Here they come... the reinforcements we've been waiting for! Now the brigade of lion-hearted Holden Light Commercials is bigger, better, more combat-ready than ever before.

New Jackaroo, Rodeo and Scurry join Shuttle and Drover to round out a model range that now has the work and passenger/recreational markets comprehensively covered.

With the General providing strong logistical back-up and on-target advertising, Holden Dealers are charging the Light Commercial market on all fronts with the confident expectation of winning back valuable ground.

(continued on back page...)

Jackaroo SWB 2-door
MEDIAROUND

And so it came to pass that one name was writ large across the length and breadth of the land. The name was Gemini...and the word was good.

"The Gemini II is a cleverly designed and researched car. There should be more of them." Martin Gilmour, Launceston Sunday Examiner.

"...a refreshingly different model which brings together a fine balance of style, comfort, predictable handling and impressive performance and economy. GMH has reached new peaks of quality...The new front-drive Gemini has many advanced design features engineered to maintain the model's long-held reputation for durability and reliability." Mike Duffy, Adelaide News.

Gemini is a stylish and competitive newcomer which will attract buyers away from rivals on a number of grounds." David Robertson, Sydney Morning Herald.

"From my road test of an SL/X five-speed manual I believe the new model to be streets ahead of its predecessor...I love the style of the new Gemini." John Carleton, Perth Independent.

"Overall, the Gemini concedes nothing to its rivals and scores a few points off them in some areas, notably styling and robustness." Mike Kable, The Australian.

"The five-speed gear box was one of the best I have used in a small car. It was smooth and had just the right feel." Keith Didham, Hobart Mercury.

"New Gemini should make a further significant contribution to GMH sales in the next half of 1985 because the car is attractive in styling, sturdy and practical." John Clydesdale, Perth Sunday Times.

"The all-new Gemini really is a car that deserves a lot of attention, it's one of the best new cars GMH have released..." Wayne Webster, Sydney Daily Telegraph.

"Low noise levels in the aerodynamic, space efficient package and the good ride comfort with all-independent suspension are immediately appreciated. The admiration increases as you note the overall quality and the driving ease..." The West Australian.

"The Gemini handles really well; as we learned both at the proving ground and on the open road, the chassis is nicely balanced and predictable, and so engenders driver confidence and pleasure..." Wheels [June].

"In the handling stakes, it has few equals apart from Holden's own Camira. Overall it is a very space efficient car, packing an awful lot of room into a compact exterior, which makes it a very hard choice to pass up among the small car brigade." Ballarat Courier.

"And we haven't yet mentioned what fun the Gemini was to drive. Holden has come up with a real little go car here...this new engine is a willing worker, prepared to deliver every drop of its energy without sounding unhappy. It is quiet, even while zooming along the road in spirited style...At all times it was a real pleasure to drive." Stuart Scott, Brisbane Sunday Mail.

"The car improves the more you drive it, the better traffic manners of precise steering and good road grip proving reassuring, the super-light weight of the steering going unnoticed and the brakes (discs in front, drums at the back) feeling good." Christopher de Fraga, Melbourne Age.

"I liked the excellent trim, very low loading boot lip, easy-to-reach switchgear and lively performance...I don't know of any front-drive car with a better gearbox and clutch action." Pedr Davis, Newcastle Herald.

"The engine was also commendably quiet in the lower and middle ranges, something common to the whole design. Overall, the Gemini is one of the quietest small cars I have driven...the gearshift on the five-speed manual transmission was extremely precise and easy to use, making it one of the best front-wheel drive units I have tried." Paul Cover, Canberra Times.

"After a test drive in Adelaide this week, the little front wheel drive certainly looks to have the makings of a real sales winner...One has to feel a little sorry for Toyota. Only a couple of weeks ago they broke a long rear wheel drive history and introduced the fwd Corolla. Now GMH have come up with a fwd Gemini and the truth is that it's a better car...The car has a little bobtail (which hides a surprisingly large boot), wrap over door frames and flush glass, which all add up to make a very appealing package...Power output is well up...pumped out through a very slick five-speed gearbox". Sydney Daily Telegraph.
GENERAL NEWS
U.S. Export Chance for GMH

General Motors VP Jim Waters, chief executive of overseas operations, told visiting Australian journalists recently that GMH had good prospects within the next two years for exporting its four-cylinder engines to the U.S.

Mr Waters said that demand for fuel efficient sub-compact was rising so rapidly that GMH would use Australia to supplement the engines it was already receiving from GM do Brasil. He said that if long-range car sales projections proved correct, GMH could be shipping up to 100,000 engines annually by 1987. These would power GM J-series cars. Camira equivalents, from Chevrolet, Oldsmobile Buick and Cadillac.

