The motoring writers of Australia, having given VL Turbo due consideration and plenty of accelerator, have returned their verdict.

Although they expressed it in different ways – some said sensational, others went for polished, super smooth and magnificent – the decision was unanimous.*

This one occupies a class of its own; there's nothing on the market that even comes close to delivering the same sophisticated brand of potent performance at anywhere near the same money.

Available right across the range, the turbo option gives the VL further competitive edge and provides additional evidence, as if it were needed, of Holden's commitment to delivering a world-class product.

The turbo engine is a specially developed variation of the technically advanced Powertech 6Ei 3.0 litre power plant introduced with VL Calais and Commodore. It was developed entirely for Holden, is exclusive to Holden, and has undergone rigorous test procedures to ensure that it meets every driveability and durability standard in the GMH book.

As for performance standards ... it has been asserted by more than one motoring scribe that our figures (0-100 km/h in 8.0 seconds and a standing 400 metre time of 16.0 seconds) could even be a little on the modest side.

The turbo delivers 32% more power and develops 20% more torque than the Powertech 6Ei and drivetrain and chassis components have been upgraded in several significant areas to match this output. Standard features include power steering, heavy duty four wheel disc brakes and 15" wheels. Sports suspension is optional.

According to GMH Advertising Manager Simon Kerry, Turbo sales, especially on Calais, have exceeded all expectations. Through August, we sold 208 units in total, which is excellent, considering the fact that availability was limited and the advertising did not go to air until late August. Dealer ordering has also been very strong.

Our advertising is targeting the luxury buyer who has been forced out of the (Continued on Page Three...)

* See Page 2
Modern Motor (September)

'... make no mistake; this is a very quick Commodore that bristles with high-tech engineering exclusive to Holden ... the turbo has given Commodore sensational performance for a family four- five sedan ... The Turbo Berlina proved equally at home in traffic conditions as on test tracks. Gearing proved more than adequate for the brisk acceleration often needed to change lanes and the clutch and gearbox were light and easy to use in the stop-start city environment.

A strong accelerator in all gears, the Turbo Commodore would be a handy car for towing – its strengths are adequate power and speed, combined with lightness of operation. Unlike other cars with similar performance, the Commodore was not cranky or hard to live with in the city; it was happy to amble along with low revs and zero boost.'

The West Australian

'... General Motors Holden's new turbo version of the Commodore sedan ... can “blow you out of your mind” with its sheer performance, or alternatively, soothe you with its serene, carriage-like progress. Based on the VL series ... it can keep company with European exotic machinery that can cost $100,000 and more ... The last car I drove with that sort of performance cost nearly $150,000, or eight times the price of the Berlina test car.'

'Holden has added a turbocharger to the 3-litre Commodore and turned it into a dazzling Q-ship ... With a base price just over $18,000 for a turbo-equipped SL five-speed manual sedan, GMH has a big edge over its competitors in the performance-per-dollar stakes ... it is difficult to find faults with the new design ... handling is excellent.'

Adelaide Sunday Mail

'... it has been done with a high degree of sophistication, with high quality production engineering and safety built into the turbo package ... With 32 per cent more power than the straight fuel-injected Commodore, it becomes an attractive proposition for the buyer looking for an alternative to European elegance and price.'

Commodore Turbo

Wheels (August)

'Whatever the turbo's on-test performance proves to be, it is certainly very impressive. We say that not only because of the car's obvious punch during standing and rolling starts, and the prodigious top speeds, but also for the turbo's flawless demeanour during several hours of mostly relentless hard driving ... Though the Commodore's turbo installation is relatively simple, it works so well as to put some more elaborate and allegedly more proficient turbo systems to shame. When given a hard burst of acceleration and then immediately eased, the Commodore engine, unlike some other turbos, doesn't catch up and run over itself ... The engine is silky-smooth and flexible. Accelerating with wide open throttle ... the turbo's up to maximum boost pressure ... and into full stride as it clears the 2400 rpm mark ... Thanks to its ever-rapid response the engine is superbly tractable. Not just a highway stormer, it's equally at ease through the suburbs and across town ... Exciting performance apart, the Turbo will win friends with the way it does its thing with polished refinement. Besides never seeming strained nor struggling, the 3.0ET engine remains relatively quiet even when pressed. It has a well-oiled and purposeful sound ... the preview session left us feeling that whatever it costs, the Commodore Turbo will be giving buyers a good run for the money.'

