Driving the Holden message home:

IT'S ALL SYSTEMS GO!

Turn on, tune in — and what do you see? The start of something big ... an ongoing Holden advertising campaign that's set to show that we're achievers in every sense of the word. Note the word ongoing. We'll be making our presence strongly felt on TV and in print for a long time to come, driving the Holden message home nationally, putting the heat on the competition in every way we can.

Just for openers, the all-out 'Holden Family' media blitz on the Light Commercial range demonstrated beyond a doubt that we really mean business. Add to that the Commodore/Camira factory bonus campaign, our high-profile Sale Of The Century prize sponsorship and the latest series of corporate television commercials and you begin to understand the multi-faceted — and determined — nature of this attack.

The three new commercials resulted from research which showed that consumers weren't as aware as we'd like them to be of GMH company achievements and the strength and depth of the Holden range.

Continued on Back Cover ...
Brisbane Sunday Mail (Jackaroo)

“It works so well in four door form that you wonder why this wasn't done years ago. Families will find this package much easier to live with... Whether going bush or simply posing around the trendy suburbs, the Jackaroo rides better than ever. It was rarely unsettled during our drive that combined modest speeds in towns, cruising along the open road at a car-like pace and trotting along bush tracks... the turbo diesel... is a refined performer... It is so quiet and responsive that passengers aren't likely to realise there's an oil-burner under the bonnet.”

Adelaide News (Rodeo)

“But the Rodeo probably holds the key to Holden's overall success in the commercial arena. With the addition of new models and significant refinement to existing units, Rodeo represents an array of pick-ups and cab-chassis models... Owners will find it stable on expressway, happy on bends at moderate speeds and pleasant to drive. It handles dirt surfaces well... The rare combination of performance, economy, space - and its appealing nature - make Barina a car which everyone should drive at least once - if only to know just how good the latest baby cars are.”

National Times (EFI Berlina Wagon)

“The performance difference is nothing short of astonishing. And the injected six even sounds as if it is enjoying its work, revving contentedly and quickly to 5,000 rpm... Its greatest attribute is value for money and it continues to be a more pleasant car to drive on the open road (and to manoeuvre in tight spaces) than the Ford Falcon.”

Adelaide Advertiser (Rodeo)

“... another main feature of the new Rodeo range is a model called the Space Cab... there is extra cabin length behind the seats for carrying gear you want to keep more secure or separate from the ute load. And the Rodeo Space Cab has a high roof for better head room and a more spacious feeling... The new 2.3 litre petrol motor is quite impressive. It runs very smoothly and quietly and has good power... with the five-speed transmission the improvement in hill climbing and higher speed cruising is clear.”

Brisbane Sunday Mail (Jackaroo)

“... the package is a handy mover... Offroad, the new Jackaroo is still as gutsy as the old job, A high-low range and limited slip differential help it to get through some pretty tough going. In fact, the test Jackaroo made it to the top of a greasy clay slope that defeated an accompanying Range Rover. Much to the embarrassment of the R-R driver.”

Burnie Advocate (Barina)

“Barina is a genuine family car with ample room for two adults and two children... Barina is the cheapest new five-door on the market - but not one you would apologise for owning. Most people would delight in showing off how much passenger room is crammed into an overall length of 3.6 metres or how lively the car is when driven in earnest... the engine is a remarkable unit, not only in its willingness to accelerate vigorously and smoothly, but its ability to lug along in fourth gear from low speeds... The mini-flier clocked a 0-100 km/h time of 11.6 seconds, placing it amongst some formidable small cars, including the Mini Cooper with which it is often compared... Owners will find it stable on expressway, happy on bends at moderate speeds and pleasant to drive. It handles dirt surfaces well... The rare combination of performance, economy, space - and its appealing nature - make Barina a car which everyone should drive at least once - if only to know just how good the latest baby cars are.”
America's Cup Calais
A limited edition America's Cup Calais is now on sale.
Exclusive to Western Australia, the special Calais represents part of Holden's sponsorship of the 1987 America's Cup Defence.
Each Calais has a certificate testifying to its authenticity and is individually numbered. Distinctive features include America's Cup badging and official sponsors' "twin sails" decal. During a special Perth ceremony on July 23, GMH executives handed over America's Cup Calais No. 1 to Royal Perth Yacht Club Commodore Peter Dalziell.
GM Rivalry As one of six major sponsors of R.P.Y.C.'s effort to defend the 1987 America's Cup Challenge, General Motors-Holden's has pledged to contribute a total of $350,000. Meanwhile, we learn that our American cousins at Cadillac Motor Car Division have thrown their considerable corporate muscle behind the New York Yacht Club's challenge. We don't know how much Cadillac is spending on sponsorship of (arguably) the No. 1 U.S. contender, but it sure wouldn't be peanuts. Some good-natured rivalry in the form of nose-thumbing and raspberry blowing is expected to ensue.
Holdens on 'Sale'
What a great vehicle for our great vehicles! TV's consistently top-rating Sale Of The Century now offers best-buzzing contestants two GMH vehicles as prizes. Co-hosts Delvene Delaney and Tony Barber pose with a Calais/Jackaroo combination. Other Holdens to be featured, usually in conjunction with Commodore/Calais, will include Camira, Gemini and Astra. It's also planned to feature specially optioned vehicles and some winners from the HDT Special Vehicles stable.
It's good to see the Aussie product ... especially ours ... featuring after all those German-accented years.

