WHAT A BEAUTY!
Classy Commodore wins rave reviews

We knew all along that we had two outstanding new performers in VL Commodore and Calais. We were confident that they'd be well accepted, we expected a good response.

As it turns out, we were wrong. Response has been rather more than good. We'd describe it as something between overwhelmingly positive and wildly enthusiastic, but naturally it's hard for us to be objective.

What would you think of these comments from hard-headed, objective motoring writers?

'Overnight the new VL Commodore has made the top-selling Ford Falcon look not only old-fashioned, but also increasingly doubtful value for money. The new Commodore is a very bold car, a clever car.' Business Review Weekly

'The best Commodore by about a country mile ... a huge leap forward by GMH ... an excellent testimony to the skill and ability of The General's design and engineering crews.' Brisbane Sunday Sun

'Holden's new Commodore and Calais range - fired by a potent and sophisticated 3-litre engine - has what it takes to knock Ford's Falcon off its perch ...' Sydney Morning Herald

There are plenty more where those came from (see page 2) but you get the general idea. '86 Commodore and Calais are winners. Based on any set of comparisons you like, they have more than enough ammo to blow Falcon right out of the water.

They look better, they perform measurably more powerfully and economically on unleaded fuel, their new transmissions are far superior, they handle better (as always) and they have big across-the-range price advantages.

If that's not quite enough, they also have the inestimable advantage of being backed by the most confident, enthusiastic and go-getting bunch of Holden Dealers we've seen in a long time.

1986 is Commodore's year to roar. This is the year we win back the Lion's share!
**Great new engine has revitalised the car...**

**Modern Motor**

'Roadholding and ride are very good ... the ride is more supple and better controlled and there are few sedans that could touch the VL for sheer grip, particularly considering the comfortable ride ... This is a car that will understeer quite strongly under normal conditions, looking after the average driver, but can be flung into fullblooded and easily controllable slides by those lucky enough to have a Lang Lang Proving Ground ... to run on. And that's the kind of handling that can save people's lives in an emergency situation. Along with the great handling comes a ride quality that is further improved ... A solid day of driving on various roads ... clearly demonstrated the new Commodore range has taken its best yet step forward in its continuing evolution.'

**Melbourne Herald**

'The car is quiet and relaxed right up to 160 km/h. First class for long distances. The engine is never fussy, revs out cleanly as if it loves it. A 24-carat job for a local car ... I rate it among the very best engine/gearbox combinations in existence, regardless of make and price. The electronics that control the changes and vary speed settings are no less than state of the art.'

*Among those to get their hands on VL Calais at the press launch were (L-R): Peter Robinson (Wheels), John Bremner (GMH Public Affairs), Angus McKenzie (Car Australia), Mark Fogarty (Melbourne Age), David Segal (Melbourne Sunday Observer) and John Harvey (HDT).*

**Sydney Sun**

'Performance is excellent with the manual capable of rest to 100 km/h in nine seconds and on to top speed in excess of 190 km/h. The automatic isn't far behind. Commodore easily outruns the 4-litre carburettor Falcon through the gears and has a higher top speed ... At the pump, it's 13.7 per cent more economical on the city cycle and 27.1 per cent more economical on the highway than the Falcon six. Add to all that distinctive front and rear-end changes, and you'll get the picture.'

**Brisbane Sunday Sun**

'This car is a huge leap forward for GMH and it adds up to a healthy bonus for the Aussie motorist as well ... This engine is superb ... the figures speak for themselves. There is 33 per cent more power and 15 per cent more economy for a start. And, just as important, there are its superb flexibility, exceptionally good mid-range torque and the sort of smoothness and quietness one normally would associate only with a far more expensive European import.'

**Sydney Mirror**

'GMH should win a considerable number of converts by making this sophisticated engine standard across the range. It endows the Commodore with a solid all-round performance, from excellent low-speed flexibility and strong mid-range punch to an impressive reserve of power for overtaking. Smoothness is another asset ... and the Commodore is clearly ahead now of the Falcon in its transmission specifications ... top marks, therefore, to GMH for such a high-tech mechanical package in a mainstream car ... the thoroughly modern ingredients of the latest Commodore should ensure that this will be a good year for the Holden.'

**Melbourne Sun**

'Certainly the new Commodore looks the best proposition the General has had of running the Falcon close as the country's best-selling vehicle ... I believe it is the best-looking Commodore ever launched, striking a nice balance between engineering dynamics and styling.'

**Wheels**

'Out on the winding roads ... the VL was equally impressive, the performance entirely useable and that similarity with a non-ETA BMW perfectly valid. The engine's marvellously broad rev range means that with the manual gearbox any of the three upper ratios can be used in virtually any driving situation ... the car's mechanical sophistication is quite outstanding and the changes to the interior sensible and practical as well as being visually appealing. The Falcon just might have trouble holding sales leadership over the Commodore in '86.'
THE NEW ENGINE

A Search For Excellence

The acclaimed Powertech 6 Ei engine at the heart of VL Commodore and Calais is one of the most advanced engines in the world ... and clearly the most advanced Holden power plant ever.