Holden's turbo is world apart

Off the clock...

the Commodore Turbo at 227

Puff the Magic Holden

Commodore turbo impresses police
INTRODUCING CAS AND TAS – They’re in the most important business of all … keeping the customer satisfied

When GM President Mr F.J. McDonald addressed a Chevrolet meeting recently, he said: ‘In the final analysis, customer satisfaction will be the final determinant of who succeeds and who fails by the wayside in this business. In today’s competitive automotive marketplace, where the customer has more choices than ever before, customer satisfaction is the key to owner loyalty and repeat vehicle sales.’

The same, of course, applies right here. Holden’s primary objective is for the Company and its Dealers to be the unquestioned leaders in customer satisfaction in Australia.

Two computer-based systems, CAS (Customer Assistance Service) and TAS (Technical Assistance Service) which have only recently swung into full-time action, represent a major step toward the attainment of this objective.

Although they’re set up side by side in a streamlined, efficiently organised area at GMH headquarters, the Customer and Technical Assistance Services actually work different sides of the fence.

CAS serves as a customer’s direct phone link to the manufacturer. Its operators are there to assist customers with the resolution of any concerns they may have with their vehicle and offer information or advice on enquiries relating to the company’s products and services provided through the dealer network.

TAS exists as an electronic extension of every Holden dealer’s service department. If a particularly knotty problem arises, service managers can phone TAS and enlist the aid of GMH service engineers with access to a huge data bank of technical information and case histories.

Customer Assistance Service

Based on a successful system put into effect by Buick in 1982-83, CAS is a centralised operation replacing the former Zone-based Owner Relations Department. Its importance can’t be overstated, especially in the light of the following research results: 83% of our satisfied customers will buy again, and they will each express their satisfaction to an average of 8 other people. A dissatisfied customer on the other hand, will tell an average of 16 other people, but will not necessarily tell the dealer or GMH. 50% of unhappy customers do not complain to us at all. When, however, dissatisfied customers do complain and have problems resolved satisfactorily, 55% will buy again and advise others to do the same.

As Customer & Technical Assistance Services Manager Roger Anderson says, ‘The whole point of CAS is to make it easier for the customer to come to us with enquiries and concerns. All the relevant information, including the 008 toll-free phone number is in their Owner’s Handbook… and a simple call, rather than a more time-consuming letter, can get the ball rolling right away. Customers do look for and appreciate manufacturer involvement. This way, they can often receive reassurance on the spot. The magic thing about this system is its speed. Each case requiring dealer involvement goes straight on to our Dealer Communication System. The dealer gets the relevant information quick smart (most often via Videotex) and the Zone Office also gets a copy.

A customer who contacts CAS on, say, a Wednesday afternoon could receive a call from his or her dealer the very next...
The system's appreciated equally by dealer - who often has not been contacted at all, and customer, who gets flatteringly prompt attention.

CAS operators, whose approach to callers naturally reflects directly on the Company, have all undergone comprehensive training in communication skills, phone technique, keyboard operation... even stress management. That's not to say that they're a kind of GMH Complaints Department, far from it. According to CAS Project Manager Bob Carey, 50 to 60% of calls are simply general enquiries. 'People ring us for information on pricing, options, colour choice, model availability, spare parts, the location of their nearest Holden dealer... all manner of things. We also, for instance, get a regular stream of police enquiries, usually related to things like validation of vehicle authenticity.'

Roger Anderson (left) and Bob Carey at the Customer and Technical Assistance 'nerve centre'... now in full operation.

I think that its "front line" situation makes CAS an invaluable training ground for GMH personnel, especially prospective marketing people. It brings them into constant contact with customers of all different types and broadens experience in a range of areas. When we ran a pilot CAS program earlier in the year, about fifty GMH staff from various departments, senior management, marketing, personnel, materials handling, secretarial... all came to help out for a week each, manning phones, reading customer letters, contacting dealers. Their reactions were really positive, they all found it a great experience, and most would like it to become an ongoing thing. It keeps everyone in touch. Who knows? Perhaps we could have the Directors taking a few calls every now and then!

