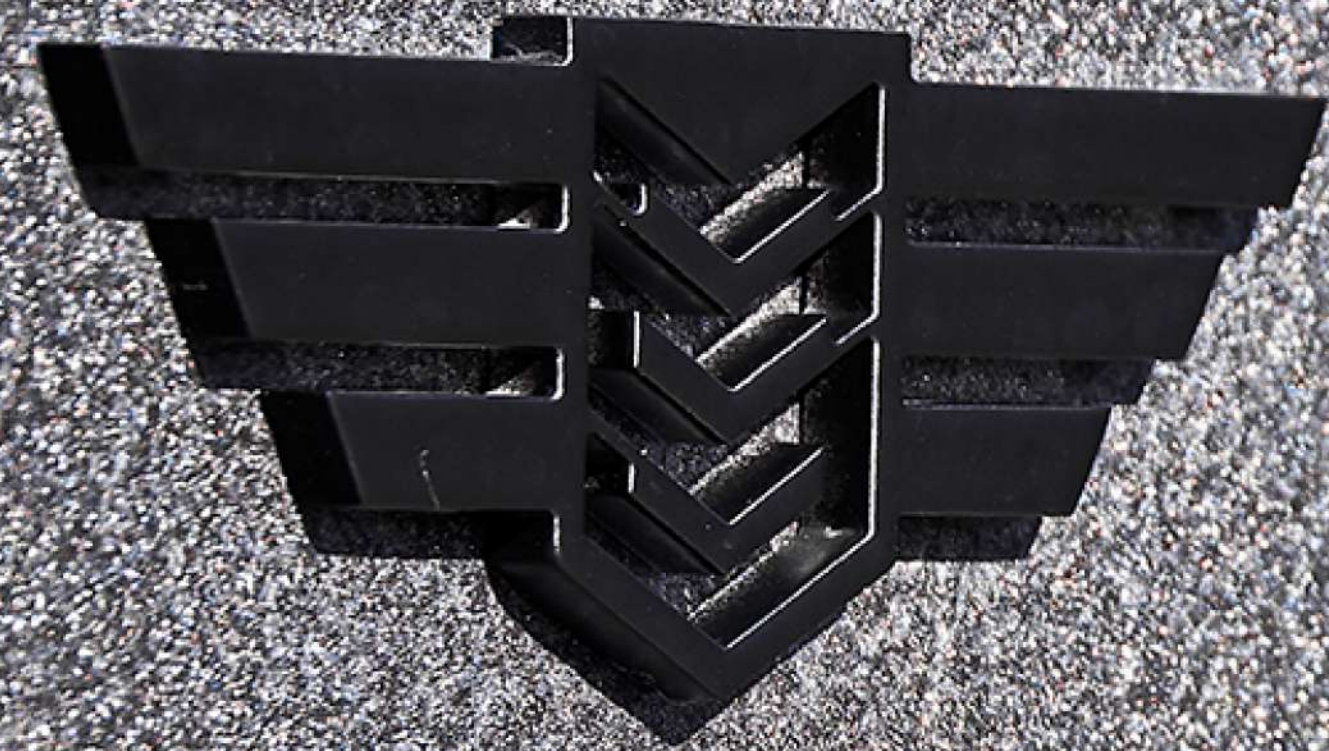
Two years have gone into the development of the Launch Edition. We believe the result is a tasteful execution in bespoke off-road luxury. The Launch Edition began with the theory of *"a vehicle is a summation of its parts"*. We took this theory to heart and utilized the best parts available in the industry, and hand-made everything that was not to our standards.

Turn the page to find out.



RE-ENVISIONED

We wanted to create a truly re-envisioned product for the 21st century market. We started with the things that needed desperate attention: the powertrain, the build quality, and most importantly, the interior.



DURAMAX DIESEL

THE POWER- TRAIN

We started with perfecting the best powertrain transplant available. Each Launch Edition comes equipped with an MSA tuned Duramax Turbo-Diesel mated to an Allison transmission.