The search for a replacement engine for the historic Holden six began four years ago when we recognised the need for a new power plant to coincide with the introduction of unleaded fuel. The previous six had reached its final development stage with the VK and it was our view that a totally new engine was required to power Commodore in the era of unleaded fuel.

The review of available engine options took GMH engineers to the automotive centres of the world. They had discussions in Europe with companies such as Jaguar and Opel, they looked at what the Corporation was planning in the U.S., then were finally drawn to an engine being developed by Nissan in Japan that met most of the Company's basic criteria. Specifically designed for unleaded fuel, it was in a configuration ideally suited to Commodore.

The two companies worked closely together; there was a continual interchange of design ideas, development information and test results. Thousands of man hours were spent in both countries developing a suitable power train, there were 22 component and pre-test cars built, 7 prototype pilots and 4 design mock-up units. A staggering number of dynamometer test hours were clocked up over 18 months on performance, endurance, development and audit testing. 350,000 test kilometres were run up at the Lang Lang Proving Ground alone. Public road tests throughout Australia and reliability audits totalled around 271,000 kilometres.

It was this combined effort and information sharing that saw the engine develop into one of the world's best and one which gives GMH technical front-running.

There's no other 6 cylinder engine in Australia more qualified to run on unleaded fuel.

This brilliant new computer-managed powerplant with advanced 5-speed manual and 4-speed automatic transmission delivers an astounding 33% more power and 15% more economy than the previous carburettor engine. In competitive comparisons, it outperforms Falcon and matches Magna for economy.

Perhaps Commodore's most remarked-upon attribute is its smoothness and quietness - obvious from the moment it is started and driven. Our engineers put an enormous amount of effort into reducing noise and vibration levels; so much so that they have pioneered new technology in this field ... setting a new standard for others to follow.

Specifications In Brief:
- 6-cyl in-line overhead camshaft
- Multi-point, Electronic fuel injection
- Aluminium alloy cross flow cylinder head
- Electronic ignition
- Pent roof combustion chamber
- Computerised engine management system
- Ram tuned intake manifold
- Low friction technology
- Thermastatically controlled clutch fan
- Fully developed for unleaded petrol

Bore: 86mm
Stroke: 85mm
Displacement: 2962cc
Compression Ratio: 9.1
Power Output: 114 kw (DIN) @ 5200 rpm
Torque: 247 Nm (DIN) @ 3600 rpm
Transmission: 5-speed manual; 4-speed auto with overdrive and torque converter clutch

Fuel Economy:
- Manual:
  - City Cycle: 11.0L/100km (26 mpg)
  - Highway Cycle: 8.0L/100km (35 mpg)
- Auto:
  - City Cycle: 11.5L/100km (25 mpg)
  - Highway Cycle: 8.5L/100km (33 mpg).

Dealer Reaction? Thumbs Up!

As GMH Director of Marketing John Loveridge well knows, Holden Dealers tend to be the toughest critics of all. Here's what he had to say about their views on the new engine at the VL Press Launch on February 19th:

'In all the years I have been involved in this industry, I have always greatly valued the opinion of motor writers in respect to their initial reaction to new model entries.

'There is, however, another level of opinion on which I place a considerable amount of emphasis with regard to product and its potential appeal, or otherwise to the public. 'I refer to our dealer organisation. No matter what journalists and automotive experts, or we as manufacturers, think about a product, the dealer has a sixth sense on what the customer wants because he is with him - or her - every working hour of the day.

'We invited every GMH dealer to Adelaide for our biggest-ever National Convention in January and allowed all dealers to drive the new cars at Adelaide Raceway. I cannot cover here the hundreds of letters and telephone calls I received from dealers, but I can say I have never seen a reaction like it - and that includes the original VB launch.

'Our dealers are always our greatest critics. They cannot afford to talk to us in platitudes, and I can assure you that they don't.

'With this VL engine, we have received nothing but the highest level of praise. There was no question from Dealers whether it is a Nissan or imported engine. All that was important to them and, as far as they are concerned, their customers, was that their franchise would market a fine car in Commodore, powered by a magnificent engine and transmission, that boasts exceptional customer benefits, and has the GMH stamp of engineering approval.'

More VL on centre pages.
In this issue we commence what is intended to be a regular series of brief profiles introducing personalities from that varied and interesting assortment collectively known as Holden Dealer Principals.

Profile:
Michael Cadden

Embarking on his twenty-first year at the helm of Booran Motors in Caulfield, Vic., Michael Cadden has the distinction of being one of the longest continuous serving Holden dealer principal in the Melbourne metropolitan area. According to Michael, this is due simply to the fact that he started early.

At 27 he was perhaps the youngest-ever recipient of a metropolitan GMH franchise and also one of the youngest General Motors dealers worldwide. He began his career 'straight from school' as a clerk with the Preston Motors organisation and later as a cadet salesman submitted to the disciplines of the daily Preston Motors Training Program, which he described as 'a morning prayer session' with its litany of sales principles.

To this day Michael considers the training of Sales Consultants to be the most fundamental part of the dealership sales operation and has some kind words to say about the efforts made by GMH in this area. In his own case, training proved more than effective. Former MD of the Preston Motors Group, Bob Jacka, once told GMH Marketing Director John Loveridge that in his long experience young Cadden was the best salesman he'd ever come across.