Bob has been closely involved with the CAS and TAS projects since their inception, and spent an intensive 4 weeks in the U.S. studying GM systems in operation there. 'Having sat alongside U.S. operators and listened to their customer calls, I can vouch for the fact that American customers are just the same as ours. They voice the same concerns, pose the same questions; only the accents are different!

Buick attribute a large part of their market success in recent years to the effectiveness of these systems, and I believe it can work just as well here. Our Owner Satisfaction Rating is currently running at 95%, which is in fact one of the highest in the world. We look at Satisfaction Rating points in terms of "customers retained", and when the firm is fully on computer we anticipate that our rating will climb even higher.

At the moment, CAS operators are taking about 100 calls a day. Each one is logged into a comprehensive report system which, analysed on a regular basis, can sometimes be used as an early warning system, providing flags to problem areas which can be promptly attended to. When CAS is fully established, contacts are expected to average 200-250 a day.

Technical Assistance Service

This system has been in pilot operation since February and represents quite a first for the Australian motor industry. Outside the USA, GMH is the only company to set up a TAS network, and the whole operation is consequently being viewed with great interest by other GM divisions, Vauxhall/Opel in particular.

Once again, customer satisfaction is the paramount aim. Research indicates that this relates directly to the service experience a customer has in the first year of ownership. It is largely during this year, when expectations are the highest, that a customer's goodwill is maintained or lost. Customer loyalty systematically declines as warranty service troubles increase. If vehicle problems can be resolved the first time, repurchase intent levels remain high.

TAS helps dealers with a perplexing service problem to diagnose and fix it properly first go, without annoying comebacks.

All TAS operators are experienced GMH service engineers and product specialists, specifically trained for the job. The data bank they're able to call upon is vast repository of known problems and fixes which is constantly being updated. Service Managers stumped for an answer to a problem simply call TAS and provide the appropriate facts. The operator accesses the data bank using key words, and all relevant information on solutions comes immediately to hand.

Project Manager Bob Carey is very pleased with dealer reaction to TAS during the pilot program. 'We've had a terrific response. Dealers are constantly ringing up and offering information on fixes, on problems they've encountered and solved in a certain way. All this useful information goes straight into the data bank. Later on, we include feedback on problem resolution. Buick's fix rate, thanks to this type of system, stands at 98%, and we hope to emulate that. Co-operation and communication are the keys to make this system work.'

DEALER PROFILE

For this month only, we present a special bonus offer - two for the price of one!

Partners Tony Davies and Dennis Dwyer own a couple of the most familiar faces in the Holden Dealer Organisation. Both have been involved in the business for well over twenty years... and stories of their exploits abound. Some of these legends are actually true, most couldn't possibly be. (Or could they?)

To the mystification of many, this irrepressible double act manages to operate a large dealership, Watson Holden, in the outer Melbourne suburb of Bundoora, with considerable and consistent success.

Obviously they must be doing something right, but just what that something is can prove difficult to pin down. Business, to anyone who enquires, is always good. Neither sees any point in negativism. A comment on the depressed state of the market elicits this kind of response: 'The other day, things actually were a bit slow. There was only one way to fix that... we had to go to town anyway, so we went off into the Southern Cross, had a big steak lunch and a couple of drinks. Then I bought a sports coat... and Dennis got himself some new daks. When we came back at about three, we felt terrific - and they'd sold four used cars and three newies while we were gone!

On Turbo sales? 'Great. We've sold two. I sold Dennis one and he sold me one.'

Pillars of the local business community Tony Davies (left) and Dennis Dwyer recently interrupted their crowded schedule to selflessly lend a wandering hand in support of a sports store promotion.

The positive-thinking pair will venture, when pressed, that the success of their partnership could be due to the fact that they're both sales-orientated, which differs from the salesman/accountant norm. 'It really works well for us. Because we tend to react the same way, we can do each other's job... and one of us is here...'
on the spot all the time. We’re able to share the load, whereas a single operator has to carry it all by himself.’