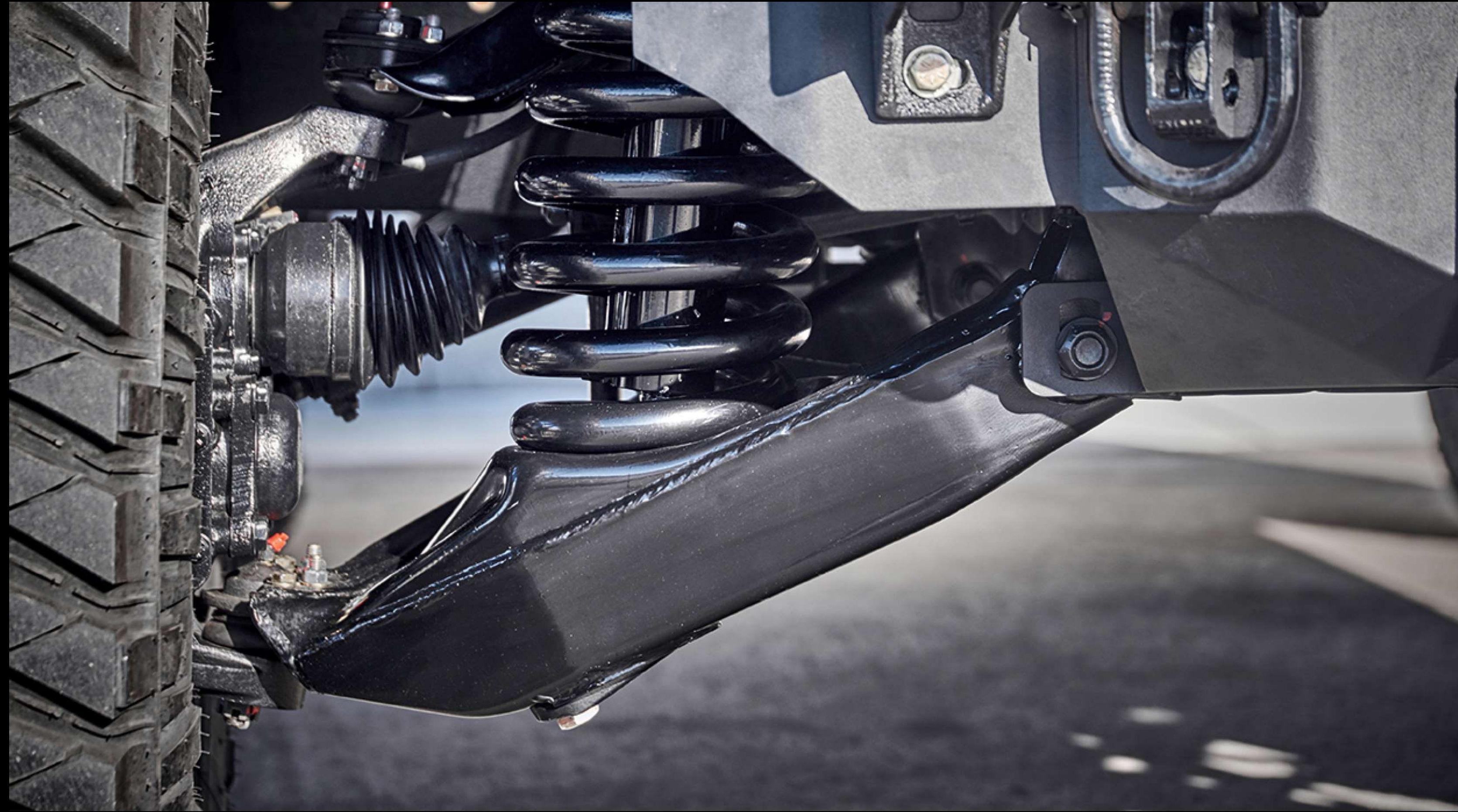
This powertrain produces 500 horsepower and 1000 ft-lb's of torque standard on all Launch Edition models. If you want to turn up the heat, we offer stage 2 and 3 tuning options.

The Launch Edition achieves 0-60 in 6.8 seconds and has a top speed electronically limited to 105 mph.



CHASSIS RE-MANUFACTURED

Each Launch Edition receives a complete chassis re-manufacture by our in-house Hummer H1 specialist. Each component is taken apart and re-assembled with new parts. The entire frame and its components are then powder-coated.



BUILD QUALITY

Each Launch Edition receives a MSA specific tri-level insulation system. This insulation system is designed to control on-road noise and ambient sound. Each truck features a complete Kevlar coating to ensure maximum durability.

FEATURED COMPONENTS

Each LE is fitted with the best possible parts the Hummer world has to offer. We worked closely with our suppliers to create a set-up that works as a system. We also offer an array of high quality suspension and chassis components including long-travel suspension and 6-piston Wilwood brakes.

BESPOKE DESIGN

We pride our attention to aesthetics and the user experience of each vehicle. We developed a completely new interior for our Launch Editions to improve every aspect of your experience in a Hummer H1.



VEHICLE FEATURES





INTERIOR DESIGN

The original Hummer H1's interior was a vast mis-use of space. Our design team focused on creating a minimal, functional, and beautiful interior design that fully utilizes the space and creates a driver focused experience. The interior is built completely out of Aluminum by our skilled craftsmen in house. It is then wrapped in the best materials sourced in the USA.

MATERIALS

We integrate the highest quality materials into every truck's interior. You will work with MSA's design staff to develop the interior package that works for you. Our standard interior package features a blend of mono-chromatic material palette with waterproof leather and duck canvas. The executive interior package includes a blend of waterproof vinyls and bespoke leather.







VISUAL IMPACT

The exterior of the Launch Edition makes a statement. Featuring a satin kevlar coating and optional off-road/overland accessories, your Launch Edition is completely customizable.

We worked very diligently to achieve the correct stance on our trucks. The Launch Edition is the most aggressive and purpose driven H1 you will ever see.







DESIGNED IN DETROIT - BUILT IN WICHITA

Mil-Spec Automotive was born in Detroit MI. We believe in the American spirit, therefore we produce all of our products in the United States. Each Launch Edition is built by a specific 12 man team in Wichita KS.



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AM GENERAL H1
LAUNCH EDITION by MSA