The same Bob Jacka later influenced Michael's future in two important ways. First, he sacked him for ignoring another executive's direction. 'I was young and thought I knew everything. I've never been told off so much in my life.' Secondly, and unknown to Michael until years later, it was largely on Jacka's recommendation that GMH granted the Booran Motors franchise and also one of the youngest-ever recipient of a metropolitan GMH franchaise.

Michael would often drive a prospect to this 'storage yard' to make a colour selection from Mr. Hunt's comprehensive display. He would later phone the Stock Allocation Manager at Hunt's and arrange a stock swap. All worked smoothly until Reg Hunt who 'hasn't forgotten, either' emerged from his office one evening and learned what was happening.

More recently, Michael went to his office on a Saturday morning intending only to do some paperwork. Dressed in what could kindly be described as unkempt casual style, he later happened into the showroom, spotted an unattended customer and offered assistance. It obviously wasn't a best-selling effort, as the customer rang on the Monday, demanded to speak to the Managing Director, and complained about the 'scruffy, balding employee who kept taking phone calls and didn't even know the price difference between an Astra and a Camira.' What else could our super salesman do but thank the man for drawing this matter to his attention?

Michael Cadden must do it right most of the time, however. His figures consistently demonstrate that the small size of a dealership is no barrier to big sales performance.

Michael plays a major role in the sales result by accounting for a large number of sales himself. He says, 'I get no greater buzz in this business than selling a new car, trading a used car and seeing that sell ... and making a little dollar on the way through.'

Jackaroo Wins Again

Australia's top-selling 4WD magazine Bushdriver has awarded Jackaroo top marks for the second year running. The 2.3 litre LS is 4WD Wagon of the Year 1985 and was selected 'as having made the most significant advancement in the field of four-wheel drives'.

Not to be outdone, the short wheelbase Jackaroo took off rival magazine 4x4 Australia's Gold Award for the best new release under $17,000.

Motor Show Launch

Timing of the VL launch coincided with the Melbourne International Motor Show, and the spacious, very classy GMH stand was swamped with visitors. Vic Zone's Geoff Wilkins reports that on one day the crowd was 'Fifteen deep at the information desk and there were queues to sit in the cars. In 20 years of motor show experience I've never seen so many people at a GMH stand'. Dealership Sales Consultants on duty recorded high enquiry levels and plenty of positive comment.

MOVERS

Mr Errol Croll is appointed Assistant Chief Engineer (Mechanical).
Mr Colin Lewis is appointed General Service Manager.
Mr Bob Naffa is appointed Dandenong Plant Manager.
Mr Graeme Cocard is appointed Manager - Service Field Operations.
Mr Ivan Murray is appointed Zone Service Manager - Victoria.
Mr John Church is appointed Assistant Zone Service Manager - Victoria.
Mr Lyndon Fogarty is appointed Manager, Dealer Development.
Mr Allan Dunn is appointed Assistant Manager, Dealer Development.
Mr Ben Van Der Linden is appointed Manager, Dealer Organisation.
Mr Jeff Birdseye is appointed Dealer Appointment Manager.
Mr Tom Greens is appointed Accounting Manager, Dealer Assistance.

Mr Dick Pugsley is appointed Manager, Truck Marketing Division.
Mr Hugh Healey is appointed National Truck Sales Manager.
Mr Ron Jewett is appointed National Truck Fleet Sales Manager.
Mr Max Bell is appointed Truck Sales Engineer.
Mr Geoff Miller is appointed National Manager, Truck Service.
Mr Tom La Franchi is appointed Manager, Government Truck & Bus Sales
Mr Graham Bosanquet is appointed Zone Truck Sales Manager - Qld.
Mr Warwick Lindsay is appointed Zone Truck Sales Manager - Vic.
Mr Neville Harris is appointed Zone Truck Sales Manager - S.A.
Mr Norm Thompson is appointed Zone Truck Sales Manager - W.A.
Mr Peter Stuart is appointed Zone Truck Service Manager - Old.
Mr Hec Meehan is appointed Zone Truck Service Manager - Victoria.
Mr Ray Jolliffe is appointed Zone Truck Service Manager - NSW.
Mr Vic Nikolsky is appointed Field Truck Service Manager - S.A. & W.A.

These mini Motor Show visitors are on a winner.
LS Jackaroo - 4WD Wagon of the Year.
Stagestruck Commodore

Dealers at the National Convention were knocked out by the great stage show put on at Adelaide’s Opera Theatre to launch VL Commodore.

Little did they realise that one of the show’s star performers had also been knocked out only hours before.

During stage preparations a twelve kilo bag of dry ice had fallen from on high with a sickening thud (and ditto results) to the roof of a specially prepared Commodore SL sedan.

Saying aargh, damn, blast and things like that, organisers made an SOS call to Elliot Good and Laurie Hansen at Claridge Motors of Malvern, who sent panelbeaters post haste.