The attractive Watson Holden set-up – gazed upon with green eyes by less fortunately situated dealers – spread comfortably over a three-acre site and houses a staff of forty-four.

Among them are always two cadets; Dennis and Tony are firm believers in the value of practical, on-the-job training, having travelled the same route themselves. Tony joined the dealership (then Greensborough Holden) in 1962 as a cadet salesman and Dennis, former house painter and failed boxer, joined in 1967.

The fortunes of the business they took over in 1981 have burgeoned along with the surrounding suburbs, one of which now has a bigger population than the town of Shepparton, and the growth continues. ‘In five years time, who knows, we might have to move out a bit further to keep pace with it. We love all the rolling hills out here, just the same as we love all the people rolling in to buy cars.’

Both work hard to keep staff and departmental management morale high. Their one-liner style is of definite assistance here, as are various incentive schemes and the odd impromptu celebratory night out. They’re forthright Holden loyalists. ‘The General’s been good to us (even after finding out that we were the ones who bogged those Rodeos at Lang Lang last year)’ and typically take a buoyant view of their future as part of the best dealer network in Australia.’

The main thing to get across here is that we both really enjoy it all – we love this business. We look forward to coming in to work each day and get a tremendous amount of satisfaction out of it … you never know from one day to the next just what’s going to be on. We also like the money.’

**UAM Graduation Dinners**

Members of the GM University of Automotive Management Class of ’85/’86 received their diplomas at graduation dinners held in July at Melbourne’s Southern Cross Hotel.

Over 50 students representing Holden dealerships Australia-wide (plus a sprinkling of GMH personnel) had undertaken courses in Sales and Fixed Operations, in four segments of a week each, beginning last September and concluding in July.

Mr. John Lovenidge, GMH Director of Marketing, congratulated graduates on their achievement, remarking that ‘We at GMH are proud of your support and participation. The friendships you have made as a result of this course are characteristic of the GMH dealer group … of the fellowship that is unique to GMH and represents a great part of our strength and ability to see things through.’

At the Sales Program dinner, Tony Davies of Watson Holden (Bundoora, Vic.) as a graduate of the original ’78/’79 class, addressed the gathering. He said that in his opinion the four weeks of intensive training the course provides is worth four years of on-the-job dealership experience. Tony also stressed the value of the UAM Alumni group as a worthwhile and practical extension of the course.

Theo Dondas of Brian Gardner Holden (Cannington, WA) spoke for many when he said ‘The course has been very important … I’ve really appreciated the opportunity to learn the correct fundamentals of dealership operation in the company of a great bunch of guys.’

Accomplished pianist Darrell Gaukroger (Cooma, NSW) accompanied fellow UAM graduates in a spirited version of … what else but Holdin’ You in My Holden? ‘

![L-R: John Schmitzer (Adelaide), Bob Broadhurst (Brisbane), Steve Hammond (Sydney), Tony Miller (Canberra) Wayne Wallace (Hobart), Peter Cummins (GMH), Theo Dondas (Perth), Ken Bennet (Melbourne) and Peter Zimmerman (Adelaide).](image)

**Rialto Truck Up**

It seemed like a fairly simple request at the time. Just place a couple of shiny new Isuzu FSR trucks in a curtained-off section of the Menzies At The Rialto Hotel ballroom so that, at the appropriate time, they can be dramatically revealed – voila! – to those assembled for the launch.

As events transpired, the curtains might well have opened to reveal a swearing, sweaty band of workers still desperately fitting various large bits of said trucks together.

Access to this room and other restrictions proved such a problem that it took a combination of forklift trucks, winches, scaffolding, block and tackle, even lengths of waterpipe, to get the display of one cab & chassis, one three-quarter tonne engine and one cab into place.

![‘Been there, done that.’ The Truck Plant team begins the simpler job of taking the Menzies Hotel display apart.](image)

A team from the Dandenong Truck Assembly Plant arrived at the hotel with large, awkwardly shaped and very weighty bits and pieces of FSR at 6.30 am the day before the meeting and heroically overcame all obstacles to complete their task – virtually rebuilding a truck – around 12 hours later.

Truck Plant General Foreman Bob Burgess paid them tribute: ‘The boys worked really hard. It was a team performance – which is typical of the Truck Plant attitude – to get them in.’

