Distinctively Holden

GMH designers have given the 1993 "JM" Apollo a sporty look of its own, accentuated by unique headlamps and a strong frontal treatment that’s distinctively Holden in character.

With locally-tuned, fully independent front and rear suspension, Apollo delivers the ride, handling, safety and reliability attributes that are synonymous with the Holden name.

It’s available in two levels – SLX and GS – both significantly better-equipped than previous models. The expanded Apollo range also includes a compact V6 quad-cam engine option.

Class Leader

An all-new 2.2 litre engine puts the 4 cylinder Apollo at the forefront of its class for power and fuel efficiency. It delivers 8 per cent more power and 5.2 per cent more torque than its predecessor. The 5-speed manual version achieves 6.4 litres/100 km on the highway cycle of the Australian Standard test, the 4 speed electronic control auto achieves 6.6 litres/100km. Manual and auto versions achieve 10.0 litres/100km on the city cycle.

High Feature Levels

Further product advances include significantly increased interior room and boot capacity, improved ride and handling capability with a wider track and longer wheelbase.

The SLX Apollo offers such major additional convenience features as electric mirrors, auto-off headlamps, engine hood gas struts, wagon-unlock remote and 60/40 flat-fold rear wagon seat. The top-range GS now features power door locks, cut-pile carpet, metallic paint, seat-back pockets, semi-sport seats, integrated rear head restraints (sedan), tilt steering and illuminated ignition key entry.

Apollo buyers who require added refinement and performance can choose the 3.0 litre, quad cam 24-valve V6 version. Both SLX and GS V6 variants feature auto transmission, comprehensive levels of standard equipment and optional anti-lock braking system.
**MEDIAROUND**

**HSV GTS COMMODORE**

**The Australian:**

"In the battle for recognition as the top Australian muscle car of the moment, Holden's Special Vehicles have been keeping emerging as the good guy. The Commodore-based sporting sedan has so far constantly edged out its Ford rival, the Falcon GT-351, whenever the two vehicles have come face to face.

Low-priced motoring magazine comparison tests have invariably found the HSV vehicle to be faster than the GT, despite its automatic transmission. And HSV's claim that its car has identical power.

The grip provided by the serious rubber and the AIS-assisted braking both help ensure the prodigious acceleration is well controlled. ... All the performance comes with the same levels of comfort as that of a large car that gets 53,750km. So far, the GTS is the undisputed performance leader of current-model Australian-made sedans."

**HOLDEN UTE "S"**

**Canberra Times:**

"The latest model ute carries on the (Holden) tradition with an appetite for hard work – one which started back in 1928, when a then-Holden production-assembly line ... The first impression when comparing the Holden with its Japanese rival is the big size, of course. Even the roof is high enough so the obligatory Akihara is worn at all times, and over the Holden the Japanese model is capable of losing weight in a few places around. Inside the cabin ... The bench seat is a proper three-person seat when the centre armrest is upright, and the width of the cabin ensures there’s more elbow room compared with the Japanese rivals. ... However, the Holden's key advantage is under the bonnet. The multi-point fuel injected 3.8 litre V6 has a luxurious capacity of 75kW. In production, Holden's factory tests show the ute can tow a 5000kg trailer with a standard tow bar, 1200kg of all-terrain equipment and 1500kg with trailer. It has an impressive capability."

**JACKAROO Wins TOP VOTES**

The Holden Jackaroos V6 4WD wagon has taken out a number of 1993 four wheel drive awards. In December the NRMA voted Jackaroos Best Four Wheel Drive – and it has now received the highest recognition from the major magazines.

4x4 Australia gave Jackaroos a Gold Award in its annual Industry Awards for vehicles under $38,000, noting "Holden's 73-series has broken new ground in terms of quality while maintaining a traditional approach to overall design – with the exception of the hot turbo diesel and V6 EFI petrol engines, both of which offer this newcomer truly sparkling performance." Jackaroos also impressed the judges at 4x4 Australia, receiving special recognition as "the most improved mid-sized family 4WD wagon".

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Announced by GMH Marketing Director Rob McGregor at Apollo’s Melbourne Motor Show launch, the free service and guaranteed exchange Apollo Edge program is an Australian industry first.

“It’s yet another example of how Holden is demonstrating its leadership through initiatives in the area of customer satisfaction. The ‘Apollo is a warranty program and we’re going to make it easier. The Apollo Edge will be a winner with our customers,” McGregor said. The program includes Holden’s full warranty of two years/50,000 kilometres on the vehicle, and three years/100,000 kilometres on the powertrain. For our three-year/24 hour Holdemite roadside assistance.

2000 kilometer free service covers all scheduled maintenance, labour and parts (except oil). The Apollo guaranteed exchange program gives purchasers the opportunity to return the car with a full ”no obligation credit” on another Holden product if they are not genuinely satisfied. The vehicle must be returned to the selling dealer within 14 days or 500 kilometres of delivery, whichever comes first. In addition, only one vehicle exchange is permitted for each vehicle purchased per customer.

“Fantastic Opportunity”

Addressing a large audience of Holden dealers gathered for the Apollo launch at Melbourne’s World Congress Centre, MD Bill Hamel said the car was competitive at any level that they wished to measure it.

“It is my belief that we have in Apollo a stronger four cylinder range for you to work with than at any time in our past. It is a fantastic opportunity for you to increase your volume... (and) through Apollo we will once again be clearly identified as a provider of real choice with a range of class-leading product travelling all the way from Barina through to Caprice,” he continued.

“Let us all use this tremendous base to meet and exceed the expectations of our market in all other areas of our business. If we can generate enthusiasm in all the things we do, we will inject that feeling into our customers.”

Presentations by National Small and Medium Car Manager Geoff Bennett and National Marketing Manager Ross McKenzie outlined the positive change in marketing direction and a renewed product support commitment aimed at providing dealers with increased volumes and profitability.

Director of Marketing Rob McGregor said Apollo offered an unparralled opportunity to take on any of the big players in the medium four-cylinder market, adding that GMH had clearly given dealers the product and the support they had been asking for.

“This great new car is an important weapon in an extensive Holden product arsenal for 1993. A range of product initiatives, including the Senator Commodore, an upgrade for the Statesman and Nova, and other great products later in the year, will see Holden’s repeat the volume growth enjoyed in 1992, when sales were up an impressive 11%.

“The achievement of this overall volume target will see us on the way to our passenger car leadership challenge — a challenge we can achieve together.”