For insurance, the boys at the Woodville Service Garage were also alerted to supply a replacement. They grabbed an identical model, relieved it of its engine and worked like wild men in 40° heat to make the necessary modifications. Job finished in late afternoon, they rushed their understudy to the theatre just in time to see the paint being dried off a perfect job on the star’s super-smooth roof. That’s showbiz, team.

On the subject of the Convention, we still have a couple of important questions which had to be deleted from the UpFront Souvenir Issue for space reasons. The persons concerned should have no difficulty in recognising themselves …

- Which conscientious co-ordinator carefully wrote out and posted big signs in lobbies everywhere reminding delegates of bus and plane departure times – only to have them ignored by the slow moving throng? (On the subject of the Convention, we still have a couple of important questions which had to be deleted from the UpFront Souvenir Issue for space reasons. The persons concerned should have no difficulty in recognising themselves …)

- Did a country slicker rival the banquet floorshow by turning table placecard tricks and now-you-see-it-now-you-don’t floorshow by turning table placecard tricks

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Stagestruck Commodore

Californian Commodore

Motor-minded Los Angeles residents who think they’ve seen it all are inclined to look twice when Don Fossum of Wildomar, California, cruises past in his shiny red VB SLE Commodore. “What manner of right-hand-drive five litre exotica is this?” they ask.

Don (pictured left, holding a copy of UpFront) is happy to tell them about his unique Aussie machine, bought from friend Gig Jersey (right) who had shipped it to the States after a job posting here.

Don purchases his replacement parts, mainly trim details, from NSW distributors Young and Green. Anthony Boddy, Senior Parts Interpreter at Y&G’s Granville branch, included Don on his rep call list during a U.S. holiday last year and reports that our Californian Commodore owner showed keen interest in an UpFront item on the Brock SS Group A. He may be interested to know that Buick Dealer Ralph Thorson of Pasadena, California, has imported two Calais Directors and is currently finalising compliance paperwork. Thorson expects these luxury performers to retail at Corvette prices.

What Is This Man Doing?

He’s risking a cold bath in black-dyed water during filming of the VL launch TV commercial. That effective opening sequence where the car rises dramatically from the depths was not without its little frustrations. On this occasion the car had air trapped beneath the roof and refused to submerge.

The threat of water leakage from the specially built tank also kept the crew on their rubber-soled toes (think of all that live electrical gear lying about!) A much simpler proposition were the closing frames featuring Commodores with Sydney’s dawn skyline as backdrop: a specially built tank also kept the crew on their rubber-soled toes (think of all that live electrical gear lying about!) A much simpler proposition were the closing frames featuring Commodores with Sydney’s dawn skyline as backdrop: a conveniently closed-to-traffic Pyrmont Bridge provided just the right angle.

Like the VL itself, this stylish commercial premiered to excellent reviews. It was created by McCann-Erickson Advertising and produced by The Film Business of N.S.W.

Special EH Special

A recent competition run via the motoring pages of Sydney’s Daily Mirror offered a glittering prize indeed … a twenty-one year old EH Holden sedan. It wasn’t, we hasten to add, just any old beloved, classic, sought-after EH … this one was a truly special Special.

Apprentices from Les Vagg Holden (Pennant Hills) and others representing no less than seven repair and reconditioning specialists had scrupulously restored the 95,629 mile genuine one owner commuter from the tyres up. Everything got the treatment: engine, transmission, electrics, steering, suspension, brakes, paint and trim.

Don (original two-tone White over Tartan Turquoise, done by the NRMA paint and panel repair shop at Lidcombe) and trim.

According to Les Vagg, who co-ordinated the project on behalf of the Motor Vehicle Repair Industry Council, parts and labour costs alone would total “anything up to $30,000”.

The former owner is reported to be misty eyed at the rejuvenation of his faithful steed, bought shiny new from Suttons Motors Homeshop at the time, coincidentally, when Les Vagg was Suttons Group General Manager.

Telecom Biggest Isuzu Customer

Telecom Australia’s recent purchase of 464 new GMH/Isuzu vehicles makes theirs the largest Isuzu fleet in Australia.* Since 1979, Telecom has purchased 1519 Isuzu models and this 3-contract deal, to be fulfilled by June 30th 1986, was valued at $9.2 million. Following completion of bodywork being undertaken by three Victorian companies the trucks will go into service nationally on Line Party and cartage work.

* GMH fleet penetration figures for Australia Post are also impressive. Our vehicles account for 92% of their vehicles over 3 tonnes and just under 50% of trucks under 3 tonnes.

At Cook’s Motor Body Works to inspect a completed Isuzu 28R 422 crew cab were L-R: Geoff Knight (Cook’s); David Lamden (GMH Govt, Fleet Sales); Tom La Franchi (GMH Govt, Truck & Bus Sales Manager) and Telecom Engineer Alan Surtees.

The smart-selling GMH/Isuzu N-series range of 2-4 tonne trucks now includes a gutsy turbocharged model. This 3.9 litre turbo 4-cylinder NPR 59PJ develops more power (79kW/300 rpm) and torque (306Nm/1800 rpm) than any other truck in its class. Its nickname? ‘The Big Bore Turbo 4’.
Phil Zmood, GMH Executive In Charge - Design, was the man given the responsibility of providing '86 Commodore and Calais with stand-out new design features to complement their exciting new performance levels.