Auction System Launched
The new Fowles Overett Auction System for used car dispersal was successfully launched at Fishermen's Bend on Tuesday September 3.
The auctions, to be held fortnightly, replace the tender system previously employed for the sale of GMH executive and rental vehicles. Auctioneer David Fowles offered a total of 120 vehicles to GMH dealers at the first auction, and 117 were sold. Dealer reaction was positive, and all commented on the professionalism of the event.
Graeme Comben, General Manager of Ballan Holden, Werribee, believes the auction program to be a definite improvement on the old system.
He said: "We can now plan our stocking program and 'fill the gaps' with much more accuracy. We went to the auction with specific vehicles in mind, bought four, and could have picked up two or three more."
There was further favourable comment on the sales aids made available and the 4-star and 5-star vehicle ranking system, which is to be followed up by newspaper advertising so that GMH executive and rental vehicles can be readily identified by the public on dealers' used car lots.
GMH Director of Marketing, John Loveridge, said that it was great to see such a large number of Victorian dealer principals present at the auction and predicted that it would become a regular social event. He went on to say that Autocare should be complimented for the excellent presentation of vehicles. After the auction, GMH Directors mixed with all participants, and ample supplies of coffee and pies and a first-class chicken luncheon were served. While many dealers reckoned that they were paying a good price for vehicles offered, demand remained keen throughout the auction. It is expected that the level of prices to be established through this mode of operating will create a greater appreciation of the real value of top quality used GMH vehicles.
Strange Statesmen
Is nothing sacred? That stretched Statesman limousine was fair enough, but (sob) look at these!
A 4WD Statesman (yes, it's a Caprice) was one of the more unusual entries in the recent S300 km Sydney-Darwin Wynn's Safari Rally.
Crewed by Melbourne's Andrew Stott, Mark Davies and Dave Stuchbery, the Statesman not only made the distance but managed a 3rd in its class and a creditable 19th placing overall. A product of Vehicle Engineering and Modifications of Launceston, it's powered by a worked 5 litre V8 with a worked Turbo 400 automatic hooked to a DANA transfer case which directs the drive to a DANA front and rear end.

Much more in keeping with the image is Ray Smith's 1984 Caprice Coupe, officially designated thus for registration purposes.
A long-time Statesman admirer, Ray had always regretted the fact that there wasn't a coupe version available. No matter: as the head of Smith's Motor Body Works in Chelsea, Vic., he had the wherewithal to build one himself.
The coupe mid-section incorporates part of a Monaro body shell, but most components are standard WB Caprice issue. Construction was regularly inspected by a GMH engineer. On the road, the coupe attracts its share of attention. "It's quite funny", says Ray, "you'll see people drive past you, then do a double take and slow down to take a second or third look to check it out. Even then some of them can't believe it."
GENERAL NEWS

Collector's Item

When this Gemini rolled off the line at GMH's Acacia Ridge factory in Queensland earlier this year, it marked the end of two eras.

It was the last car to be produced by the plant... and the final representative of a 10-year generation of rear-drive Gemini models numbering almost 250,000.

To mark the occasion, plant workers affixed a small brass plaque to the car and sent it on its way, unheralded.

We now report (better late than neve) that this special Gemini turned up fairly close to home at Motorama Holden, Springwood, Brisbane. Owner Darren Colburn (right), pictured here accepting delivery from General Manager Bob Broadhurst, could find himself pursued in years to come by dedicated Gemini fanciers offering tidy sums for his "surprise" collector's item.

New Test Centre

Bosch Australia, closely involved with the development of EFI and electronic spark timing systems for Commodore and Camira, plans to build a world-standard automotive test centre in Melbourne.