Show of Surprise

To the surprise and delight of hundreds of Holden guests who tucked into a banquet following the Apollo launch, floor show performers turned out to be in the same world-class category as the car. Stage star Marina Prior and jazz virtuoso James Morrison topped the bill — and wowed ‘em — while John Paul “Love Is In The Air” Young and a troupe of dancers enjoyed with Strictly Ballroom razzmatazz.

LOCAL COMPANIES AWARDED GM “TOP SUPPLIER” STATUS

Three Australian automotive suppliers — ACL Bearing Company, Brake and Clutch Industries and Flexible Industries — have been named among the GM Corporation’s “Worldwide Suppliers of the Year”.

Representatives from these companies were presented with special “Qualitex Service, Price” (QSP) awards at GM’s international supplier conference in Detroit on March 30.

Commenting on the awards, Holden’s MD Bill Hamel said:

“These companies have demonstrated, by their performance in these critical areas, a real commitment towards export orientation and an ability to be truly world-competitive.

“It is a great credit to Australia’s supplier industry that these three companies have been given this unqualified opportunity to be part of the GM supplier network and to gain a deeper understanding of the business opportunities that are available around the world with GM — to be part of the world’s largest market of automotive components.”

SMART DUMMIES

Holden safety engineers are preparing to give two new workmates from the US a very hard time — but these guys won’t mind a bit.

When you’re a $500,000 crash test dummy, being belted, thumped, whacked and smashed around a lot is your lot in life. The GM Biofilede Side Impact Dummy (nicknamed Boss) has been designed specifically for evaluating the effects of side impact collisions on vehicle occupants. It’s a potential life-saver with particular application to Australia.

According to GMH’s Manager of Advanced Engineering, Laurie Sparke, there’s evidence to suggest that the risk of side impact collision is higher here than in the US or Europe, where it accounts for approximately 30-35 per cent of all injury-producing accidents.

“Because of the large number of uncontrolled intersections on Australian roads, the incidence is probably greater,” Holden’s are currently commissioning accident injury research which will provide us with answers to specifically local questions like this for the first time,” he said.

“Offset frontal impacts may also occur statistically more often, given that we have thousands of kilometres of narrow, undivided rural roads, many of which are closely bordered by trees.

“Our ongoing task is to evaluate research and test data from every source and use the results to build cars with safety performance characteristics that have been developed with particular concern for Australian conditions. Holden is the only local car manufacturer able to do that.

“The focus is very much upon identifying risks to our customers and their families and coming up with designs to minimise those risks.”

Scramble Final

Seventeen teams from all over Australia battled it out over three days in the inaugural Holden Scramble National Final at the Royal Pines Resort in December.

On the last day, the teams were bolstered by the addition of some of Australia’s best touring pros, which saw some hot scoring on the testing Gold Coast layout.

Taking part alongside weekend golfers and club professionals were such luminaries as Australian Open winners Peter Senior, Wayne Riley, Bob Sherrin and Peter Fowler.

In the end, with Peter Senior playing a pivotal role, the Holden Scramble team from Bonsville (near Coorparoo, Brisbane, NSW) snatched victory from the Sunshine Coast’s Twin Waters team, with the Woyong (NSW) team close behind.

Bigger & Better in ’93

Tournament officials predict that the field for this year’s Holden Scramble event could double, given its popularity in the first year, and many more dealers are expected to become involved.

Australian PGA General Manager Max Garske said, “We literally ran out of time last year. Many clubs missed out on running a Local Championship due to bad weather and other such unforeseen circumstances. This year, the local Scrambles are starting some two months earlier and the number of Regional Finals has been increased from 17 to 30 to cater for increased demand.”

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Newly appointed Susan Hill dealer Gerald Creaven and his wife Bernadette — attending their first Holden launch convention.

Qantas dealer David Anderson (Gladesville), Ron Leckie (Bowral) and Alun Norcombe (Brookfield) join MD Bill Hamel at the Apollo launch.

The Australian suppliers (l-r) Bob Punti of ACL Bearing Co., John Matheson of Brake and Clutch Industries and Barry Rose of Flex Drive Industries who attended GM’s world-wide conference, with GMH Manager Director, Bill Hamel.

“Scramble is a very hard game to do — but these guys won’t mind a bit.” Marketing Manager Ross McKenzie and Tremonti dealer Doug Kerr try Apollo on for size.

Virtuous James Morrison joins JM Gambier (SA) dealer Peter Roberts and wife Karen following his performance. The pair are involved in their city’s annual James Morrison "Generations In Jazz" Scholarship, which aims to encourage and support talented young musicians.

Stage star Marina Prior singing up a storm to the surprise and delight of dinner guests.

Holden Scramble winners — by a mere 3½ shots — from Bonsville (NSW) were fortunate to have touring pro Peter Senior on their side.

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DEALER PROFILE

JOHN FARRER

LAWRENCE'S ROCKHAMPTON QLD.

Go-getter

Through all this, Farrer, 39, continues to get on with the job in a determinedly workmanlike manner.

Although not terribly big on the chat and frankly bemused at hearing that he's been described as "the kind of go-getting, no-style youth Holden dealers need more of," he warms to the task of fielding questions.

"I'd been interested in taking on a new car franchsie for a fair while, and because I travelled up north regularly to buy vehicles, I got to know quite a few dealers along the way.

"Lawrence's at Rockhampton was a great man, grandfather. His son John, Farrer, continues to run the place - he ran the place - he's a great act to follow. He had an excellent name around town, and also helped out by putting in a good word for me.

"It took all of 12 months to get approval, and there were people who said I was silly to leave my comfort zone and put everything on the line, but I wanted to have a go.

"As far as I was concerned, it was basically a matter of applying the same principles I've been using to sell used cars. I also knew that I'd have the advantage of a stable, long-serving staff to back me up.

Learning Curve

"The first year represented a big learning curve for me - and the figures bear that out. I know that people here worked extra-hard, especially through the first few months of trading, to help make it successful.

"In December '91, we delivered 16 cars, by mid '92 it had moved up to 71 - which was a dealership record - and last December we managed 81 deliveries. Used car volume has also improved."

Will To Win

"Yes, I'd have to describe myself as a competitive soul. There's a definite will to win, which I suppose stems from my sporting background, and retaining market leadership is important to me.

"It helps to have an incentive - and I was lucky to get a taste of the Holden way of doing things very early in the piece. Lawrence's qualified for the big '91 trip to New York and the Bahamas' just after I took over. I didn't think I should go, but Brian Mynett (then Qld Zone Manager) talked me into it.

"Like he said, it was the trip of a lifetime and a fantastic opportunity to get alongside a lot of very successful motor car dealers. For some of them, it seemed this kind of thing was almost like an annual holiday."