That he and his staff succeeded is obvious. We’ll let the shots on these pages - and Phil Zmood - speak for themselves.

‘The introduction of unleaded fuel presented an opportunity to introduce some dramatic mechanical changes to the Commodore and Calais. We in Design Staff were given the challenge to match these developments with a bold new approach that would make the VL series truly distinctive. We capitalised on this opportunity and set out to give Commodore and Calais new identities and personalities... I believe the result reflects a skilful blend of current design trends.’

‘From the front, St has a specific grey metallic louvred grille ... wheels have new flush form covers ... revised tail lamps compliment the new rear sheet metal.’

‘The interior of the Berlina sedan, Calais sedan and wagon has many Calais features such as the new analogue instruments and graphics. The steering wheel is new, featuring thumb grips and horn actuation.’

‘The interior of the Calais has a specification to set it apart from other models.’
Berlina front end has a body coloured headlamp/turn lamp assemblies ... red and silver coach stripes continue around the car.

The Calais' sloping engine hood has full width slimline front end graphics, mainly achieved through the use of headlamp eyelid panels and a clear grille, which combine with wrap-around headlamp.

The rear end is complimented by new quarters and decklid, terminating with a small deck spoiler, enhancing its proportion.
DEALER NEWS
Tanunda Turns It On

When Barossa Valley Dealer E.H. Hage & Co of Tanunda achieved Master Level Service Centre status last September, week-long celebrations followed. Quantities of the local product were consumed by management and staff, but not until after a hardworking week devoted to service-oriented activities. On the Monday and Tuesday evenings customers and community members enjoyed Hage hospitality in a decorated BBQ area while their cars underwent free comprehensive safety checks.

On the following Wednesday and Thursday nights, highly successful Ladies Clinics were booked to overflowing. Showroom became lecture theatre, complete with video system, displays and guest lecturers. Practical maintenance instruction and lavish suppers followed.

Dealership staff and their families finally let their hair down at a Saturday night woolshed barn dance and BBQ, while kids enjoyed a moonlight hayride and unsuccessful bunyip search.

E.H. Hage staffers dressed Country & Western style for their woolshed BBQ dance.

The list of SDS Holden Dealers grows longer every month, and late last year John Goldie Holden (Midland, W.A.) joined the ranks of Senior Level Service Centres. DP John Goldie (left) with Service Manager Robert Hogan proudly displays his dealership's certificate of accreditation.

Super Service Winners
Top performing Dealer Service Managers for '85 were rewarded with an Hawaiian holiday in February. They are:

- Dean Miller, Smith Motors Co. Ltd, Port Adelaide, SA
- Lionel Frost, John H. Elers, Glenelg, SA
- Eddie Edwards, City Motors, Perth, WA
- John Nelson, Les Vagg, Pennant Hills, NSW
- Charlie Gatsis, Manley Stanwell, Albany, WA
- Alf Reck, Stacks Cockburn, Naval Base, WA
- Robert Foster, Motors, Ulverstone, TAS
- Rodney Buckland, Deighton Motors, Warwick, Qld
- Eric Beere, J.H. Rosewarne, Kadina, SA
- Barry Essex, O'Halloran Motors, Maclean, Qld

107 staff members and partners and many GMH Zone personnel attended the Metro Motors (Morley, W.A.) SDS Senior Level presentation evening at the Perth Sheraton. This celebratory group comprises (L-R): Dick Hartley, WA Zone, Jeff Hackett, Service Manager. It takes a team effort to gain SDS Master Level accreditation, as staff at Kessel’s (Tamworth) can testify. This happy group attended a presentation of the dealership’s ‘World In Hand’ award in February.

Top 15 Technicians
Over 2,700 technicians enrolled in Super Service ‘85. Surviving four tests and a Guild Examination, the Top 15 (with 90%+ were):

- Bruce Cutler, Metro Motors, Morley, WA
- Stewart Lloyd, Metro Motors, Morley, WA
- Robert Penroz, Metro Motors, Morley, WA
- John Gamlin, A.L. Stewart & Co, Bundaberg, Qld
- Robert Casey, Muns Motors, Ashfield, NSW
- Chris Lockford, North City, Osborne Park, WA
- Neville Charlton, North City, Osborne Park, WA
- Darryl Bartich, Dutton Motors, Murray Bridge, SA
- Peter Wood, J.S. Rimmer & Sons, Waikaraka, WA
- John Lowe, The Big Garage, Bairnsdale, VIC
- Vincenzo Cocorilli, Patterson Cheney, Ringwood, VIC
- Ron Anderson, Les Vagg, Pennant Hills, NSW
- Peter Clark, Gleeson Motors, Leongatha, VIC
- Dick Parker, Gilbert Motors, Mt. Barker, SA
- Russell Routte, Manley Stanwell, Albany, WA

Special congratulations to W.A. Zone, represented by 7 of the 15 Top Technicians.

S.A. Zone Super Service winners were, L-R: Eric Beere (J.H. Rosewarne, Kadina), Lionel Frost (John H. Elers, Glenelg), Deane Miller, (Smith Motor Co., Port Adelaide).