The $3 million facility will develop the next generation of engine and drive-line management systems for local cars. Bosch's chief Australian engineer, Mr. Gerry Erbrink said: "If Australia is to have a viable automotive industry in the future, the country needs facilities like the engine test centre."

On the subject of electronic fuel injection, U.S.-built passenger cars with EFI now dominate the market for the first time. In 1984, only 37.3% of domestic cars were fuel injected, while 1985 figures to date show a sharp rise. More than half (54.7%) of all U.S. passenger cars, including turbos, now come equipped with fuel injected petrol engines.

Flag Awards

The Australian National Flag association recently presented GMH with an Appreciation Award for the use of the Australian flag in advertising, displays and promotions.

During a July function at Sydney's CBA Centre, 17 Appreciation and 24 Business Awards were made by the Association.

Mr. Leslie Muir, Chairman of Muirs Motors, Ashfield and Ryde, also accepted a special award from Sir Colin Hines, President of both the Australian National Flag Association and the Returned Services League. Muirs fly thirty-eight flags at all times at both dealerships, and the award recognises their contribution to the promotion of the Australian Flag.

4WD Education Program

As winners of a wholesale incentive program, NSW District Managers Bruce McAustian and Doug Black recently undertook a one day 4WD driving course under the instruction of Ray Conway of 4WD Education. At one boggy stage of the exercise they could have been forgiven for thinking that second prize was a two day course... but both agree that the program, using Jackaroo and Drover, was a worthwhile undertaking and should be recommended especially to Light Commercial Centre dealerships.

Ray Conway reports that the Jackaroo came through rough terrain tests with flying colours and the light, easily manoeuvrable Drover proved itself equal to all tasks.

The novice drivers? They "handled their vehicles extremely well."

Anyone splashing prices on the windscreens of these 'used cars' on display outside Heinicke Sales (Clare S.A.) would have some irate owners to contend with! Earlier this year, Heinicke Sales sponsored the 10th Anniversary Rally of the Veteran and Vintage Chevrolet Association, S.A. Branch, which attracted enthusiasts from various States. The venerable vehicles contrasted sharply with Heinicke's modern premises, which include one of the largest undercover new vehicle display areas in Australia. The dealership, headed by Barry Heinicke, was franchised in 1984 and is situated in vintage S.A. wine country.

Did grizzled veteran journalist Bill Tuckey, broadcaster and author of the annual James Hardie 1000 bible, have some words of wisdom for Mobil/HDT's newest team driver? New Zealander David Oxton met the press at HDT headquarters after the official unveiling of the Bathurst race Commodores.
Streeting 'Em

Those UpFront readers who also include Australia's biggest selling motor magazine on their list of mandatory reading matter will no doubt recognise this Torana as the subject of a recent cover story.

The same people emit glad cries at the sight of an immaculate Humpy and speak with ease of bottle fed big blocks, tunnel ramming, Z-gate shifters, rapid rodents, stockers and Yokies.

Just in case you don't happen to be one of those people and assume that our most popular motor mag is probably something like Wheels or Modern Motor, we'll put you straight.

The journal in question is Street Machine - and it's entirely devoted to the time, money and marriage-consuming business of making a personal statement via the individualisation of one's motor vehicle.

We're rather fond of Street Machine, mainly because every other page reveals a Holden that's obviously - and quite properly - the central passion of someone's life.

The aforementioned Humpy, for instance, is actually a nickname based on the unmistakable lines of the glorious 48/215 and FJ Holdens. The Aug/Sept issue has one called Black Peart, owned by a Brisbane plumber; a straight '53 former non-goer refurbished with such class that it's one of the best cases yet for transparent bonnets.

Also featured are an HQ LS Monaro presently stripped to socks and undies that's being Done Right ... a gun HD trophy winner ... a well presented HG that took five patient years to perfect ... a nitrous sniffing EH ... another EH (one of the all-time classic home grown street machines) described as an 'absolutely bloody knockout' ... a slippery V8 LJ Torana ... an arresting lime green 'Trana' ... the never-to-be Phase Three Monaro ... even a very tidy silver Brougham!

But we digress.

The hero King Rat Torana, billed as 'Australia's Fastest' looks fairly innocent, although the bonnet air scoop and gauges sitting in front of the windscreen do hint at something out of the ordinary.

Lurking beneath is a snug fitting nitrous-assisted 454 Chevy Rat hooked up to a Turbo 400 and 9 in. rear end. Given a laughing gas boost at the flick of a switch, the car reaches 137 mph in 9.94 seconds.

Although minder Geoff Paton has the regulation parachute fitted, he finds that WB Holden brakes pull the car up fine. This information will no doubt prove particularly useful to 'chuteless WB owners contemplating similar speeds.