Returning to the subject of competitors in the Rockhampton marketplace, the Toyota opposition is ex-RC Isa Holden dealer Ian Weigh, a former member of Farrer's Dealer Business Development Group who took over some six months ago.

"He went for the jugular straight away," Farrer laughs. "There were some crazy Lexus prices offered in the first month. He traded well over the top, and I think he's still suffering. We picked our deals and did OK. It hasn't been much of a worry; he and I get on all right - and he seems to be concentrating more on the commercial market now."

Confidence Gained

"Farrer says that coming into the business with no preconceived ideas about various Holden product lines probably worked to his advantage.

"I didn't know anything much about Rodes and Barina, for instance. Just being able to look at them with a fresh eye and decide how best to market them has worked well.

"You gain confidence with the product once there's a response to advertising and you start to stock and sell well. There's a pretty basic rule about not being able to sell empty spaces. I try to keep 'em coming all the time, to have a good, big display of new cars and to have as many registered, as many demos as possible. I check my status three times a week to make sure we're getting a constant flow of stock. If we have 10 Barinas in stock, all lined up and shiny in all sorts of colours, chances are we'll sell a lot.

"The public needs more education about Nova, and so do dealers. For instance, if you only have one sitting about, there's the impression that they can't be too popular."

Marketing Clout

"Farrer's great strength, according to observers, lies in his ability to advertise and market aggressively. He says the formative experience gained selling cars out of a shed with no walk-in traffic and relying entirely on small-space press ads was valuable.

"I cut my teeth on classifieds - and I still think that, even today, a lot of these run-on ads do work just as hard as block ads. It's cheaper to advertise up here, which is a plus. We generally use full pages in the local morning paper - because press seems to work best in the Rockhampton market - backed up by radio.

"All Lawrence's advertising is keyed to factory bonus money - it's price point, price point, price point. I'd spend a minimum ten per cent of net annual profit on advertising, and I keep it constant. The moment you slacken your advertising effort, sales drop off proportionately.

"I choose a theme for the month and stick to it. I design the basic layout myself and fax it off to get professionally finished rather than just paper-set, which does make a major difference. If you leave it to the paper, you'll end up with second-rate advertising and results to match."

Support Appreciated

What we ask, was the biggest cultural shock associated with taking on a new car franchise and all the attendant obligations to the manufacturer?

"The paperwork that comes in mountains of it, all the time! But I find the back-up from Holden is unbelievable; it's a real luxury. I was talking to a metro Toyota dealer a while ago at the cricket in Brisbane, and he said that if he was buying another franchise, he'd choose Holden, because of the support they give their dealers.

"The district managers are excellent. If you're prepared to order cars, they'll give you 100% support to help you move them. Of course, if you get stuck with too many, they're not too keen on taking them back."

"On the customer satisfaction side of things, I like to think the amount of repeat business I always enjoyed as a used car dealer demonstrates my commitment. You follow your own instincts, and if you sell a car in good faith and abide by that rule, you won't have people haunting you. Lawrence's policy with used cars has always been to fix a fault, no charge, and that continues."

"As far as new cars are concerned, how could something go wrong? The product's too good! I'm fortunate to be involved at a time when quality has improved out of sight. The VP Commodore is a top car - and from what I hear the next one's something else again."

About to experience the joys of fatherhood for the first time, Farrer says he hopes to cut down his 11-hour days, spend more time at home and indulge more frequently in a round or two of golf, a comment which elicits laughter from certain staff members. We're left with the distinct impression that the new car novice with the strong competitive streak will continue to be first in and last to leave for some time yet.
VERSATILE UTE

A special long-wheelbase version of the Holden Ute fitted out with a cleverly designed modular upholstery package is attracting interest and orders from ambulance operators in Australia and South-East Asia. Although the Ute ambulance comes in at around half the cost of a normal ambulance, it can serve as a fully-equipped emergency response unit. Queensland Ambulance Service drivers currently trialing the first custom-built version have responded enthusiastically, praising its all-round performance, ride and roadholding capability.

The conversion units are developed by Tamworth-based JAKKI Industries and designed for quick changeover. When the ambulance clocks up a specified number of kilometres or years in service, the module is simply transferred to a new chassis body, leaving an extended wheelbase Ute (600mm longer than standard) as a good resale proposition.

VIP DRIVERS LEARN IN STYLE

VIP chauffeurs who take advanced driving lessons at the Australian Federal Police (AFP) driver training unit in Canberra are doing it for style, thanks to the donation of a $60,000 Holden Caprice.

These “learner” drivers are drawn mainly from the armed forces and the diplomatic corps. They come to the AFP training complex in Canberra in order to sharpen their vehicle-handling and motorcycle skills and to master techniques that could save the lives of their fellow passengers in a range of emergency situations — including terrorist attacks.

Until Holden’s made a latest-model Series II Caprice available, Federal Police driving instructors were putting their charges through their paces in basic family sedans. Now they can duplicate real-life situations using the type of cars these chauffeurs actually drive. In a high-speed, high-performance limousine bristling with advanced ride, handling and safety features.

The Caprice, complete with 3.0 litre V6 engine, sophisticated anti-lock braking system and independent rear suspension, was presented to AFP superintendant Glen Ransome by GMHA NSW Zone Manager Brian Mynott and has been in driver training service for just over two months.

Instructors report that foreign embassy drivers more used to piloting luxury imports are particularly impressed with the big Holden flagship, which pampers its rear-seat passengers with such thoughtful extras as stereo headphones, remote controls for the 14-speaker sound system, pull-down illuminated vanity mirrors, spot reading lamps and electrically adjustable seats.

The Federal Police driver training unit has been established for around 25 years. Their V7 complex is located on 660 acres and incorporates a 2.2km bitumen road circuit, skid pan and 4WD training course. It’s primarily used to train AFP members in standard cars, police pack and pursuit vehicles, motorcycles, buses, trucks and four-wheel drives. Drivers for other government bodies — including the armed services, diplomatic corps, fire brigade and ambulance service — are trained on a user pays basis.

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The assurance lies in the fact that quality is built into the product. For Isuzu truck customers, particularly Government fleets, the fact that we are a Quality Endorsed Company means they do not have to conduct their own quality system audit of our organisation, an ever-increasing requirement among many such fleets.

“The Isuzu truck assembly line at our Dandenong plant is proof of our commitment to the Australian transport industry. Local assembly is carried out to the same exacting standards as those of our parent company in Japan, yet every Isuzu truck rolls off the line with a high percentage of Australian-made and supplied components. No other truck manufacturer in Australia offers this level of national content as extensively as we have in an assembly plant.”