GMH is already Australia’s largest exporter of manufactured goods, and the 500,000th export 4-cylinder engine came off the Fishermens Bend assembly line in May. The Federal Minister for Trade, the Hon. John Dawkins saw the engine through its final quality control inspection and boxed ready for export to Germany. He congratulated GMH management and employees on a major achievement, and Managing Director Mr Chuck Chapman said that this milestone proved beyond doubt that Australia, given the appropriate investments and the right technology, can meet world competition.

MD Chuck Chapman (left) and Minister for Trade John Dawkins (centre) watch as the half-millionth engine is boxed for export.

Showgrounds Convention

When Victorian Zone organisers chose the Melbourne Showgrounds as the venue for the ’85 Light Commercial Dealer Convention, they thought of (almost) everything. The vehicles were displayed to perfection in the cavernous Hall of Manufactures, which also easily accommodated a large contingent of metro/country dealer personnel, overalled and check-shirted Zone staff, a separate

auditorium and a dining area. Audio-visual presentations were viewed, groups were addressed, spit-roasted beef and damper were enthusiastically consumed, and the new Light Commercial models apprrovingly inspected.

What was missing? Supplies of sheepskin jackets, longjohns and woolly socks to combat the refrigerating effects of one of Melbourne’s crisper July evenings!

Jack Stuart (left) of Dustings Hillyer, Vic Zone Sales Manager Hugh Southam (dress informal) and Barry Allwell of Balmoral Holden check the rear loading capacity of Holden Scruy.

Sales Up

Total vehicle sales in May reached an all-time Australian high, due in part to exceptionally strong commercial sales in the face of the imminent cessation of Government investment allowances on commercial vehicles. The GMH runout campaign on light commercial vehicles consequently exceeded all expectations, although there was a shortage of availability on some model lines.

Holden Light Commercial sales in May totalled 1458 units (including a record 608 Rodeo units) for a market share of 11%; by far the year’s best result and 13 percentage points above the May ’84 result. Isuzu trucks put in a powerful 426-unit sales performance for an 8% market share, also the year’s best result so far and surpassing May ’84.

The well-timed release of the new family of Holden Light Commercial, backed by sustained advertising activity, puts us in an ideal position to maintain sales momentum and keep a strong, continuous presence in this buoyant market segment over the next 12 months.

When the President of the Isuzu Motor Company Mr Kazuo Tobiya visited Melbourne in early July he inspected top-performing Cheltenham dealership Balmoral Holden and attended a meeting there with MD Cliff Arnold (centre) and GMH National Fleet & Sales Staff Manager John Crennan (high side).

Elizabeth Plant Booklet

The GMH Public Affairs Dept has published an informative full-colour booklet detailing the operations of the Elizabeth Plant in South Australia, which produces Holden Gemini, Commodore and Calais. Various plant functions are covered, and of particular interest is a fold-out section dealing with the “state of the art” Gemini assembly Shuttle. If you’d like to receive a copy, please write to Maria Duffy, GMH Public Affairs Dept, GPO Box 5431CC, Melbourne 3001.
Kelpie Rounds 'Em Up

Fair crack of the whip, we said, why should we publish a pic of a funny-looking dog like this? Because, the man said, this Kelpie trolley rounder-upper is a true-blue Aussie invention that's about to sweep the supermarket car parks of the world. And under that aerodynamically inefficient exterior there beats the willing heart of a true blue GMH Camtech 4. Mate, it even has a Camira steering wheel.

What a beauty, we said. This bonzer vehicle, invented by business entrepreneur Robert L.G. Page, provides an answer to the prayers of supermarket managers and suburban councils plagued with the problem of wandering trolleys. Operating both on and off-street, the Kelpie can round up 20-25 trolleys at a time and disperse them back at base quickly and efficiently. Features include a hydraulically operated ramp, flashing hazard lights, audible reverse warning, spotlight and bullhorn (for collecting slow-moving late-night shoppers, perhaps?).

At $18,000 this Kelpie costs somewhat more than its wet-nosed namesake, but could prove just as popular both here and overseas.

Odds-on that the subject was motor racing when this group met at the Indianapolis 500 on May 26th. Geoff Brabham (left), Sir Jack Brabham, Peter Brock and GMH Reliability Engineering Manager Ray Borrett chat before Geoff's 5th attempt at the speed classic. Driving a March Cosworth for the Coors Light team, Geoff qualified in 9th position and was holding well until forced out with engine trouble.