**Social Note:** The Victorian Holden Dealers’ end of year function will be held at the Southern Cross hotel in Melbourne on November 15th. Those in attendance last year will know that this is an event not to be missed. Promised entertainment is world-class, and further details can be obtained from Ray Crawford at the MHDA on 557 8241.
The introduction of new generation mid-range Isuzu trucks has been awaited with more than a little interest and anticipation by truck operators across Australia.

After all, the renowned SBR and SCR models that the new FSR series replaces are long-established market leaders.

These are the trucks – with their proven reliability and versatility – that built the Isuzu reputation in Australia, and today there are over 10,000 SBR trucks going strong on our roads.

The FSR line-up continues the Isuzu 'reliability is everything' tradition, combining that same built-in practicality with significant new design features – products of the most advanced technology available.

There's an extensive range of thirteen FSR models, covering the 8 to 11 tonne GVM range. All are assembled at the GMH Dandenong Truck Plant (which, incidentally, enjoys the highest product quality rating of all GM truck plants worldwide) and offer new levels of driver comfort, convenience and visibility, new levels of power, capacity and braking.

Those good-looking cabins, single and crew, are more aerodynamically efficient, windscreens are now the biggest in the class, interiors are larger and quieter. Features include an air suspension, fully adjustable driver's seat, lumbar support, tilt and telescopic steering, power steering, improved heating and cooling, more storage areas, redesigned instrument layout, easier cabin access...

**FSR Launch Meeting**

On August 27th GMH/Isuzu dealers turned up in force for their major meeting of the year at Melbourne's Menzies At The Rialto Hotel.

After morning Truck Dealer Association discussions and luncheon, the group attended an afternoon briefing session introduced by Dick Pugsley, Manager, Truck Marketing Division.

Guest speaker was Dr Neville Norman, Senior Lecturer in Economics at Melbourne University and member of the GMH Advisory Board. He covered a range of topics of particular interest to dealers faced with rising prices – exchange rates, inflation, terms of trade, the Federal Budget – and presented his overview of the situation in anything-but-dry fashion. His economist's rule of thumb? 'Predict long ... and no one will remember.'

In his opinion, the worst of the exchange rates crash is over, but the final effects have yet to be endured.

GMH Director of Marketing John Loveridge stressed the importance of the new FSR range and urged dealers to demonstrate a firm commitment.

Presentations on market statistics and competitive comparisons followed, and National Merchandising Manager Don Bowden outlined marketing, advertising and promotional plans before dealers were introduced to the Five Star Reliability range via a multi-screen audio visual presentation.

The product itself was then revealed, with some razzamatazz, and interested inspections followed.

David Noble (Noble Holden, Gosford NSW) said that this truck presentation was the best he'd attended to date. 'It was professionally done ... and the product content was most exciting.'

Remarking that he'd already sold one, Peter Roberts (O.G. Roberts & Co., Mt Gambier) said 'There are still opportunities around ... you just have to make the most of them. I'm very impressed. A great new truck range like this gives us all kinds of opportunities.'
access. Steering and suspension have been improved, resulting in better vehicle stability and manoeuvrability. Radial tyres are now standard on most models, all feature an air over hydraulic braking system, several have spring-actuated parking brakes.

There's a range of power plants - the powerful 6BGI 6.5 litre with 6-speed manual or 4-speed auto, the well-proven 5.8 litre 6BDI with 5-speed manual and the 6BDI-T turbocharged diesel, which develops a massive 127 kW at 3000 rpm and is standard fitting in the long-wheelbase 11 tonne GVM FSR 11 KTRA model.

All three 6-cylinder engines share a common design, all will produce the same brand of rugged reliability and economy of operation that Isuzu is famous for all over the world. Add to that the service and parts back-up that GMH/Isuzu dealers are famous for Australia-wide and the picture's looking good.

Those dealers, plus representatives from national fleet, State and Federal government bodies and journalists from the trucking press have been enthusiastically involved in a series of pre-release FSR series drive programs.

Their verdict? It's a winner, in every way.