When John H. Elers Pty Ltd of Glenelg, S.A., attained SDS Master Level status, GMH Director of Marketing John Lovenidge (right) presented DP John Elers with the dealership’s well-deserved bronze ‘World In Hand’ sculpture.

15 year service for guessing that this more-than-satisfied customer traded on another Gemini. 400,000 city-driven kms and had covered over 286,000 kms.

John Addicott (right) recently traded his 76 Gemini at Westerport Holden, Hastings, Vic. It had covered over 286,000 city-driven kms and was still in outstanding mechanical condition, according to DP Frank Broomfield (left). No prizes for guessing that this more-than-satisfied customer traded on another Gemini.

Time Quality Dealers
Holden Dealers have taken off three of the six prestigious Time Magazine Quality Dealer Awards for 1985. Winners, one from each State, are selected for outstanding performance, both as car dealers and as valued citizens of their communities. Our congratulations to Peter Roberts of O.G. Roberts & Co., Mt Gambier S.A., Warren Smith of Garry & Warren Smith Pty Ltd, Oakleigh Vic., and Gordon Redding of Redding Motors Pty Ltd, Atherton, Q
Kilcoy 50
Now among distinguished company as a member of the Big Five-Oh Club is Hobart’s Holden, Kilcoy Qld, which celebrated 50 years as a GMH dealership on September 25th, 1985. Established by Norman Hobart in 1935, the dealership was taken over by current Principal and long-time Hobart’s employee Max Mills in 1978.

At the 50-year presentation ceremony in December were L-R: Brian Mynott (Old Zone Manager); Max and Janice Mills (Hobart’s Holden); Eddie Williamson (District Manager); Graeme Coverdale (Zone Sales Manager).

High calibre Zone finalists, Ian took off the main prize of a World Study Tour for two and the title of Best Presenter of Holden Products in Australia. We caught up with Ian, of Manley Stanwell Holden, Albany, W.A., at the National Convention. He admitted to being stunned by his win: ‘I couldn’t believe it. I honestly didn’t think that a chap from Albany could compete with all these metropolitan “swish operators”, but having made it that far I felt I had to give it a go.’ Ian put in heaps of practice and is positive that the increased product knowledge thus gained is of enormous assistance in making sales. He is looking forward to his upcoming trip and would like the chance to defend his title in ’86.

David Noble of Noble Holden, Gosford, had the pleasant task of presenting Ms Veonne Brown, winner of the 2MMM-FM ‘It’s A Gem’ summer competition, with the keys to her Gemini prize.

Perth’s North City Holden launched another high-profile promotion with their 3-week America’s Cup Calais display in a city bank foyer. New York Yacht Club members Melissa LeBoeuf (left) and Curt Delling (right) are pictured with North City’s PR Donna Samson and America’s Cup project official John Vickery.

National 6 Position Champ
A virtuoso performance conducted around a Camira Wagon won Ian Hebiton of W.A. the inaugural GMH Six Position Sell Championship in November at the Melbourne Hilton. Competing against four

Oh, a Sales Consultant’s life is hard! Master Sales Guild Gold Sales Leaders were presented with their awards at a February function in Surfers Paradise. There were 16 recipients in all, and this informally attired group celebrated a good year’s work with spa and stubbies.

Sales chart-topper Reg Hunt Holden of Easternwic Vic. has clocked up 25 years with The General. Vic Zone Manager Ross McKenzie (left) had the pleasure of presenting Reg Hunt with a 25-year display plaque and commemorative award.

Shopper Shopped
We think that Frank Larosa, a Sales Consultant with Manley Stanwell Holden of Albany WA, deserves special commendation for performance above and beyond, etc. After all, very few of his number can claim to have actually sold a car to a Mystery Shopper (Mystery Shoppers, for those unaware, are men and women employed to visit showrooms and pose as prospective car buyers as part of a performance evaluation program). This particular MS was casual, offhand and definitely ‘just looking’, but Frank hung in there with admirable determination and extracted a name and address. Three days later our Mystified Shopper, who still claims that he hadn’t any intention of purchasing anything, found himself the owner of a slightly used Commodore wagon. Manley Stanwell’s Max Loveridge also tells us that Frank Larosa attained Master Sales Guild membership after just eight months on the job. Surprise, surprise.

Manley Stanwell’s Ian Hebiton is something of a persuader also, having taken off the title of National Six Position Sell Champion last November. Perhaps browsers need the protection of a sign above the showroom door that reads: ‘Abandon hope all ye who enter here.’

Old Zone Manager Brian Mynott (centre) recently presented twin 25-year awards to John Dundas (left) of John Dundas Pty. Ltd., Kingaroy and Laurie Williams of Clifton Motors, Murunth. The dealerships are situated less than 50 km apart in the South Burnett region.

MSG Dinner
As Vic. Zone’s Master Sales Guild presentation banquet took place in the same week as Dealer VL Drive Programs, the air was permeated with a definite air of confidence and optimism. 5-year Guild member Val Collins of Patterson Cheney Ringwood gave her opinion of VL: ‘Fabulous … the engine’s so quiet, and it handles really well. In comparison, the Falcon felt like a bucket. ’ Truck man and Gold Sales Leader Bruce Fawcett, from the same dealership, was also impressed with VL’s quiet responsiveness. Zone Manager Ross McKenzie congratulated all Guild members present on their achievements and his exhortation to ‘go ahead, tell a few libs and have a good night’ was faithfully followed.