Mr Naoyuki Tokiwa recently returned to Japan to take up a new assignment and his successor as Isuzu President and Managing Director is Mr masa Ueno.

The Holden Ute ambulence is available in VB and V8 versions and can be fitted out according to individual specifications with a comprehensive array of emergency equipment.
ALL-NEW '93
APOLLO

The largest, roomiest, most powerful four cylinder Holden ever offers class-leading fuel economy, achieving 10.0 litres/100km on the city cycle of the Australian Standard test – manual and auto.

Apollo's all-new 2.2 litre four has eight per cent more power and 9.2 per cent more torque than the previous model.

Interior room is significantly increased, feature improvements include:
- 4-speed electronic control automatic transmission with overdrive and fuel-saving lock-up torque converter.
- Cargo tonneau cover: standard on GS Wagon
- Adjustable-height seat belts (SLX and GS)
- Electric mirrors (SLX and GS)
- Power door locks (GS)

CRASH TEST
CARS "RECYCLED"

Barrier crash testing is a vital business. It's also time-consuming and very, very expensive, which is why GMH is rather pleased about a practical alternative dreamed up by its Advanced Engineering department.

For the purpose of low-speed frontal impact testing, they reasoned, why not try out the idea of a replaceable vehicle front?

This type of barrier crash, carried out at speeds below 20 km/h, damages only the first half-metre of the car and is used to gauge the strength and energy management capabilities of front structures.

Ordinarily, more than a dozen different cars could be sent to the wall as a range of structures are tried out. Barrier tests, depending upon their complexity and the vehicles used, can cost anything from $25,000 to $50,000 and take the best part of a week to set up.

By using replaceable front sections complete with an engine and all major components to give a crash representative of a normal production car, Holden safety engineers can now run far more tests. Turn-around time is reduced to approximately a day and a half – and costs are significantly lower.

Department manager Laurie Sparkes says these efficiency gains will directly benefit customers.

"It stands to reason that the more safety research we can undertake, the sooner the changes we develop can be progressively introduced into our vehicles.

"The particular aim of this low-speed testing is improved collision energy control, to further reduce any risk of minor injury, particularly to the head and thorax, and to reduce the amount of damage sustained to the car which should result in lower repair and insurance costs," he said.

The "replaceable" crash car is currently working its way through a series of initial tests at the Lang Lang proving Ground and is performing right up to expectations, says Sparkes.

A pioneering idea – replaceable fronts for low-speed barrier crash tests.
ANNIVERSARY EDITIONS

Holden Special Vehicles is celebrating its 5th Anniversary with special editions of all models.

The anniversary range was unveiled by Olympic rowing gold medallists (and Holden owners) Andrew Cooper and Michael McKay at the Melbourne Motor Show just three days before the company achieved its milestone.

Over 8000 vehicles have been produced at HSV’s Notting Hill (Vic) workshop since the first, a VL Commodore Group A, came off the line on March 1, 1988.

The fifth Anniversary Special Edition cars cover all six regular HSV models: the Club Sport, Senator, Senator 5000, Maloo Utility and Sport Wagon. All are finished in Galaxy Blue with touring Panorama Silver and feature colour-coded wheels, special graphics and upgraded interior trim. Club Sport and Senator models come complete with anti-locking brakes.

While buyers of anniversary models receive the bonus of a commerative watch, jacket and polo shirt, owners of all HSV cars are invited to take part in celebratory concours days at Lang Lang and Eastern Creek in coming months.

What could a Tiger Moth biplane have in common with a V8 Calais?

Answer: they’re both powered by Holden-built engines.

Aussie-made Tiger Moths (there are 168 still flying) did sterling service as RAAF flying school trainers during World War Two, their Gipsy Major engines built from scratch by General Motors-Holden’s in Melbourne, their bodies made by De Havilland in Sydney.

GMH produced over 1,200 Tiger Moth engines from 1949-1945 at Fishermens Bend (where Holden engines are turned out to this day) as part of a remarkable wartime effort which saw Holden’s cease civilian vehicle production and turn to considerable capacities towards the defence of the nation.

As Australia was cut off and forced into self-sufficiency, Holdens joined with subcontractors and Government munitions factories in wartime projects to produce an amazing amount of diverse and complex items, ranging from shells, gas masks, haversacks and tents to anti-tank and anti-aircraft guns, torpedoes, 40-foot powered workboats, bridging pontoons and some 4,000 specially designed motor bodies for a range of vehicles that included ambulances, trucks and gun tractors.

Aircraft production was the specialty of Holden’s Woodville (SA) plant, which supplied various Beaufort Bomber and Beaufighter assemblies, aircraft wings, fuel tanks and parts for a total of ten different planes.

Over 150 wartime projects with an expenditure level of more than $13,000,000 were handled by Holden’s and peak employment exceeded 7,000.

By war’s end, the company had acquired more of the technical expertise, trained staff, production experience and plant facilities that would enable it to accelerate plans to take up the challenge of producing the first Australian car – and the much-heralded Holden 48/215, subsequently made its debut in November 1948.

SERIES II: THE BEST YET

Holden scored the first hit for ’83 in the battle for the big family car market with the introduction of the Commodore Series II, the best yet.

This value-for-money upgrade features a substantial number of refinements aimed at providing a safer, more pleasant and comfortable driving environment.

Although the Series II enhancements apply right across the range, the top-selling Commodore Executive and the Commodore "S" have been paid particular attention. They now boast an array of standard equipment items that were formerly restricted to upper-range models.

Commodore’s V8 engine, regarded as the best in the business in terms of performance and fuel economy, has been further refined, along with the V8, and all V6 models now have the safety option of a competitively-priced anti-lock braking system (ABS).

Importantly, ABS is now available to Holden wagon buyers for the first time.

Sizable exterior changes include body-colour trims and Series II badging. The Executive also sports bigger, 15" wheels, matched to bigger brakes. There are new interior trim and colours, re-designed seats, the seat-back map pockets, cut-pile carpet and remote-locking flash indicators. Driver’s seat adjustability and lumbar support is new at Executive level. Commodore "S" also scores alloy wheels and body coloured exterior mirrors.

Monaros Set For Marathon

In early February, three rejuvenated 1968 Monaros took a leisurely sea voyage to the UK. The trip back – from London to Sydney via 15 countries – will be a much tougher proposition.

On April 17, the K-Mart Monaro challenge team joins a big international field of similar vintage cars at Ushelba Harbour for the start of the 25th Anniversary London-Sydney Marathon re-run.