**SPA KING'S CUP TO HOLDEN**

The toughest touring car event on the international motor racing calendar is the Spa 24 Hours race, held at Franchorchamps, Belgium. This year, 60 cars started - and only 25 made it to the chequered flag. Among them were the winning BMWs and three Holden Commodores, two from the Mobil HDT team and the Allan Grice Roadways entry.

Despite the handicap of assorted mechanical problems, the trio finished together, line abreast, a stirring sight for watching Aussies.

This effort gained them the prestigious King's Cup, prize for the race's most successful team. Their 100% finishing record also won the Holdens the Challenge of Makes. To cap it all, the Mobil/HDT mechanics (otherwise known as The Mules) won the Castrol Award, presented to the pit crew which, in the opinion of the judges, worked hardest to keep its car in the race.

Next event on Mobil/HDT's international calendar is the Mt Fuji touring car event, to be contested in November.
DEALER NEWS

Six Position Sell: Who’ll Be The Champ?

It’s on again - the Sales Consultant’s Olympiad ... the popular national contest to decide just which top talker deserves the title of National Six Position Sell Champion, 1986.

Last year’s inaugural GMH Six Position Sell Championship was a screaming success, its stated aim of assisting Holden sales-people to reach the highest possible standards of professionalism certainly achieved. 1985 winner Ian Hebiton of Albany, W.A., received a Study Tour prize which took him to GM showrooms in America and the U.K.

This time around, the champ will win a Qantas holiday to the value of $7000, plus a total of 130 Master Sales Guild points. Zone Champions will each win a holiday to the value of $2000, plus 40 MSG points.

Dealership level competitions have already concluded and District Championships (which carry a bonus of 10 MSG points) are currently under way.

By all accounts, the exceptionally high standards set by last year’s competitors are being surpassed and judges face the task of selecting the National Champion from a super-professional group of Zone finalists in early December.

W.A. Zone Sales Manager Bob Barrett recently presented 1985 Market Leader plaques to:

(1) Mark Lawrence, Phoenix Holden Wanneroo.
(2) John Capps, Shacks Cockburn.
(3) City Motors team Colin Cornish (left), Kim Baldwin and Ray Mountney (right).

Big Garage Turns 50

How much can a well-run, successful, rural dealership achieve in fifty years of operation? In the case of the Big Garage (Bairnsdale Vic) it took an information packed twenty-page special supplement in the local newspaper to tell the story. Among many tributes was one from the Mayor, who named it one of the town’s ‘great institutions’, congratulating management on the dealership’s local employment record and its continuing involvement in worthwhile community projects.

GMH Director of Marketing John Loveridge (left) congratulates John Capp of Bairnsdale’s Big Garage on the occasion of the dealership’s Golden Anniversary.

The Big Garage has occupied the same Main Street site since 1922, and founder J. Nelson Capp took on the GM franchise in 1936. Present Managing Director John Capp is a respected and well-known figure throughout the industry. The presentation of his dealership’s 50-year plaque took place at a celebratory dinner on August 13. Among those present to offer congratulations were GMH Director of Marketing John Loveridge, all dealership directors and sales staff, Vic Zone Manager Ross McKenzie, CSM Geoff Wilkins and representatives from MATEC, the VACC and GMAC.

DMG Report

Holden Dealer Marketing Groups which commenced operations in 1985, now total twenty-six, giving Australia-wide coverage. TV advertising by these groups provides a valuable bridge between national campaigns and advertising on an individual dealer level, increasing the effectiveness of both while achieving objectives unique to the Marketing Group.

Collective DMG buying power affords dealers the chance to make the most efficient use of their advertising dollars and register a strong presence in the marketplace.

Sales Promotion Manager Colin McLeod reports that all twenty-six groups have conducted advertising campaigns, and although some have met with mixed success due to soft market conditions, dealers were to be congratulated on several imaginative and innovative advertising approaches.

Most groups are taking advantage of support services provided by their Zones and are utilising special footage provided by McCann-Erickson Advertising. All now have access to individual vehicle footage, “doughnut” ads such as Carnival of Cars and Price Squeeze as well as the television commercials produced by other groups.

To maximise the impact of these campaigns, Colin recommends that Marketing Groups conduct pre-launch meetings to familiarise all those participating with the advertising and its aims. In this way, showroom staff will be fully briefed to handle subsequent customer enquiries.