Back on the street and among its 'stock as a rock' Torana relatives, King Rat, which still sports standard springs and shocks, exhibits more docile behaviour. However, we wouldn't bother trying it on at the next set of lights.

Camira TV Success

NSW Zone Sales Manager Barry Turner reports that a Camira retail TV campaign run by the Metropolitan H.D.A.S. group in June/July was a solid sales winner.

He says: "JD Camira sales had slowed prior to this commercial being activated, and a measure of its success can be gauged by a review of the following statistics, which depict weekend sales results at 20 selected Sydney points."

Camira Sales as % of Total Passenger Sales:

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<th>Weekends</th>
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<tr>
<td>1</td>
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<td>7</td>
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Sydney showbiz identity Norm Erskine fronts the Camira retail commercial.

Thrash Program

Bright, shiny new vehicles don't stay that way for long once we deliver them into the clutches of that gung-ho breed known as the motoring journalist.

In mid-July, as part of the launch of Holden's new Light Commercial range, a Press Drive Program was held in rural surrounds at Dubbo, north-west of Sydney.

As the pictures show, those cowboy correspondents don't spare the horses.

Of course, given names like Jackaroo and Rodeo, it's possible that some were actually attempting to ride these vehicles into the ground ... break them in ... or simply break them. Not a chance, fellers.

Movers

GMH Executive Director of Finance Mr E.E. (Woody) Leathley is retiring after 44 years' service with General Motors. His successor is Mr Kenneth P. Clayton, formerly Executive in Charge, Organisational Studies, General Motors Corporation. A member of the GM organisation for 27 years, Mr Clayton has most recently been involved with the development of many structural changes that have occurred in the U.S.
This October, for the first time in twenty years, Bathurst will take on a decidedly international flavour.

Our own Holden Commodore will line up as Australia's sole 'home grown' representative, taking on some of the world's best Group A contenders. These include names like Jaguar, B.M.W., Volvo, Alfa Romeo, Ford Mustang, Toyota, Mitsubishi and Nissan. The majority of these entrants are experienced and well-prepared; all are determined to end Holden's recent dominance of this premier endurance event.

What are our chances of success? They rest largely in the gloved hands of eight-times Bathurst winner Peter Brock.

It's well known, but still satisfying to relate, that Brock and Co. at the Mobil Holden Dealer Team have held a mortgage on Bathurst with a remarkable win ratio over the past fifteen years.

Bathurst 1985, however, is something else again - and the man who has started favourite so many times is well aware that the odds about him taking the King of the Mountain title this time are longer than they've been for some time.

Referring to the Mobil/HDT Commodore's performance during its first season of international Group A touring car racing, Brock said that he thought the team had come a long way in a short time.

"Normally, it takes two or three years for a new race car formula to settle down, and for the racing to become reliable and competitive. I reckon we've gone a couple of years down the road with Commodore in the six months since we've joined the established cars from overseas.

"We've been reasonably competitive, despite a few problems. Bathurst is essentially kind on tyres and this fact, together with the improved power/weight ratio of our new Commodore, should hold us in good stead.

"Comment has been made that we are now running under new concessions and freedoms. This is not the case. Both CAMS and world regulations stipulate that you build the cars, then you get them accepted. You have to earn everything you get, and that's exactly the situation for us with Commodore."

"Although many other Commodores are in early stages of development, it's obvious that quite a few teams reckon that the car will make its presence felt at Mount Panorama in October, and GMH should be proud of that level of contribution to Australian Motor Sport.

Brock will be joined by international David Oxton in the Mobil/HDT 05 Commodore, while veteran John Harvey will again pair with Tasmanian David Parsons.

Brock admits that the factory Jaguars are entitled to favouritism.

"We can only hope that their lack of competitive racing over the past few months may reveal a chink in their armour. It's no easy job surviving 1,000 kilometres in the James Hardie, and while Holden's have got the score on the board, it's up to the others to prove that they can hang in there over that distance on that track."

"We at Mobil/HDT know there's no such thing as an easy win in these sort of races, and our whole team will be fine tuned for this ultimate challenge."

"We just might surprise a few people."
These enable up to 217 passengers to be carried in tri-level luxury at a top speed of around 30 knots. The Spirit of Victoria makes daily Bay excursions and is available for conferences, exhibitions and school outings. A second and larger ferry may be built (also, we trust, with Detroit Diesel engines) freeing this craft for a regular commuter service.

**Berlina "V8 Beater"**

For some time, Modern Motor has run a series of articles detailing the progress of this rather singular red Berlina. Editor Barry Lake commissioned 'Project Berlina' as an interesting exercise centred on proving the contention that a good six can beat a V8.