30 days, 15,000 kms and two airlifts later, they hope to lead the charge to the finish line on the steps of the Sydney Opera house – and if careful planning has anything to do with it, this six-member, Melbourne-based team is in with a big chance.

Spokesman Norm Framstald says preparations for the "super bash" began two years ago with the acquisition of no less than 11 Monaros from wreckers’ yards and private owners.

"We cannibalised them to build three very, very good entries, which now represent a total investment of around $300,000. These Monaros are magic; they’ll stand up to anything."

FJ SALES Boom Again

So many nostalgia buffs rushed to buy a $65 set of three model FJ Holdens that the entire limited edition run of 10,000 was close to a sellout in just over two months! The FJ classics – a sedan, utility and panel van complete with Cinesound film unit signage – were produced by Matchbox Collectibles.
DEALER NEWS

TOYS, TOYS, TOYS!

Delighted Red Cross officials estimate that over $120,000 worth of new toys were collected nationwide in the first Holden Dealers Red Cross Christmas Drive For New Toys.

John Parkin, PR Manager for Red Cross Victoria, said everyone involved deserved a big vote of thanks. "What made it all so rewarding was the way in which Holden dealer staff, their friends, families and neighbours joined with Red Cross people in a true community effort."

"We look forward to an even closer working relationship this year in the hope that the '90 Drive For Toys will help put a Christmas glow on the faces of even more Australian children."

Participating dealers, ranging in size from the smallest rural Holden dealers to the largest metro operations, set up their posters and special Santa chimney bins on showroom floors through October and November.

They proceeded to spread the word (in various jokey and individual ways) that Holden dealerships were official collection points for toy donations, and that these toys would be distributed by Red Cross to make Christmas cheerier for disadvantaged children in their own local communities.

A number of the mail-in toy donation schemes were launched, and these toys would be distributed by Red Cross to make Christmas cheerier for disadvantaged children in their own local communities.

Good organisation and plenty of enthusiasm paid off at Motors Launcestonia.

Definitely one out of the bar-staff and family members from Mitchell Holden (Whyalla SA) turned themselves into Christmas presents, made up a Red Cross Toy Drive food and joined in the Christmas present to publicise a good cause.

In Kyabram, Vic, local Red Cross president, Jean Reid was "overwhelmed" with the support given by D'Alberto Holden employees, who were set a great example by DP Enzo D'Alberto and his family. Judging by the number of local press clipping alone, this dealership's Toy Drive generated more coverage than the Federal election! D'Alberto also organised a radio outside broadcast and made it his business to buttonhole local businessmen and pursue the service clubs. Extra collection points were set up at a Westpac bank, the Kyabram hospital and a community health centre.

In Tamworth, NSW, Keall's Holden weren't discouraged by poor response to their appeal to local mail-order and simply sent along one note, informing Santa that they would be arriving at a post office to collect presents. Santa and his red Ute full of toys proved to be a big hit wherever they went.

A fine example of enthusiasm from the Holden dealers was the southern Sydney suburb of Motors Launcestonia, where parts manager Dennis Turk coordinated a really successful Toy Drive, forming a committee of 8 staffs who met regularly to discuss progress and strategy. This included a 500-letter mailout to local businesses, clubs, organisations, doctors, banks, retailers, etc., a press and radio ad campaign assisted by donations of free space and air time - even a dealership raffle which raised $550. Carloads of toys came from local schools after simple printed posters - using bronchitis supplied in the Toy Drive kit - were pinned on their noticeboards.

Vic. Zone Manager Doug Hunter and DP Enzo D'Alberto (right) officially hand over Christmas toys to Kyabram Red Cross president Jean Reid.

Miranda was orchestrated by the not-to-be-trifled-with Kay Osborne, who says the first rule of a successful Toy Drive is "to threaten other staff with death if they don't contribute". Plenty of hard work, publicity generating and casting a wider net over local service clubs, business and youth organisations generated some 86000 worth of toys.

NSW Zone staff dealers attend regular field training sessions. In Wolfsburg, this attendance would have been a chance to brief a VP vs. EBB rundown and the results of a recent "phantom stop" by Holden's Barry Turner.

Todd Holden's Jeckaroon handles a teaser with offset colours at the 90 Event.

Peter Sandau (left) of Hamilton dealership Peter Sandau, Motors was among a big Victorian contingent of successful participants in the "Seizing The Lions Share" incentive program who attended a celebration barbecue at the award-winning Shattered Tower Hotel in Melbourne's Vic Zone's Jeff Birdedge made the presentations.

Very pleased they picked the winner - Lionel and John Laurenson of Laurenson Holden (Bunyip) as sponsored Max Holden Queen Miranda Yvonne Ingrain of the inaugural Australian Pro Masters Holden held early December in Britain.

Simple, but an effective, Paul Worsley of Beresford Ant House (Bris, NSW) presented Holden Badge Bonanza by dressing up as XS Jackaroo, complete with borrowed coat. In the showroom was a VP wagon surrounded by holiday gear. Both vehicles added colour in the space of a week, and all Holiday Sale new car buyers scored free weekend accommodation at a nearby resort.

A perfect excuse and questionnaire cover by Peter Hilton (right), of Noel Gould Holden (Traralgon, Vic) went him the Victorian and "All Australian" titles in the 1992 Holden Technicians' Guild Awards. GMAA Technical Services Manager Terry Skipper congratulates him on a 100% achievement.

4WD Expo

An amazing number of people - the crowd was estimated at over 10,000 - turned up recently at Petrie Marquis' inaugural Four Wheel Drive Expo. Venue was Cassegrain Winery, and local dealer Todd Holden made sure the just-crowned Jaccararo NSW, 4WD of the Year and Rodeo were on prominent display.

The dealership's Lester O'Connell tells us that he's excited about taking this track in Rocky water crossings, twisting and off-camber gravel roads, sharp descents, a bridge of wooden planks and mud traps.

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UK/USA Sprint

Top-selling Holden Special Vehicles dealers enjoyed the record of an 8-day "spree" to visit TWR operations in the UK and the USA in late November.

The group, hosted by HSV MD John Crowe, were treated to a tour of the TWR Broadstreet workshops and car museum and the Bindon UK Jaguar facility. Other UK highlights included a high-speed test run in an XJR1, a visit to the Benetton Formula One factory and an activity-packed circuit day at Silverstone racetrack.

Along the way, a couple of quaint English hostesses were also dropped in at.

In Chicago, they took in the TWR USA racing facility and a Chicago Bears football game.