Ad Wins Award

It seems that this GMH Motor Show advertisement, first used in Perth, attracted more than the petty pilferers who purloined large quantities of knobs, switches and sundry hiddly bits. As it also managed to bring crowds of genuinely interested people to our stand (subsequently generating a high level of enquiries), this 'kick our tyres, sit on our seats' invitation caught the attention of judges from the Melbourne Art Directors Club.

They presented a Silver Award for Advertising Effectiveness to GMH advertising agency McCann Erickson, Melbourne. Congratulations on a winning effort, team.

West City's Rugby Great

Tony Garnett of West City Motors, Blacktown, is well pleased with the performance of recent 'recruit' John Raper, a man who has been called a superman amongst football players.

Tony says: "The Prince of Lock Forwards joined West City Holden three months ago in the capacity of Fleet Sales Representative and has applied to his new position the same principles that made him, as some say, the best Sydney League player of all time.

"Application, concentration, training and discipline have categorised his work — and the rugged, well-known face has got him inside many fleet-owner doors previously closed to West City Holden. I venture to say that there is not a New South Welshman over 30 years old who doesn't know his face and hasn't thrilled to his exploits."

"John Raper is an adornment to our industry."

During his 12-year first grade career which began in 1957, Johnny Raper represented Australia in a record 33 Rugby League Tests and 6 World Series matches, including 3 Kangaroo tours. He played a total of 180 games for the powerful St. George combination and was a member of its 1959-66 successive premiership-winning teams.

Holden cordially invites you to kick our tyres, sit on our seats, push our buttons, twiddle our knobs, open our doors, check under our bonnets, pump our pedals, muck our brochures, badger our salesmen, rattle our ratios and generally feel at home with our range of family cars.

GMH MATEC apprentices Laurie Hurden (left) David Spencer and George Panagiotov spent over 400 hours of their own time designing and constructing this special electric car as a community service project. They presented the bright yellow fibre glass 2-seater to Melbourne's Kew Cottages Special School for familiarisation use by mentally and physically handicapped students. No speedster, the car travels at slow walking pace and has a remote control facility. It will be serviced for its life duration by the apprentices, who undertook the project as part of the Duke of Edinburgh Gold Award program.

Two champion performers - the great Johnny Raper and a Commodore SS.
GEMINI ENDURATHON
(Around and around and around and around the world in 80 days)

Anyone with a passing interest in astrology will be aware that those born under the sign of Gemini often display two distinct personalities. The new Holden Gemini proves no exception, as members of the motoring media discovered when they gathered for a premiere viewing at Elizabeth early in May.

The first Gemini introduced was the classy good locker ... radiating showroom sheen and smooth European style. Then another Gemini made a surprise appearance. This one was grubby, stone-chipped, bug-splattered ... and unbowed ... after a relentless 205,716-kilometre marathon drive.

80 days before, this Gemini had begun an endurance test that would take it a distance equivalent to five times around the equator ... or 13 years' normal driving. The object of the exercise was simple: We wished to demonstrate that, however much Gemini has changed in other ways, its legendary capacity for unstoppable reliability remains the same.

Lang Lang

For over two months, twenty-four hours a day, the Gemini was hammered around the Lang Lang Proving Ground track at speeds up to 120 km/h. It stopped only for petrol, driver changes and routine services dictated by the Owner's Handbook. To keep the pace a non-stop cracker, organisers drew on a pool of about 80 volunteer drivers. Girls from the canteen staff took over from test drivers, then handed over to off-duty security guards, who gave up their seats to overeager gardeners ... and so on ... and on ... and on ...

Some became rather ho hum about the whole thing, as one would be relief driver relates. One evening at dusk, he appeared at the appointed spot at the appointed time to make the changeover. The Gemini, with interior light on, blithely barrelled past. He waited ... and was just as comprehensively ignored for two more laps. A bit of leaping and arm flailing finally attracted the driver's attention. "Sorry mate", he said "didn't see you. Been reading this really interesting magazine article." (Up Front, perhaps? Ed.)

Apart from fascinating reading matter, the Gemini was equipped with such necessary extras as telephone, CB radio, cassette player and air conditioner. It also sported a roof bar and driving lights.

Despite these extras, the high cruising speeds, differing drivers and enormously variable weather conditions, blundered into their path. No windscreen shattered. No petrol crisis eventuated (because they'd brought their own nice clean supply of Mobil, just to be sure). The Gemini simply cruised through the night, missing not a beat.

Disaster was to strike, however, and at the very last possible time, jammed in a crawling column of Adelaide morning peak traffic, in slicing rain. Oh, the car was fine. Idling away as smoothly and reliably as ever. What hadn't been at all reliable were the breakfast sausages consumed by P. Hepworth way back at Bordertown. Sighting a distant service station sign - salvation! - he abandoned the driver's seat to Steve Cooper (a snug vegetarian) and galloped urgently through the deluge towards it.