The chosen vehicle, in standard 3.3 litre EFI form, was purchased from Suttons Motors, Chullora and given over to the tender ministrations of HDT Special Vehicles.

Large amounts of time and money later, 'Berli' was ready for the test track, complete with a host of engine modifications, Borg Warner T5 five-speed gearbox, HDT body kit, HDT Group 3 suspension kit, Bilstein gas pressure shock absorbers, Yokohama A008 tyres, Scheel seats, limited slip diff, cruise control, etcetera, etcetera.

After a two-way run at Oran Park 'with a full tank of fuel, like a top-weighted horse in the Melbourne Cup', the average worked out at 16.11 seconds for the 400 metres and 9.92 for the 0-100 km/h.

This beat MM's best times for 4.2 litre V8 Commodores, 5.0 litre automatics and even a 5.0 litre SS tested in March '84.

Asked whether he felt that spending around $24,000 on the six cylinder car was worth it, Lake said that although a similarly priced V8 was perhaps a better long-term investment, he was more than happy with his smooth-performing Special Vehicle.
**DEALER NEWS**

**Qld Showcar Success**

The high-profile Golden West Dealer Group scored top promotional points with their “Showcar Of The Year” competition held in Toowoomba on June 28/29th. The well advertised event, open to all original and modified GM vehicles, was co-sponsored by Mobil and TAA and prizes were presented by special guest Peter Brock. Highlights included a grand street parade of over 100 vehicles which covered 7 city blocks, Gala judging of the 66 entrants watched by well over 3000 people and a presentation dinner attended by 200 guests at Toowoomba's Picnic Point Restaurant.

Section winners received trophies and presentation photographs while a Mint condition 48-21.5 won owner Roy Johnson the Outright Prize of a Dunk Island holiday for two.

A demonstration drive campaign, “Test The Best With Golden West”, ran concurrently with the Showcar promotion, and two winners received Sunshine Coast weekend holidays for two.

District Manager Eddie Williamson says that the dealers plan to repeat ‘Showcar’ next year, and major sponsors have already expressed their willingness to participate.

**W.A. Convention**

Those whose teeth still chatter at the memory of Melbourne’s Light Commercial Dealer Convention have reason to envy their West Australian counterparts. Introductory functions were held in definitely upmarket surrounds at Perth’s new Merlin Hotel. Pictured are some of the 100 fleet customers who responded to an invitation to drop in and discuss the new range during a four-hour afternoon viewing period. Also the object of much attention was an America’s Cup Calais on display at the same time in the Merlin’s atrium foyer.

**Welcome Aboard**

GMH is pleased to announce the recent appointments of several new Holden Dealers. We extend a warm welcome to the crew and confidently look forward to a long and mutually beneficial association.

Brian Gill Holden, Morphett Vale, South Australia.
Peter Kelly Holden, Murwillumbah, NSW.
Camerons of Condobolin, Condobolin, NSW.
Border Holden, Goondiwindi, Qld.

**Seven Prize Astras**

Garry & Warren Smith Pty. Ltd. of Oakleigh, Victoria, recently participated in an ambitious prize promotion with the Safeway supermarket chain. Main prizes in the Safeway $250,000 Birthday Bonanza were seven Holden Astras.

New Car Manager Jim Lambie says that the competition was based on scratch-off game tickets given to Safeway shoppers. The object was to collect all eight Astra ‘jigsaw’ pieces and attach them to the Safeway game sheet. Cash prizes of various amounts were also available. He added: “Safeway have 70 stores in Victoria, N.S.W. and Queensland. Our company name and the GMH logo appeared on all point-of-sale material, and all advertising mentioned Astra and Garry & Warren Smith. The GMH logo and dealership name also appeared on 11 million game tickets, 9 million of which were distributed in Victoria, and 1.6 million collector sheets. We feel it was a good promotional vehicle for our organisation and GMH.”

Managing Director Warren Smith presents the first Safeway Bonanza winner, Mrs. Nola Port of Mulgrave, Victoria, with her Astra prize.

**NSW Sales Executive Club**

Top achievers from the newly formed Sales Executive Club of NSW attended an inaugural business meeting/presentation luncheon in July. The Club is for Metropolitan New Car Sales Managers, and on this occasion fifteen members were presented with awards for achieving both Passenger and Light Commercial targets for the April-July period. To the number of Sales Managers who missed out by just a Light Commercial or two... better luck next time!