30 Years Strong!

That was the theme Mount Gambier dealership O.G. Roberts & Co. used to advertise a 30th Birthday round of celebrations in July. Biggest event was a Gala Staff Reunion attended by over 500 (count ’em!) past and present employees, some of whom travelled thousands of miles to be there. A specially produced magazine marked the occasion, there was also a special film and memorabilia presentation, and two 30 year awards were presented to current employees who have been with the company since its inception in 1956.

Dealer Principal Peter Roberts says that promotional follow-up to the reunion dinner included TV, press and radio ads, some of which featured key staff members. ‘Apart from the night being a total success, the follow-on has reflected in our trading figures.’

Mt Gambier company founder O.G. Roberts took the stage for a violin recital at the 30-year Gala Cabaret Reunion.
Millionaire adventurer and Commodore owner Dick Smith featured in a July/August TV campaign run by the Sydney Holden Dealer Marketing Group. Smith endorsed the Holden product, reminded viewers that 'GMH employs as many Australians as Toyota, Mitsubishi and Nissan combined' and strongly promoted the Buy Australian theme.

Over 200 Sales Consultants and Sales Managers attended a kick-off breakfast meeting chaired by Tony Garnett (West City Motors, Blacktown) for a 'Drive It, You'll Buy It' campaign and sales incentive briefing.

Breakfast, appropriately, was a pie 'n sauce, consumed to the soothing strains of 'Football. Meat Pies, Kangaroos and Holden Cars.' A highlight of the meeting was a telephone call from Dick Smith, in Canada en route to a polar expedition. Zone Sales Manager Barry Turner says that dealer support throughout the campaign was excellent, and that full credit should go to the Sydney Dealer Marketing Group.

Staff at John Pellegrini Holden (Kingsford) got right behind the Buy Holden - Buy Australian DMG campaign, dressing windows - and themselves - for the part. (L-R) New Car Sales Manager Bob Browne, Sales Consultant Michael Pellegrini and Stock Controller Len Bromley.

Maryborough 50
In June 1936 a former grocery and butcher shop on the corner of Nolan and Burke Streets in Maryborough (Vic.) became Parson's ... the town's original GM dealership. There were Atlantic pumps at the kerb and Vauxhalls, Bedford, Pontiac and Buicks graced the showroom floor.

Fifty years on, although the names out front have changed and Holdens occupy the showroom floor ... the GM tie remains as strong as ever.

Dealer Principal Graham Jacka (who took over the business from the founder's son, Wes Parsons, in 1979 and has achieved district market leadership every year since) is proud of his company's strong historical link with the town and his intention, simply stated, 'is to carry on servicing Maryborough people the way we have in the past. This is a very rewarding industry because it is very much a people business.'

Service Development System Awards

MD Bob Peters (centre) of Metro Motors (Morley, WA) accepts a congratulatory handshake from dealership GM Bill Wright at presentation of the SDS World In Hand sculpture to mark Metro Motors' elevation to Master Level Service Centre status. Also present (from left) were Zone Sales Manager Bob Barrett, Zone Service Manager Bob Sterling and Zone Manager Mal Crawford.

At the Vic Zone ML Barina launch and sales incentive briefing were, from left, Ray Grigg (Director of Product Quality Assurance), John Nettlefold (Hobart), Cliff Arnold, (Cheltenham) and Bill Hocking (Holden National Leasing).

Maryborough dealer Graham Jacka and staff celebrated a Golden Anniversary in June.

Dight's Crowd-Puller

The finale of a promotion run by Noel Dight Holden (Lilydale, Vic.) proved such an attraction that local police had to block traffic to accommodate crowds of onlookers.

A Barina raffle, drawn on the day by Humphrey Bear, was the pivot of a 2-month promotion run in conjunction with the local Lilydale Express newspaper's centenary celebrations.

'It was unbelievable,' said Noel, 'we had well over 1000 people through the dealership ... we gave away 600 showbags in no time flat. Humphrey Bear turned out to be an incredible attraction ... and great value for money. I wish we had Saturdays like that all the time ... I don't think the competition had a customer!' Noel ensures that his dealership retains a high profile in the semi-rural area (especially important at the moment given particularly depressed local market conditions) by various methods, including shopping centre promotions, continuing student driver support, and lots of involvement with local sporting organisations.