We're pleased to report that both he and the Gemini made it on time.

There were some minor palpitations when Peter Brock subjected the car to a rigorous test drive just before the official presentation (described feelingly by one onlooker as "a real hiding") ... but once again this trusty performer came up trumps. Brock reported that it felt good enough to go another 100,000 km non-stop, and others who drove it, like the Melbourne Herald's Bryan Hanrahan, claimed that it felt better than new.

Anyone interested in a current model, genuine one-owner Gemini, well run-in, covered in Endurathon stickers ... and glory?

Endurathon Statistics
Average Speed: 107.2 km/h
Estimated Total Fuel Usage: 15.4365 litres at 205,000 km.
Tyre changes:
KM 45,000 Both Front
85,275 Left Hand Front
105,000 Right Hand Front and Both Rear
125,000 Left Hand Front
165,191 Both Front

Compress Test Comparisons (kPa)

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Overall, Compression has increased as piston rings have settled in.
BOOMING SUPPORT FOR HDT

Holden Dealers across the country, from the biggest to the smallest, have given lion-hearted support to the Mobil/HDT's assault on Group A laurels. 1986 figures are running at an all-time high, according to GMH Merchandising's John Kelly, with a magnificent voluntary response rate of just under 100%. (Come on, you few procrastinators... can’t you hear the roar of the lion in the thunder of Brock's exhaust?)

Holden Dealer Team General Manager John Stevenson said: “We have been delighted with the almost universal response from the dealer network this year. We are involved in an extensive development program to make the Commodore V8 truly competitive by international standards under the new Group A regulations. This level of renewed support is already making a major contribution to our racing effort this year.”

A Big Year

It has been a big, hard-working year for our best-known and most successful motor racing team, beginning with the change to Mobil sponsorship and switch to Group A rules. Overseas teams such as Jaguar, Rover, Volvo and BMW are old hands at contesting Group A European touring events. In contrast, all-Australian teams like Mobil/HDT are having their first crack at this highly competitive class... and it’s proving every bit as tough as expected. Component delivery delays earlier in the year meant that insufficient numbers of new Sporting Evolution Group A Commodores were manufactured before a May 29 deadline set by the Confederation of Australian Motor Sport. Because this improved model therefore failed to gain homologation (qualification, to motor racing terms) Peter Brock will be contesting Bathurst in a less competitive car... but don't make the mistake of counting him out!

To quote the man himself: “I’m not about to lower the Aussie Flag to half mast, so you can be sure that we’re in there giving it our best shot.”

HDT Racing also announced on June 26th that co-driver/engineer Larry Perkins had tendered his resignation, ending a 3-year association with the team. Perkins, who plans to pursue a number of other interests, made a significant contribution to HDT’s success in that time, including Commodore’s 1982/83/84 Bathurst hat trick.

Details on the Mobil/HDT driver line-up, new racing cars and endurance racing plans will be announced shortly.

There’s no doubt that David Armstrong, Sales Manager of Whitemans Garage, Gilgandra and son Vincent support Mobil/HDT all the way! Whitemans exhibit at the Gilgandra Show included a Mobil 05 machine, and over 200 HDT show bags were given away.

Don’t let your Drover dangle in the dirt! This chopper drop was part of a spectacular rescue mission display put on by the Combined Emergency Services’ Operation Emergency 85, of which GMH was a major sponsor, on June 1 and 2 at Melbourne’s Calder Raceway.
Showy Rodeo

From the moment it hit the stand at the Brisbane Motor Show, this black over silver Rodeo LS 4 x 4 “with the lot” began pulling in heaps of enquiries.

Extras no enthusiast could do without include special wheels, roof bar and roll/riple bar, twin quartz halogen spotlights and the latest in light up CB aerials... all for a total extra cost of around $2000 retail. According to Queensland Zone Sales Manager Geoff Bedford, the Rodeo was intended for display on the country agricultural show circuit. However, it only made it to the first venue, at Glen Innes, when the inevitable happened and it was sold to a particularly persuasive admirer. Local dealer Howard Lancaster reports that he took orders for 2 similar versions on the spot and has since received a third. Geoff Bedford says that quite a number of Queensland dealers have indicated their interest in this competitively-priced good looker, and up to 30 more “specials” could be in the pipeline.

Class Driving Booklets Snapped Up

The GMH-sponsored booklet outlining Peter Brock’s ABC Of Doing It Right On The Roads is a runaway best-seller. (Okay, nipickers, it can’t be called a best-seller if it’s a giveaway item... but you know what we mean.) Aimed primarily at the 16-24 age group and written in straightforward “BrockSpeak”, the booklet takes a commonsense A to Z approach to the business of Class Driving.