Terry Fearnley ((left) Australia’s winning International Rugby League Coach, congratulates Alan Bryant of Giendon Motors Holden, Nowra, on winning the “GMH Sales Performance Champions” award, watched by Barry Turner, NSW Metropolitan Sales Manager.
Sell Championship

All winners of individual dealership contests in the Holden Six Position Sell Championship have now competed in District finals. There were many fine displays of professionalism, befitting the concept of this program, and excellent standards of product knowledge are being achieved.

Among the Sales Consultants who entered the championship was Jim Morrison of Greg Ball Holden, Miranda, pictured here 'selling' a Commodore to his Sales Manager, Alan Fisher. Although Jim missed out in the District finals, the experience gained will no doubt prove valuable. National Championships are set for November and will be held in Melbourne.

SDS Status

As at September 2, 1985, the following dealerships have Master Level Service Centre status:

- Eagers (Northside) Nundah
- Eagers Retail Pty Ltd (including Eagers (Southside)) Newstead
- Les Vagg Holden Pennant Hills
- Wagga Motors Wagga
- R & B Smith Pty Ltd Geelong
- The Big Garage Bairnsdale
- Garry & Warren Smith Pty Ltd Oakleigh
- Glendige Motors Pty Ltd Malvern
- E.H. Hage & Co Tanunda
- City Motors Pty Ltd Perth
- Melville Motors Pty Ltd Melville
- Manley Stanwell Pty Ltd Albany
- North City Pty Ltd Osborne Park

Senior Level Services Centres are:

- Ireland Holden Cairns
- Kensell’s (Tamworth) Pty Ltd Tamworth
- Peter Amor Motors Ballarat
- Callaghan Motors Pty Ltd Warrnambool
- City Holden Adelaide
- John H. Ellers Pty Ltd Glenelg
- Donlee Motors Pty Ltd Broken Hill
- Phoenix Motors Pty Ltd Wanneroo

Mark Loveridge (left) principal of Manley Stanwell Holden, Albany W.A., accepts the SDS Master Level "World in Hand" award from Jim Butler, GMH Director of Manufacturing.

John and Gordon Braid, (centre) joint Managing Directors of Wagga Motors, received the SDS Master Level Service Centre bronze sculpture during a ceremony attended by GMH Director of Manufacturing Jim Butler (right) and General Service Manager Errol Croll (left).

Execs in Field

During the recent Factory Bonus sales campaign, several executives from Central Office Marketing Department ventured out, with District Managers, to visit dealers in each Zone. From reports received, these visits were welcomed as a display of enthusiastic support of retail merchandising activity.

In the words of one Dealer: "Our visitor was sort of viewed as a potential enemy, but farewelled as a welcome friend!!"
First, we must make the shopping experience easier and more pleasant. Second, we must make delivery a satisfying, even exciting, experience. Third, we must assure customers that we are actively and sincerely responsive to their problems. Fourth, we must help our dealers to improve the quality of their service. The fifth Imperative, as we work on the first four, is that we must measure and reward our progress.

"I've told you how we're achieving customer satisfaction today ... but what about tomorrow? First, I can see that new technologies will help us devise creative ways to carry out the five Imperatives in the years ahead. We might segment the dealer's various functions, so as to reach our customers more effectively. Here I'm thinking of such innovations as sales-only, satellite showrooms" in shopping malls ... or authorised, service-only operations.

"Certainly we could use personal computers for looking up specs and ordering. That concept has already been successful here, in pilot projects. It's now being investigated in Australia and is a definite part of Holden's plans for the not-too-distant future.

"Perhaps we could use computer terminals and data bases to make product knowledge available to customers, in relatively small areas, away from showrooms. We might even send discs to prospective customers so that they can 'shop' on their PCs at home ... and maybe someday tie those PCs to a GM mainframe.

"I can even foresee the day when we'll diagnose service problems with the aid of artificial intelligence. In fact, it's already happening. In one of our recent test projects, an expert system successfully diagnosed 140 real-life cases from the Technical Assistance Centre ... in exactly the same manner as an expert technician."

"The other change that will affect the way we deliver customer satisfaction is taking place among our customers themselves. The automobile market is growing more segmented and less loyal. New segments form and acquire buying power and product loyalty ... and we must respond to them."

"Let me close with a couple of thoughts about our business. I hope that the people who only a few years ago had given us up for dead have by now realised that the funeral has been cancelled. We are alive ... and vigorously so. Our industry is a place of rapid and significant change, with exciting things happening everywhere. And GM too is in transition. We don't merely change in response to necessity. Today, we are an outfit that actively seeks change, and often in places where we never sought it before."