Integrity Selling – The Focus Is On Customer Needs

Several Sydney dealerships have been involved in the pilot introduction of an exciting new Chevrolet program, Integrity Selling, which is soon to be available to Holden dealers nationwide.

More than any program previously offered, Integrity Selling places the focus on customer needs, says Zone Sales Manager Barry Turner.

"It’s a strategy that has been very successfully implemented elsewhere, and which develops a more professional and effective sales approach," he said.

"Many of the sales managers who have embarked on the program are already acknowledging it enthusiastically as a true confidence-builder: ‘They say they’re deriving real benefits through the creation of greater cooperation between New, Used, Service, P&A and Administration departments. It fosters a team-spirited approach, and communication between sales consultants is improved as they practice and review aspects of the program on a daily basis’.

"Service advisors and P&A counter staff are among the big winners in utilizing Integrity Selling, which concentrates on boosting satisfaction levels by treating each customer differently.

"All pilot dealerships involved in the program stress that the dealer must be involved in the running of the program, and that it requires a lot of work to maximise its undoubted potential.

"Given today’s very competitive sales climate, I would strongly recommend Integrity Selling to any Holden dealer interested in staying ahead of the pack."

Keeping Track

How many sales consultants keep track of the numbers of new cars they’ve sold over the years?

Top performer Jim Pyke knows precisely how many cars he’s sold during his nine years with Souns (NSW) dealership Gleneden Motors Holden. At the end of February, the tally stood at 2050.

That’s not bad — but that’s not all.

Jim also manages to keep in touch with the majority of these customers, via follow-up letters and annual Christmas cards, and says he could recognise and put names to most. If that sounds hard to believe, it should be remembered that plenty are repeat buyers coming back for more.

"There’s one lady I refer to as the ‘Barbie Queen’ because she’s bought five from me so far," he says.

"Another local family, the Hills, would have purchased at least 30 Holdens between them in that time — and then there’s the German guy on his third Calais who rings me to change the current one over every time it gets a little too dirty, or he tires of the colour!"

"I suppose I would average around 25 new cars sales a month, and those are predominantly new, not fleet. I try to look after them in the best way I can."

"Gleneden Motors is a great place to work, because it’s a team effort and everybody works as a team. I’m sure that customers sense the relaxed atmosphere when they visit us."

Employee Focus

Reasoning that employee satisfaction and customer satisfaction should go hand in hand, Queensland metro dealership Zapps Holden, Mt Gravatt, has instigated a program which aims to improve communication and build between its 99 staff members.

Eighteen months ago, the Zapps management team decided on a comprehensive approach to employee satisfaction "game plan".

General Sales Manager Steve Whitehead says that job descriptions and regular performance appraisals were set out for each staff member. "The next step was for all staff in the sales, service and parts departments to be aligned together in teams to avoid ‘them and us’ attitudes. This concept, although in its infancy, appears to be working well, with some strong, healthy competition developing."

"We also hold lunchtime barbecue staff meetings to discuss a range of initiatives, perhaps the most innovative being the formation of an Employee Focus Group, where non-management representatives from each area meet regularly and forward the results of their discussions to the General Manager for approval and action," he continued.

"A weekly newsletter has been commenced, we’ve made long-service recognition awards, and every staff member has been issued with business cards and an employee handbook to ensure that everyone actively promotes the dealership and fully understands their role in it."

The Cairns (Qld) City Council recently chose to buy nine Rodas one-tonners on a tender for money matters that included ‘price, reputation, fuel economy and a ‘whole of life’ costing exercise’, awarding Roda’s Townsville dealership and Denny Gillespie (Charters) and Denys Gillespie (Charters).

In February, Geoghaen’s Winter & Taylor achieved accreditation as a Service Excellence Master Level dealership, Service Manager Noel Broad (right) and DP Bob Murphy were proud to accept recognition awards from GMH’s Roger Anderson.

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Budged Parravano's Newcastle Innaham delivered a be-robed Colobus by the dawns early light so Mrs Pamela Barlow (picture) could wake up to a very pleasant surprise.

Tasa Tour

A visit by Holden’s Director of Marketing, Rob McEniry, to Moto P/L operations in northern Tasmania took in dealerships at Launceston, Devonport, Ulverstone, Burnie and Stratton.

He was accompanied by Motorline Chairman Vin Keen and Vic. Zone Manager Doug Hastie.

"Another local family, the Hills, would have purchased at least 30 Holdens between them in that time — and then there’s the German guy on his third Calais who rings me to change the current one over every time it gets a little too dirty, or he tires of the colour!"

"I suppose I would average around 25 new cars sales a month, and those are predominantly new, not fleet. I try to look after them in the best way I can."

"Gleneden Motors is a great place to work, because it’s a team effort and everybody works as a team. I’m sure that customers sense the relaxed atmosphere when they visit us."

This Telcom V6 was snapped at Motors in Burnie, is as obvious write-off — but its driver couldn’t afford without a scratch. Body work,machi

Held on drivers in Melbourne could have roadside assistance delivered by Victoria’s top first service technician, The BOC’s Robert Searle (left), who passed his ‘92 Service Technician’s Guild examination with flying colours, was presented with a special award by Vic Zone’s Graham Beers.

CSI TOP TWENTY

The following dealers were selected top points nationally according to the August ’92 – January ’93 Holden Customer Satisfaction Index. CSI mail survey ratings are based on a moving 6 month index and are specific to larger volume dealers.

RON POTTER HOLDEN, Bendigo; VIC SHACKS HOLDEN, Fremantle, WA

CLARE SUDHOFF HOLDEN, Malvern, SA;
JOAN YOUNG HOLDEN, St Marys, NSW

ELIERS HOLDEN, Somerton Park, SA;
‘R & B SMITH HOLDEN, Geelong, Vic,

MOTOR’S PTT LTD, Hobart, Tas

WEST CITY HOLDEN, Blacktown, NSW

JOHN ABRAHAMS HOLDEN, Cabramatta, NSW

‘CITY HOLDEN, Adelaide, SA

GERALD SLAVEN HOLDEN, Belconnen, ACT

PETER AMOR MOTORS, Ballarat, Vic.

HARRY SMITH HOLDEN, Pennant Hills, NSW

A.C. McGrath & CO, Liverpool, NSW

MOTORS LAUNCESTON, Launceston, Tas

NOBLE HOLDEN, Gosford, NSW

WINDSOR ROAD HOLDEN, Castle Hill, NSW

RENNIE HOLDEN, Gordon, NSW

PAUL WAKELING HOLDEN, Campbelltown, NSW

SONOMAWEALTH MOTORS, Phillip, ACT

These dealerships have all qualified as Holden Master Level Service Excellence Centres according to strict Service Guidelines.