Holden Dealers everywhere report that demand, boosted just after release when newspapers in each capital city ran excerpts, remains high... and this is confirmed by a regular stream of orders. Other keen customers include police organisations, driving schools and high school student driver education units. In Tasmania, each newly licensed driver receives a copy, as do all Commonwealth drivers. We’re also told that the booklet is required reading for fleet drivers at more than a few large companies.

A respectable 150,000 copies have been printed to date, and requests for supplies continue to arrive.

What a beeping good idea! City Holden of Adelaide have two cheeky Barina demonstrator registered ‘BEEP 01’ and ‘BEEP 02’. It’s eye-catching, effective... and why didn’t I think of that? Simple. Maybe others could follow suit and come up with variations on the theme, extending to other models as well.
DEALER NEWS

Accountants Club

GMH has introduced a club for Dealer Accountants in recognition of the vital role that accounting plays in the successful management of a dealership.

Objectives of the GMH Dealer Accountants Club are to stimulate members to strive for improved performance levels, to encourage greater use of financial management information, and to encourage participation in the FACTS program.

DAC enrollees who qualify on a FACTS points system will be awarded Honour Roll membership and a special recognition award.

National Manager-Business Management, David Nicholson reports that the level of membership applications is encouragingly high, and reminds all eligible Business Managers/Accountants who have not already sent off enrolment forms to do so without delay.

Who'll Be The Champ?

The first annual GMH Six Position Sell Championship is now underway. This competition is intended to assist all Holden sales consultants to reach the high standard of professionalism demanded by today's buyers and to reward the best achievers. Dealership Championships have been completed, and winners are now competing for Zone honours. All Zone champions will receive an award of $1000 in travel or prizes and will be flown to Melbourne to contest the National Championship in November.

The person judged to be the best presenter will represent GMH on an all expenses paid World Study tour for two. While overseas, the National Champion will tour GM dealerships in San Francisco, Los Angeles, New York and London.

1985/86 GMH Graduate Courses

For the first time, members of dealership management have the opportunity to attend both programs of the highly regarded GM University of Automotive Management in the one year. Prime objectives of these graduate courses in Fixed Operations and Sales Management are to equip dealers, general managers, sales and service managers with the skills to deal more effectively with the increasing complexity of the automotive business and to further develop professional management techniques.

Graduates are uniformly enthusiastic about the practical benefits of the UAM courses, and point to evidence of their problem-solving application to day-to-day dealership affairs. Both of these 4-unit courses commence in early September and conclude in June 1986. It's worth noting that each attendee will earn 25 Finest Fifty points for his dealership...so if you still haven't sent off those completed enrolment forms...do it now.

Post Graduate Seminar

This year GMH becomes the first affiliate of the GM University to offer dealers a Post Graduate Seminar.

UAM graduates from the class of '89 onwards have been invited to attend a four-day course to be held in August at the Four Seasons Resort, Ayers Rock. The program is aimed at improving competitive position and will concentrate on Dealership Departmental Analysis and Strategic Management Philosophy and Practice. It will feature Professor Donald Thain from the University of Western Ontario, London, Canada, a recognized authority in the areas of Market Planning and Strategy formulation. Supplementary work will include case study analyses, reviews and group discussion.

UAM Alumni Activity

Denys Gillespie of Suttons, Chullora, reports that the sixth Alumni Activity for graduates of the GMH course in Automotive Management was held June 3-4 at the Federal Hotel Launceston Casino.

Under Chairman John Nyhouse of Motors Hobart, graduates drawn from all 4 classes to date, representing every State in Australia, spent two full days assessing specific problems and opportunities which exist within the group as a whole.

A welcome mainland visitor was John Loveridge, Director of Marketing, who took time out of his busy schedule to join the group for dinner on Monday evening and address an open forum segment next morning. Although the weather was not conducive to outdoor activities, the social scene was ably organised by John Mills, of Motors Hobart. With Peter Roberts of G.O. Roberts, Mt. Gambier, elected the next Chairman and Tony Davies of Watson Holden, Bundoora, the new Social Secretary, the Alumni Activity should continue to provide a great forum for the exchange of ideas with the added bonus of renewing old friendships.


UAM graduates (Class of '84/85) and GMH executives attended a celebratory Graduation Dinner at Melbourne's Southern Cross earlier this year.