"Of course, since GM is a worldwide organisation, Holden's is an important part of all this change. I congratulate you for your strong sales comeback ... and for remaining stalwart partners of Holden's through the years of adversity. The successes of our new product have really helped Holden's turnaround and I, for one, am looking for better times ahead."

"Vorhes Chevrolet of Moline, Illinois, recently opened a satellite outlet, the first of its kind, in a nearby shopping mall. Principal David Mills said that nearly 400 people visited the unique showroom in its first 2 weeks, during which 10 cars and 2 trucks were sold. These are delivered at the main showroom.

WORLD NEWS

Saturn and Tennessee Waltz

General Motors announced on July 29 that the planned $5.5 billion Saturn manufacturing and assembly complex will be located at Spring Hill, Tennessee.

The decision was greeted with glee in Tennessee and with disappointment by officials from the 38 states and dozens of cities who had pitched for this 6000-job industrial prize.

According to a G M spokesman, the Saturn factory will be "the largest manufacturing complex that anyone has ever built at any time." Saturn Corporation was created in January as a highly autonomous subsidiary of G M to produce a line of small cars. As G M's first new domestic nameplate since Chevrolet in 1918, Saturn will use advanced technology, electronic business systems and improved human relations to reduce the cost advantage foreign manufacturers now have. In doing so, Saturn will also serve as a learning laboratory for improved competitiveness throughout the organisation.
Saturn President William E. Hoglund said that during GM’s intensive 7-month site search, over 1,000 locations were suggested and enough data to fill 20 large filing cabinets was supplied. To avoid a bidding war, all proposals were kept strictly confidential. He added that 15 critical disciplines helped in the search, and more than 60 different factors, such as cost of taxes, water, electricity etc., and proximity to railroads, water transportation and interstate highways were considered before Spring Hill, a farming community about 30 miles south of Nashville, was identified. In full production, the plant will create an annual payroll of SUS200 million, while up to 1,200 engineering-related jobs will be provided at Saturn’s operational and engineering headquarters, to be located in Detroit.

**Electronic Road Maps**

Goodbye, paper road maps ... hello electronics.

GM recently bought the rights to the unique car navigation technology of California firm Etak, Inc.

Their system, called the Navigator, displays electronic maps on a dashboard-mounted viewing screen and continually pinpoints the location of both a vehicle and its destination. As the car moves, the electronic map is updated and recreated once every second, showing the driver’s surroundings changing just as they change through the vehicle windows.

The vehicle remains at the centre of the screen while map features – streets, highways, landmarks – move around it. What’s ahead in the windshield is ahead on the screen no matter how many times the car turns, no matter what the geographical direction.

By touching a button, the driver can zoom in on the car’s position with all streets highlighted and legibly labelled. Changing maps is no problem; they’re on cassette and inserted in the same way as a tape.

Etak’s system, which does not rely on an external communications source such as a satellite and needs no driver programming, is no pie-in-the-sky project ... it’s available now and can be installed in all cars and trucks. GM have exclusive rights to use the Navigator in vehicle manufacture in the U.S. and Canada ... but officials of Delco Electronics, which will produce the equipment, say that this may still be a few years off.

**WHAT'S NEWS?**

Auto Invasion Plans Revealed

Recently declassified U.S. military maps dated 1945 and dealing with the forestalled invasion of Japan reveal that naval planners took an automotive tack when naming beaches for amphibious landings.

“Operation Downfall” as the massive invasion was code-named, was to begin on Kyushu, southernmost of Japan’s islands. Main zones were designated Town Car, Station Wagon, Limousine, Roadster and Taxicab.

The beaches themselves began alphabetically on the east coast with Austin, Buick, Cadillac, De Soto, Essex, Ford, etc., and went through Lincoln, Mercedes, Oldsmobile, Pontiac and so on to Rolls Royce, Stutz, Winton and Zephyr on the west coast.

Smaller outlying islands were given the names of different automobile parts. The inhabitants of Koshiki Retto, for instance, may be inscrutably entertained to learn that their beaches once carried such evocative handles as Brakedrum, Dashboard, Gearshift, Hubcap, Toolbox and Windshield.

Logistical planning was well advanced, and it’s reported that not even those in the highest levels of Pacific command knew of the atom bomb until just two weeks before Hiroshima.

Had “Operation Downfall” gone ahead, it would have involved the largest naval force ever assembled, tens of thousands of planes and an estimated 4.5 million men.

Forty years on, lest the irony escape anyone, Japan has managed to capture some automotive beachheads of its own.

**What’s News?**

We’ve heard of industrial sabotage, but really ...