NEW DEALERS

The Holden Dealer Network welcomes the following recently appointed franchisees:

KEVIN CLEESLAND, Swan IRB Holden, Swan Hill, Vic.

ANTHONY FIANO, Stockman Holden, Harvey, WA.

BARRY RICHARDSON, Barry Robertson Holden, Wyong, NSW

ROBERT VERNON, Hawksbury Valley Holden, Windsor, NSW.
EV Consortium

GM has shelved production plans for its Impact electric car and has entered a consortium with Chrysler and Ford to investigate co-operation in the design, development, testing and possible manufacture of electric vehicle (EV) components. The group will explore opportunities for common designs and specifications of electric vehicle systems and subsystems that would ultimately be used in each company’s own vehicle.

Meanwhile, GM will produce up to 50 Impact-based EVs this year. They will be provided to utilities, local governments and others who will be able to provide technical feedback and information about performance capabilities and user requirements.

Kenneth Baeuer, manager of GM Electric Vehicles, said the company was concerned by public interest in EVs, but pointed to a high degree of uncertainty in the electric vehicle market.

"Customers don't know how EVs will stack up against their personal transport needs, and manufacturers don't know how customers will react to the unique capabilities of EVs."

"This uncertainty and rapidly changing technology makes major capital investment at this time high risk," he said. "For these reasons, producing this early fleet will gain us for more valuable experience as we continue development of a commercially viable electric vehicle for the late 1980s."

RODEO REVAMP

A number of key specification enhancements and general product upgrades have been introduced in the '83 one-tonne Rodeo range.

Most significant are changes to Rodeo's petrol engine performance: maximum torque has been boosted on the 3.0 litre fuel injected petrol engine by 6Nm to 201Nm, achieved at the same rpm of 5000, while power output has been raised to 80kW now occurring at lower revs of 4600rpm.

Overall, this engine can now boast better drivability with less gear changes, improved acceleration and uphill performance. It promises exceptional performance when fully laden.

Rodeo’s tried and proven 2.8 litre turbo diesel engine is now available on both 4x4 and 4x2 models, replacing the 2.5 litre naturally aspirated diesel engine which previously powered 4x2 models. Its specification on 4x2 models will appeal to those users who don't require 4x4 but prefer the economics of diesel engines. This powerplant also develops more power and torque at lower revs than its nearest competitor the Hilux 2.8 litre naturally aspirated diesel, while the Triton and Navara opposition don't come close to matching its performance.

New Space Cab Models

Changes to the 20-model Rodeo range, which is distinguished by a new look radiator grille and front bumper, include the deletion of the 4x1 petrol truck pickup and the introduction of a DLX grade Space Cab.

The highly-specified LS Space Cab variant is joined by two new models, with the utility body deleted in favour of a cab chassis configuration to allow fitment of flat trays for more workable load space. Interior trim level is now DLX, which is more suitable for the vehicle’s intended work applications.

The Space Cab Chassis comes in a 4x2, 2.6 litre petrol variant, targeted at the building industry. The 4x4 Space Cab Chassis with 2.8 litre turbo diesel is intended for primary producer use. Both feature a large storage area behind the two bucket seats, ideal for securing equipment when off-site.

Rodeo body styles comprise pickup, cab chassis, Space Cab and Crew Cab trim levels come in DLX, LT and LS specifications.

HSV Owner Loyalty

Four out of five Holden Special Vehicles owners who responded to a recent survey said they would place an HSV product in their top three choices if they replaced their car in the next two or three years.

Almost half the respondents said their first choice would be another HSV car. Another fifteen per cent said an HSV product would be their second choice, while eleven per cent rated HSV cars as their third preference.

The HSV survey drew a thirty-five per cent response rate - way above the usual owner survey response. It showed that forty two per cent of respondents had previously owned a Holden, sixteen per cent had owned an HSV product and fifteen per cent had owned a Ford. Others had traded in a blend of Hondas, Mercedes-Benzes, Porsches and BMWs.

The survey also found that sixty per cent of HSV vehicles were owned by private buyers, with the remainder on company books.

QUICKIES

It's hard not to laugh at the Wheels magazine report about the two German motorists driving towards each other in thick fog. Both were leaning out of their windows to watch the white centre line on the road and both were injured when their heads collided.

The Australian Army has placed a $116 million order for 97 Light Armoured Vehicles (LAVs) from GM of Canada's Diesel Division. The amphibious LAVs are based on models in regular service with the US Marine Corps and Canadian Armed Forces.

There were 1971 lives lost on Australian roads last year, 140 fewer than in 1981 and barely half the 2798 recorded in the worst year of 1979.

Vauxhall has picked up a couple of nice little fleet orders in recent times. The first, believed to be one of the largest single-fleet contracts ever signed in the UK, is to supply the British School of Motorising with 50,000 Vauxhall Corsas over 5 years, with a 5 year extension option. The cars have an estimated retail worth of £80 million.

British Telecom have also signed a Vauxhall deal worth £105 million retail which involves about 10,000 vehicles, mainly Cavalier and Astras models, to be delivered over a 3-year period.

Still on the subject of Vauxhall - on Feb. 15 their Cavalier became the first mid-range car to go on sale in the UK with a driver's airbag fitted as standard on every model. The 67-litre capacity airbag is also being fitted to every Calibra and is standard on the high-performance Astra GSI 16v.

Diary date for all those who look forward to NSW's annual ALL HOLDEN DAY - it takes place in the Hawkesbury Valley on August 1. New venue is the Clarendon Showground, Richmond. A Swap Meet will be held on the same day and enquiries should be addressed to PO Box 517, South Windsor, 2756.

1992 registration figures confirm that Isuzu trucks have retained No. 1 position in the medium truck market.

Isuzu trucks begin their 21st year in Australia with a market share of 24.6%, followed by Toyota/Hino (18.6%) and Mitsubishi (14.8%).

194 people were killed on South Korean roads during a recent holiday weekend, actually a 32% decrease on the year before. The average daily road toll is 37 - that's 13,419 over. Only South Africa and Portugal have higher per capita road tolls.

GM's international operations in 1992 set sales records for the eighth year in a row. Retail sales of GM cars and trucks outside North America totalled 2.8 million, an increase of 22.8%. GM in Europe achieved all-time-high unit sales of 1.61 million Vauxhall and Opel passenger cars, with the new Astra accounting for 700,000 units in 1992.