Back Row: Alan Peters, Doug Hasting, Geoff Hunter, Bob Barrett, Hugh Bingham

3rd Row: Lindsay Trotter, Col McLeod, Ross Fisher, Mark Lawrence, Chris Burchfield, Terry Bourke, Graeme McIntosh, Dick Lester

2nd Row: Tim Perry, Geoff Davies, Bob Howsan, Charles Smith, Richard Ireland, Barry Allwood, John Collins, Geoff Bedford, Ian Weigh


In mid-May, joint Managing Directors John (left) and Gordon Braid marked Wagga Motors' 35th year as a GM dealer with celebrations and a huge cake appropriately decorated with the famous 48-215.

Lauren Williams (left) Fleet Manager of Patterson-Cheney South Melbourne, hands over keys to the first HDT Director to be offered through his dealership. In the driver's seat (and raring to try out the Brock-modified VB) is Dudley Callahan, General Manager of Wang Computer Pty. Ltd. and former LTD owner. His distinctive machine, finished in glistening and anything but basic black, features such extras as leather seat facings, electric sunroof and a Hayman Reese hitch towing kit.
The most recent GM Service Development System achievers to be congratulated are: Les Vagg Holden, Pennant Hills (Master Level); Wagga Motors (Master Level); and Kessell's Tamworth (Senior Level).

Isuzu in Gear

Seen the latest Isuzu merchandising gear? There's something for everyone in this attractive and practical range, which includes ski jackets, T-shirts, hats, carry bags, map holders, suit bags, paper clips, key rings... even solar calculators. Sell them, use them as sales incentives, give them away to valued customers, use them to keep the Isuzu name and reliability message right up front where it belongs.

Budding mechanics at Melbourne's Brandon Park Technical School now have a shiny new toy to tinker with, thanks to MATEC. Donated through Geoff Brady Holden, this Camira was recently handed over to Norm Marsh (right) of Brandon Park Tech by GMH Technical Service Manager Tony Hyde and Gordon Pierce (right) Fixed Operations Manager at Geoff Brady Holden.

1986 Sales Planner

If you've forgotten to place your order for the Master Sales Guild 1986 Sales Planner/Diary, then it's obviously just the thing you need. Specially designed for Holden sales consultants, this quality hardcover 'organiser' incorporates everything you'd expect of a top quality diary. There are comprehensive daily and monthly planners, special sections for sales targets, personal goals, expense records, delivery records, metric conversion charts... and more.

They're just $20 each (cost price) and should be ordered right away via the standard merchandising materials order form.

Extra MSG Points

From July 1st all Master Sales Guild reports reflect an extra point for each light commercial sale made in 1985. This will be retrospective to January 1 and is designed to add incentive at the introduction of the new Light Commercial range.

Top-performing WA Sales Consultants gathered at the Parmela Hilton in Perth for the annual GMH Master Sales Guild presentation dinner in May. Pictured, from left, John Anderson (Carsons of Marradin), Don Price (Kordis, Manjimup) District Manager John Lester and Russell Melger (Youngs, Geraldton).

John H. Ellers of Somerton Park held a successful radio promotion in April/May on Adelaide's SSA-FM. Phone-in listeners who correctly answered trivia questions broadcast throughout the day were given the choice of a cash prize, or a key which could fit an Astra SLX. The promotion proved so popular that the local Eastwood Telecon exchange was often severely disrupted. A total of 40 people opted for the key, and eventual winner was Andrew MacKenzie (left) pictured with MD Greg Ellers.

Managing Director Eric Kessell (left) accepts a plaque and certificate testifying to his Tamworth dealership's status as an SDS Senior Level Service Centre from GMH National Supply Manager Peter Thomas.

Newcastle's Young and Green organisation recently farewelled its longest-serving employee Frank Cunningham (above) who began as a bowser boy in 1933 and later began a long-time involvement in the Spare Parts operation.

A much younger employee, Andrew Bourke (below, on left, 2nd top row) is senior mechanic at Y&G's Toronto operation. He was a regional gold medallist in the Work Skills Australia competition and recently finished among the top five at national level.
GM WORLD
Hughes Joins GM Fold

General Motors' recent $US 7.2 billion acquisition of the Hughes Aircraft Company has been described as the biggest and boldest in company history.

Commenting on the move, which commentators say is the biggest non-oil merger ever, GM Chairman Roger B. Smith said: "The acquisition of Hughes Aircraft Company represents the combination of two of the world's premier industrial concerns."