Special awards were given to MSG members with over 15 years ‘long service’ and recipients represented a combined total of 160 years membership. Three of these grizzled veterans were (L-R): Jack Stuart, Dustings Hiltier, Burwood; Perc Farrell, Alan Capp, Wangaratta; Don Bryant, Winter & Taylor, Geelong.
**GM WORLD**

**Sales Roundup**

While GMH retailed 130,942 vehicles in 1985, up 14.3% on 1984 figures, GM operations worldwide also reported healthy sales totals.

*In the U.S.* GM Dealers had their highest sales in seven years. The 6,345,523 car and truck deliveries were 5.1% ahead of 1984 and the best calendar year total since the record year of 1978. The Chevrolet Cavalier was again the industry's top seller and six of the top ten wore GM badges.

*In the U.K.* Vauxhall-Opel achieved best-ever sales with 303,463 new cars registered. It's the first time Vauxhall has sold more than 300,000 cars in one year, and the figure represents a 7.3% increase on 1984.*

*In Europe.* Opel and Vauxhall models notched up about 1,210,000 registrations – a best-ever sales result. In Germany, GM's largest single market in Europe, Opel sold some 370,000 units.

1985 represented a record new car sales year for GM companies in Belgium, Denmark, Finland, France, The Netherlands, Norway, Portugal and Spain.

In Brazil and Venezuela, GM sales were up 13% and 18.5% respectively on 1984 figures.

To close, some further nourishment for the statistically-minded: in 1985, a little more than 58% of cars sold in the U.K. were imported, while in the USA imports reached the 25% level, up 2% from 1984.

*4.32 million or 52% of U.S. made cars were fitted with 4-cylinder engines, 1.7 million had 6 cylinder engines and 2.3 million were fitted with 8-cylinder power plants.*

**GM Eats Lotus**

GM has acquired a 58% interest in Group Lotus, the U.K.-based engineering consulting and performance car manufacturing firm. In addition, GM has announced a public offer to acquire up to 100% of the balance of outstanding shares.

Lotus has an outstanding reputation for innovation and craftsmanship and is world renowned for its creative application of automotive technologies.

GM intends that Lotus will continue to operate as an independent entity with its own product identity and philosophy, and no major management changes are anticipated.

GM has also submitted a plan to the British Government outlining an offer to purchase both Land Rover and the British Leyland heavy trucks division.

**Bagshaw To Vauxhall**

Former GMH Director of Sales John Bagshaw has taken on one of the most important portfolios in the European auto industry. He has been appointed Managing Director of Vauxhall Motors Limited, succeeding John Fleming who takes up a vice-presidential position with General Motors Europe, the newly-formed passenger car co-ordinating organisation.

Australian John Bagshaw, a 36-year GM man, has been based at Adam Opel in West Germany since 1983, following stints in the U.S. and U.K.

**The Buick Wildcat concept car**

A blend of art and engineering, features an unusual body line with short bonnet, long rear deck and a canopy that rises for entry. It's powered by a mid-engine V6, with full-time four-wheel drive. Inset is Wildcat's steering wheel hub instrument display.

**Michael McKay has a 'hobby' as a machine repairman with Chevrolet-Pontiac-GM of Canada.** His forte, however, is coming up with money-saving, money-spinning suggestions. Over the years, GM have adopted at least 200 of his ideas, which represent savings to the company of around $3 million. In 1984 alone, McKay earned about $80,000 in suggestion awards. Before the end of 1985 he'd collected more than $40,000 and the title of 'Suggester Of The Year'.MODE McKay says simply: 'It makes me feel good to see the company pick up on my ideas. The reward is minor.'

**A brute of a ute. Chevrolet's muscular 1986 El Camino features a 250hp 5-litre V8 and just a fetch more style than your average workhorse.**

**The Vauxhall Belmont had its UK release in January.** A new entry in the successful Vauxhall range, it takes its place between the sporting Astra, with which it shares many features, and the Cavalier. The 4-door saloon has a 7 model line-up headed by the 1800 fuel injected GLSi model.

This '86 Corvette roadster, the first soft-top Corvette for 10 years, is one of only 6000 to be built. Chosen as the official 1986 Indianapolis 500 pace car, it features a 5.7 litre powerplant and is the first GM car to be fitted with the new electronically coded Vehicle Anti Theft System.
Drive Program a Real Test

As the accompanying shot shows and as over 200 participants can testify, the Sydney Metro Light Commercial Drive Program was a real test of man and machine. We’re pleased to report that all came through unscathed during the four-day Program held at Kenthurst, on Sydney’s northwest outskirts. Dealer personnel and fleet customers from organisations such as NRMA, TNT, the Forestry Commission, DMR and local government hurled Jackaroos, Rodeos and Drovers over a testing 4WD course.

A 2WD route over a smorgasbord of road surfaces also included Shuttle and Scurry models.