Used cars are sought-after in Germany - a fact reflected in car theft rates, which rose 90 per cent between 1989 and 1991. Thieves may be joy-riding youths, professionals who funnel cars into Eastern Europe or North Africa, or owners who dump their cars in canals or incinerate them and then report them stolen. German thieves are also reported to prefer Opels for Furis.
Calibra Pro-Am

Fleet and retail customers turned out more than willingly for a special series of Calibra Pro-Am drive programs at racetracks in Melbourne and Sydney. Special sessions were also set aside for dealership sales consultants.

The Holden Racing Team's John Harvey supervised the driving sequences at Sandown racecourse, and there are plenty who remember their passenger seat "hot lap" for all time.

Golden Holden Oldies

Part 17: 1976 HX

Released in July, 1976 – the year that marked 50 years of General Motors operation in Australia – the Holden HX was the latest refinement of the HQ/HJ series. Major changes were low-emission, less powerful versions of each Holden engine, modified to meet strict new anti-pollution standards. Externally the HX had a new grille, revised bumpers and other minor modifications. The biggest improvement from a driver’s viewpoint was a steering column stalk (in all models) giving fingertip control of the wipers, washers, turn signals and headlight beam control.

The same year, a run of 600 Monaro ‘LE’ limited edition two-door models wrapped up eight years of Monaro coupe production.

The 5-litre V8 LE was fitted with air conditioning, a quadroconic cartridge tape player, power windows, auto transmission, front and rear spoilers, metallic paint with gold pinstriping; honeycomb-style cast wheels and other special features.

The Sandman recreational versions of the panel van and utility continued to sell well, mainly because of their strong appeal to younger Holden buyers.

Late in 1976, a silver HX sedan was released in recognition of the 50-year GM anniversary.

1976 HOLDEN HX DATA

ENGINE: 2.84-litre six-cylinder "125", 3.3-litre co-024, 4.3-litre V8 "153" and 6-litre V8 "998".


MODELS: Belmont sedan, Belmont station wagon, Kingswood sedan, Kingswood station wagon, Kingswood utility, Kingswood panel van, Premier sedan, Premier station wagon, Holden chassis and cab, Holden panel van, Holden Sandman panel van, Holden utility, Holden Sandman utility, Monaro GT5 sedan, Monaro LE coupe, Statesman de Ville sedan and Statesman Caprice sedan.

PRICES WHEN NEW (INCLUDING S/TAX): $5186 (Belmont six-cylinder sedan), $5522 (Kingswood six-cylinder sedan), $5854 (Statesman).

DIMENSIONS (BASED ON): Length: 4854 mm; Wheelbase: 2619 mm; Width: 1857 mm.

IDENTIFICATION: Similar body to HQ and HJ with separate grille and headlights on models other than Premier; wider, extruding vertically slatted grille featuring Holden badge in centre; model name appears on rear of front quarter panel above protector strip.

TOTAL NUMBER BUILT: 110,669.

Holden Highlights 1976:

- GM celebrates 50 years in Australia.
- The HX Series Statesman luxury sedan, available in De Ville and Caprice versions, is announced.
- LX Torana range unveiled, with a sedan body and the first locally-produced hatchback. There is also a choice between four-cylinder six-cylinder and high-cylinder engines. Just under 50,000 LX Toranas are produced, including 9575 hatchbacks.
- Late in the year the four-cylinder LX Torana is revised and relaunched as the Holden Sandox Sedan. Sedan and hatchback variants are offered, both equipped with the new Radial Tuned Suspension system.
- Bob Morris and John Fitzpatrick win the Hardie-Ferodo 1000 in a Torana.
GARDNER AND MEZERA IMPRESSIVE IN ATCC OPENER

The Holden Racing Team set the pace early at Sydney's Amaroo Park circuit on February 28 when Tomas Mezera took the first points allocated for Season 1995 with a hard-won pole position. HRT entered two Holdens for the first time in an ATCC round, and team regular Mezera was joined by touring car racing's most high-profile recruit, ex-motorcycle World Champion Wayne Gardner. Despite a late start to the season, it was obvious that HRT meant business when it came to qualifying. Gardner surprised everyone with a third-quickest session time the day before the race and Mezera showed he'll be a force to be reckoned with this year with a pole time of 51.26, confirmed by a winning effort in the 1987 Peter Jackson Bathurst. Gardner, who gridged up seventh, said he regarded the chance to join HRT as a sensational opportunity.

"This whole thing is a big challenge for me. The interest in motorcycling started to wear off a bit and it's a chance to start a new career. As far as I'm concerned, it's the right time, the right place, in a team with all the right ingredients."

The 28-lap main event at Amaroo was a crash and bash derby which had the capacity crowd screaming for more. The track was blanketed with wrecked cars by mid-race and the race was re-started, with Mezera in front position holding John Bowe's Falcon at bay. Bowe bladed off the line and held his advantage, while Mezera picked up some track debris to cut a rear tyre. Fitting for replacements ruled him out of a top placing, but Gardner meanwhile flew the HRT flag with gusto.

He changed through the field, slowing past the likes of Alan Jones, Peter Brock and Neil Crompton to secure a fine fifth place despite the lack of a front spoiler, victim of an earlier skirmish.

TURBO CALIBRA FOR TARGA

South Australian rally see Ed Ordynski and co-driver Lyndon Wilson will campaign the acclaimed Calibra Turbo 4x4 for Holden in this year's Targa Tasmania event. The much-awaited 245 km/h German speedster will be introduced to the Australian market by Holden's later in the year as an addition to the current Calibra range.

The Turbo 4x4 has won rave reviews in Europe, and its performance and handling characteristics should be ideally suited to the torturous Tasmanian terrain. The car will be rally-prepared under the guidance of veteran George Sheppard, best known for masterminding Commodore's convincing 1-3-3 result in the 1978 Repco Round Australia Rally. Team sponsors include Holden's Engine Company and Bridgestone Tyres.

The Holden drive is a one-off affair for Ordynski, seconded for the occasion through the generosity of Mitsubishi.

"Targa Tasmania is a great concept and is shaping up as the most important motor sport event in Australia," Ordynski said. "Four wheel drive turbo cars are my specialty. The Calibra stacks up well on paper and should perform because of its excellent power-to-weight ratio. Competing on tarmac will be quite different for me, but I'm really looking forward to getting into it," he said.

The event, in its second year, covers 2,600 kms over five days – April 28 to May 2. Other high-profile nameplates include Kerry Packe, Sale Of The Century's Goon Ridge and "Awesome Fourzona" gold medallists Jamie Tomkins and Andre Cooper in an HSV Commodore.