Hughes Aircraft, no longer involved in aeroplane manufacture, is the largest US supplier of high-tech electronic equipment to the military. Its product range includes communications satellites, radar equipment, lasers and microchips. The entry of Hughes to the GM fold marks the successful culmination of the company's two-year pursuit of a strategic initiative which would represent a major diversification and fundamentally strengthen its technical resources.

particularly in the fields of systems engineering, micro-electronics, communications and software. Smith said "GM believes electronics to be the key to the 21st century". We are mindful of Hughes Aircraft Company's stature as a critical national resource, one which has contributed immeasurably to the defence needs of the nation. GM will protect this tradition by maintaining the company intact as a separate and independent enterprise, with the current management having discretion and full authority to run their business... similar to GM's relationship with the highly successful Electronic Data Systems Corporation. At the same time, GM's expertise in electronic and mechanical sciences and high volume manufacturing would further increase the competitiveness of Hughes Aircraft in defence and space businesses.

It's anticipated that the Hughes company will be wholly owned by a new GM subsidiary to be named GM Hughes Electronic Corporation - GMHE. (Just as well they added that extra letter... there's room for only one GMH!)

The Longest Limo?

This six-wheel Cadillac Eldorado limo operating out of (where else?) L.A. Airport makes the stretched Statesman we featured last issue look like a kiddycar. The front-wheel drive leviathan is powered by a seven litre engine and measures 36 feet - the legal road limit in California. It sports the cutest of velour-upholstered dicky seats for security heavies, and we're led to believe that the deeply tinted windows allow occupants to splash and frolic privately in the on-board jacuzzi.

Caddies To China

While none of the 20 Cadillac limousines recently delivered to China have jacuzzi facilities, most do have such basic comforts as back-seat TV and refrigerated bars.

Cadillac General Manager and GM VP John Greitenberger handed keys to Rong Yiren, Chairman of the China International Trust and Investment Corporation, at a ceremony in Beijing on July 2. The 5 front-wheel drive Fleetwood 75 limousines and 15 stretched rear-drive Fleetwood models are intended for use as hire cars by visiting foreign businessmen. The deal included spare parts and training for Chinese mechanics.

GM also took the opportunity to display an international selection of vehicles at the July 3-9 Shanghai Auto Show. U.S. exhibits included a 4.1 litre Cadillac Fleetwood, a Pontiac 6000 and GMC Safari Van. From the FR6 came a 5-door Opel Ascona, from GM do Brasil 3 Chevrolet Monzas and a truck range.

Pressmen who were given a comprehensive tour of various GM operations in May, a highlight of which was the opportunity to interview dynamic GM Chairman Roger B. Smith at Detroit headquarters.
Zone Champions

Zone Sales Champions for the first four months of the Year Of The Lion were W.A. (January, February and April) and S.A. (March). Well done!

Part of Western Australia's winning performance can be attributed to a strong Camira/Commodore retail advertising campaign devised by HDA. Merchandising Committee members Doug Kerr of Snacks Fremantle; Bob Peters, Metro Motors Morley; Mark Lawrence, Phoenix Holden, Wanneroo; and John Goldie, John Goldie Holden, Midland; in association with Zone Manager Mal Crawford.

The campaign combined TV and press, with press/radio support from individual dealers. The creative concept was developed by local agency John Trowell Advertising. Results were so encouraging that dealers voted to extend the original 2-month campaign for one more month.

Most Valuable Players

First-quarter winners of the "Most Valuable Player" award for District Managers, determined on the highest sales achieved to SEG objective, are: Peter Dunton, Western Australia (Metro) 132.46% and Joe Felice, South Australia (Country) 132.9%. Both receive our congratulations and a superb set of French crystal glasses.

Movers

Ben Van Der Linden, formerly WA Zone Business Management Manager, has been appointed SA Zone Sales Staff Manager.

John C. Leigh, formerly a Senior Project Engineer, has been appointed Senior Service Engineer – S.U.P. (imported) passenger cars.

Peter Murray, formerly of Vehicle Distribution, has been appointed Victorian Zone Fleet Sales Manager.

Your Holden and ULP

We publish the following list in response to a number of enquiries regarding unleaded petrol and its suitability for various Holden models.

- Gemini: TX, TC, TD, TE, TF, TG 1.6 litre engine, RB 1.5 litre engine.
- Astra: LB 1.5 litre engine.
- Rodeo: KB 1.6 litre, 2.0 litre and 2.3 litre engines.
- Shuttle: WFR 1.8 litre engine.
- Jackaroo: UBS 2.0 and 2.3 litre engines.
- Drover: QB 1.3 litre engine.

Top women tennis players such as Pam Shriver and Kathy Jordan were 'Shuttled' about Melbourne in GMH courtesy vehicles during the National Technics Indoor Tennis Championship in May. Pictured is South Australian hopeful Diane Fairbanks.

Obituary

The GMH Marketing Group and Dealers all around Australia were saddened by the sudden loss of Charles Annett on July 3, 1985. Charles recently elected early retirement after a 35-year GMH career span. His contribution to the Sales Promotion area of the automotive industry was enormous, and he shall always be remembered by Dealers as a most humorous and obliging host on many sales incentive trips. He is survived by his wife Joyce.