NSW Zone Sales Staff Manager John McLachlan said that the Program was ‘highly successful... we now have problems deciding what to do for an encore.’

Reaction was uniformly positive, with many fleet customers remarking that, in their experience, GMH was the first manufacturer to allow them to put vehicles through actual conditions encountered in the course of their work. By the way, every vehicle made it through that mudbath... and each one launched into it a total of twelve times.

Holdens Getting ‘Cheaper’

Motoring journo Pedr Davis has come up with some interesting figures on Holden prices over the years. He checked the base model price of each family-size Holden and compared it with the official average male weekly income of the same period. Converted to the number of weeks’ wages it takes to buy the new Holden, this is the result:

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How about that? Holden buyers are paying only a third of what they had to pay in 1948, less than half compared with 1955 and are as well off now as they’ve been for fifteen years.

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Ho Ho Holden

Barry Guinane of Motors Hobart sent us this pic from the Mercury of Dec. 26 with the comment that he ‘always knew what model sleigh Santa drove’. Maybe he twanged when the same cheery old coot would turn up in his ute at the service department each January with a zillion more miles on the clock and tyres as good as new.

Holden Dealers are sole distributors of this revolutionary new Versa-Ramp, a lightweight scissor-action ramp (which also converts to steps) ideal for utes and vans. The answer to one-person loading, it accommodates small tractors, riding lawn mowers, motorbikes, small off-road vehicles... all kinds of heavy appliances and equipment. Convenient, safe and cost-effective, Versa-Ramp is 100% steel with a loading capacity of 359 kg.

Quickies...

Which motor car has retained the same body style for a record number of years? American Motors claims that its Jeep CJ has this distinction. U.S. production of the CJ (for Civilian Jeep) began in 1945 and ceased this January. Over 1.5 million CJ's, direct descendants of the famed World War II all-purpose vehicle, were produced over 40 years. An all-new Jeep will debut later in the year.

In the U.S. a 10-year Environmental Protection Agency survey has revealed evidence of widespread mucking about with emission controls. Of 4,426 cars and light trucks inspected, 22% showed ‘obvious tampering’, 29% were classified ‘arguably tampered’, meaning inspectors couldn’t be sure if damage was intentional, and 4% were listed as ‘malfunctioning’. A further 14% of the vehicles were fuelled with leaded petrol even though they required the unleaded variety.

Here’s one for trivia buffs. The Holden symbol was originally a life-size wooden horse which stood above the entrance of Holden and Frost Saddlery works in Adelaide. During the 1920’s it depicted a winged man holding a miniature car with a background of factory buildings, but when this proved too fiddly for embossing, staff at Holden’s Motor Body Builders submitted the Egyptian-style Wembley Lion emblem. They said that, apart from being simple and dramatic, it had significance to the British Empire and recalled the legend that primitive man was inspired to invent the wheel after watching a lion rolling a stone.

Today’s heraldic-style roarer has been through various incarnations, as the illustrations show.

What’s News?

Dealer personnel, GMH staff and interested readers are encouraged to submit news items and photographs to the address below: UpFront Magazine, Pemberton Publicity Services, 152 Bridport Street, ALBERT PARK 3206. Phone: (03) 690 6627, (03) 699 3470
This limited edition luxury saloon is available on order through Holden Dealers from mid-April. Latest in a distinguished line of over 3500 purpose-built vehicles to roll out of the HOT Special Vehicles Division, the Calais LE is a meticulously built motor car. Production is handled by a specially trained factory staff of 60 and each fully checked and road-tested vehicle is built to rigorous press test criteria. Customers may order their LE with various refinement levels - ranging from base modifications to comprehensively equipped versions with full aerodynamic packs, new interior, sound system, alarm, special wheels and tyres.

Depending on these equipment levels, Calais LE price levels are $4000 to $7000 over the base Calais price of $23,500 - plus on-the-road costs.

The Mobil Holden Dealer Team has met with mixed success at the start of what promises to be its toughest and most challenging year of competition yet. Having set themselves the whopping task of tackling Australian and European Touring Car Championship calendars, our boys need all the skill, determination and luck they can muster - and all the support Holden Dealers can provide - to make the big, bold showing that they're undoubtedly capable of.

They proved it in New Zealand with a clean sweep of the Mobil-Nissan 500 series (a great effort by the newly-paired Brock and Moffat under less than ideal conditions in Wellington and an equally superior performance by Harvey and Lowe at Pukekohe) and they'll prove it again.

Back home, tyre problems put paid to any chance of victory in the ATCC opening round at Amaroo Park and a cracked oil filter forced a Round 2 retirement at Longhurst, Tasmania.

As this issue went to press, the MHDT Commodore was being prepared for its March 23 European debut in Monza, Italy, under the interested gaze of rival teams and the European press. Further international rounds are scheduled for Donington, U.K., on April 6 and Hockenheim, West Germany, on April 13.

Round 3 of the ATCC at the Sandown circuit is also scheduled for April 13 and will be contested by John Harvey and Neil Lowe, driving MHDT Commodores 05 and 3 respectively.

*Keep those sponsorship cheques rolling in - response so far has been wonderfully prompt!