According to the Detroit Free Press, assembly line workers at Ford’s Saline, Michigan, plant are having adrenaline levels boosted by poisonous Black Widow spiders which keep scuttling briskly out of foreign-sourced dashboard parts.

A Ford spokesman said, “There have been no injuries as a result of any of this, but obviously it is thoroughly disgusting.”

We’ll bet it is. Especially for the shanghaied, stumped-on spiders.

* * *

Didja hear the one about the cow cocky who ordered his new car with every option known to man, then fainted away when he saw the all-up price?

He extracted revenge when the dealer who sold him the car came out to buy a cow for his hobby farm. The bill looked something like this:

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Cow</td>
<td>$200.00</td>
</tr>
<tr>
<td>Extras:</td>
<td></td>
</tr>
<tr>
<td>Two tone exterior</td>
<td>45.00</td>
</tr>
<tr>
<td>Genuine leather</td>
<td>125.00</td>
</tr>
<tr>
<td>Upholstery</td>
<td>20.00</td>
</tr>
<tr>
<td>Dual Horns</td>
<td>60.00</td>
</tr>
<tr>
<td>Product Storage</td>
<td>40.00</td>
</tr>
<tr>
<td>Compartment</td>
<td>75.00</td>
</tr>
<tr>
<td>Dispensing Devices</td>
<td>35.00</td>
</tr>
<tr>
<td>Extra Stomach</td>
<td></td>
</tr>
<tr>
<td>Fly Swatter</td>
<td></td>
</tr>
<tr>
<td>Total (plus del.)</td>
<td>$615.00</td>
</tr>
</tbody>
</table>

U.S. car thieves are in for a surprise if inventor William Reagan’s clever electronic alarm idea takes off.

Motorists will install $500 electronic transmitters and State Police will be equipped with $2,500 tracking devices.

The thermostat-sized transmitter lies dormant in a secret location in the car. However, if the vehicle is reported stolen, police simply activate the transmitter and trace the hot car.

Noting that bank robbers usually drive stolen cars, a gleeful official said, “We’ll get them on the way to the bank!”

**U.S. News?**

Let’s hear from you!

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

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

Up Front Magazine,
Pemberton Publicity Services,
152 Bridport Street,
Albert Park, Vic 3206
Phone: (03) 690 6627, 699 3470
TWO OF THE BEST

Appearances to the contrary, these distinctive machines aren't straight off the boat.

They are, of course, performers from the HDT Special Vehicles stable — the latest Calais Director and SS Commodore Group III.

Siting them on the dock isn't such a bad idea, because it helps to point up the fact that only a few astronomically-priced imports — and certainly no Australian-made cars — come within cooee of these world-class performers.

Main changes made by the perfectionist crew down at Bertie Street are suspension improvements to provide superior ride and handling, engine refinements to optimise fuel economy and performance.

The supple suspension pack incorporates recalibrated springs and shock absorber valving, revised strut mount and stabiliser bars and new suspension geometry to further enhance handling capabilities. The results of these developments are motor cars that respond readily to driver input and provide a safer, quieter, smoother and more stable ride under all conditions.

Aerodynamics have also been improved. SS Commodore Group III utilises the previous “Group A” grille and a revised flow front air dam to improve engine cooling.

Calais Director also benefits from HDT's motor sport experience with the incorporation of the HDT grille to improve radiator airflow. This also helps to set it apart from the normal Calais model. The Group III sound system now has AM stereo and front bucket seats have been re-designed to aid ride comfort.

HDT make the well-substantiated claim that their company, for its size, does more research and development than any other automotive company in Australia. These refinements constitute part of an ongoing commitment to produce Australia's best cars, while reflecting changing tastes and requirements.

Recommended Retail Prices of August 1st, 1985:

Commodore SS Group III: $27,063
Calais Director - Manual: $27,669
Calais Director - Auto: $27,683

Driving the Holden message home:

From Page One...

Our aim, therefore, was to produce advertising that places GMH in its rightful position alongside names like BHP and Esso on the register of Australia's largest and most successful companies. It should also project a positive, self-confident company image, reinforce the strength of Holden's new model range and provide a solid base for launching more potent specific model advertising.

We think that you'll agree (of course you've seen them) that all three commercials, concentrating as they do on GMH export success, commitment to Australia, and the size of the new 4-cylinder range, are striking and memorable. There's also plenty of strong back-up in the form of press and magazine advertising, posters and brochures ... with a lot more in the pipeline.

Plans for future advertising, run-out activities and other promotions are well in hand. Suffice to say, without giving the game away, that there'll be plenty of action — and no mistaking the fact that we're a force to be reckoned with!