Quicklies...

Next time you drum your fingers over a slight delivery delay, consider the plight of the average Russian new car buyer. After amassing the appropriate amount of roubles, he must make full payment in advance... and stolidly wait at least four years for delivery.

Consider also the average downtown Tokyo car dealer. With land at such a premium, showrooms tend to be on the claustrophobic side. One dealer with a turnover of 15,000 cars a year has room to display four cars only. Salesmen visit buyers' homes and selections are commonly made straight from the brochure.

The 1911 edition of the Ford Times has some practical advice for car salesmen. Apart from such exhortations as "Early to bed and early to rise. Work like hell and advertise," it contains handy hints on keeping showrooms clean... and separating them from repair departments so that prospective customers do not see mechanical failures.

It also contends that "The salesman's courtesy is the best antidote for the prospect's crabiness." Prospects in one small and formerly sleepy Mississippi town had every reason to be crabby. Every time their local dealer sold one of them there newfangled machines, he rang the town bell long and loud.

Moving right along, we submit some thought-provoking news about a recent Florida court decision, where a used car salesman was given a 42-year prison sentence for rolling back mileage on 27 vehicles. It's the severest known penalty for tampering with odometers, and the court also ordered that restitution be made to buyers and that the salesman stay out of the car business.

(Wouldn't be easy to pick up where you left off after 42 years, would it?)

The prosecutor, a dab hand at understatement, said that this may deter others from fraudulently representing their merchandise. The case is expected to be appealed.

WHAT'S NEWS?

Let's hear from you!

All dealer personnel, GMH staff and interested readers are encouraged to send news items and photographs (B&W if possible) to the address below.

No need to write up stories... just list the facts.

Up Front Magazine, Pemberton Publicity Services, 152 Bridport Street, Albert Park, Vic 3206
Phone: (03) 690 6627, 699 3470
NEW JACKAROO

This award-winning 4WD is now available in short wheelbase 2-door and long wheelbase 2- and 4-door versions, with new features including a more powerful 2.3 litre petrol engine, improved 'Australasian' suspension and standard five-speed transmission for added flexibility.

All 7 Jackaroo models, from the top of the line 4-door LS 2.2 litre turbo diesel to the most basically equipped Standard 2-door, are designed to provide maximum passenger comfort with no detriment to off-road performance. Jackaroo's sophisticated new suspension contributes to a smooth highway ride rare in a 4WD, and all kinds of special design features ensure that it handles the rough stuff with equal ease.

There's now a choice of three trim levels: Standard, Deluxe and LS, coupled with a range of optional accessories that enables buyers to 'personalise' as much as they wish.

This improved range makes Jackaroo an appropriate choice for the family car buyer looking for luxury, roomy comfort, cuddles of load space, exceptional fuel economy and versatility, the farmer looking for a dependable, straightforward workhorse... and all kinds in between.

Best of all, it offers all these benefits at a price that's lower than even the closest competitors.

NEW RODEO

For '85 the Holden Rodeo range extends to a remarkable 20 models... enough to cover virtually all light commercial or recreational needs. They feature styling developments, new colours and new specifications. Latest addition is the Rodeo Space Cab, a stand-out good looker with extra cabin storage space - suitable for a multitude of applications.

Multitude also aptly describes the number of options open to Rodeo buyers. They can choose from four body variants: Cab/Chassis, Single Cab Utility, Space Cab utility and Crew Cab... with three levels of trim. There are two petrol engines and a powerful 2.2 litre diesel, all with standard 5-speed transmission... and each Rodeo can be ordered in 2- or 4-wheel drive form.

Rodeo has an established reputation for rugged dependability, and Holden's continuing product development ensures that this latest versatile model will further enhance it.

NEW SCURRY

What a little beauty!

Scurry is the only mini van on the market that can offer traditional 'Holden' features and benefits. It's available in three models: a 2-seater Standard, 4-seater Deluxe and Deluxe High Roof.

Each one offers a surprisingly large amount of easily accessible load space, great manouevrability with a 4.1 metre turning circle, impressive acceleration and performance on the smell of an oily rag from a sophisticated 970cc OHC 4-cylinder engine.

Super-economical Scurry is a proper forward control rear-drive van, a safe, predictable handler with an available payload of over 0.5 tonne.

It presents a viable alternative to the most economical standard size delivery van, and takes on the role of comfortable urban commuter with equal ease.

People who may never have considered this type of vehicle before are beginning to discover that Scurry - with all the credibility and reliability that goes with the Holden badge - provides perfect, practical answers to a variety of needs.