Alan Capp (New Cars) Pty Ltd, of Wangaratta, Vic., celebrated its Silver Anniversary in June. On hand to mark the occasion were (L-R) Vic Zone Manager Ross McKenzie, Gary Capp, DP Alan Capp and CSM Geoff Wilkins. Alan Capp said that he was extremely happy to have been associated with GMH for that time and expressed the hope that the family company's association would continue for many years to come.

Media megastar Humphrey Bear draws the Barina raffle at Noel Dight Holden.

A large new signwritten marquee for vehicle displays and hospitality purposes will also feature prominently at the Lilydale Show, which attracts upwards of 30,000 people each year.
Interest Rates Plummet

Oh, what a lovely war! That's how U.S. consumers see the new car finance battle between major manufacturers. The American Motors Corporation is now offering free financing for up to 2 years on most 1986 models. This is in response to GM's precedent-shattering 2.9% annual percentage rate, announced August 28th, on 3-year 1986 car and light truck contracts. It's part of a 6-week program to 'ignite the market' and clear the decks for a fast start on GM's 1987 model year, scheduled for October.

Ford and Chrysler offer 2.9 and 2.4 percentage rates respectively, and all four also offer long-term financing at below market rates, or cash rebates - in GM's case up to $1500 depending on the model selected.

There's something familiar about the latest logo design from GM's Corporate Identity Staff. It stands for GM Hughes Electronics, the high-flying 6 month old company involved in various high tech activities, including defence-orientated and automotive electronics.

American Nightmare

The daddy of all stretch Caddies lurks in a Californian garage workshop awaiting its December debut at a West German motor show. What the honest burghers of Essen will make of this $2 million, 18 metre monument to tacky taste is anybody's guess ... but the word gross should feature heavily.

The 16 wheel, 9 tonne 'American Dream' needs two radio-linked drivers and is powered by two 500 cubic inch turbocharged Cadillac engines. Standard features include swimming pool (with diving board), hot tub, crystal chandelier, waterbed, satellite disc, ten telephones, three colour TV sets, video recorder and microwave. If you think that sounds a bit obvious protection aspect, is the system's remote control, which works on a radio signal, from a distance anywhere up to 10 metres away.

Calais Security System

Buyers of Calais models produced from September onwards will appreciate the latest standard fitting - a factory integrated Cobra alarm system.

A major feature, apart from the obvious protection aspect, is the system's remote door locking and unlocking facility. No more fumbling for the right key - simply press the remote control, which works on a radio signal, from a distance anywhere up to 10 metres away.

Pontiac's Fiero (top) and Grand Am were 'import busters' in 1985. 19% of Fiero buyers traded an imported car, making Fiero the top import conqueror of all 76 domestic car makes. The Grand Am drew 18% of its sales from import disposers ... double the domestic make average.

Wreckers For Quality

The boys from Midnight Spares could learn a thing or two from the Weld Integrity Team at GM's Lansing Body Plant.

They specialise in tearing cars apart, reducing Buick, Oldsmobile and Pontiac bodies fresh from the assembly line to twisted heaps of rubble - all in the pursuit of quality.

'Tear downs' are undertaken, along with computer and ultrasound checks, to detect faulty welds. Working like surgeons, team members using hammers, chisels, grinders, steel chains and hydraulic Jaws of Life can take up to three days to properly dismantle each body. Every piece is then inspected for flawed, damaged or missing welds - and it's no small job. A Pontiac Grand Am, for instance, has no less than 2,044 welds.

Now to saw off the roof! Body dismantlers work to a precise sequence - and this job is one of the last.

L.A. Director

You may recall mention in our March/April issue of a Buick dealer in California who had just imported two VK Calais Directors from the HDT stable.

Performance Street Car magazine editor Geoff Paradise followed this up on a June visit, took a 'Brockadore' out for a ramble on a smoggy L.A. afternoon and reported thus: 'In this car crazy city called Los Angeles where Lamborghinis, Countach's are passe and Corvettes are like HQ Holdens, it takes a lot to turn the heads of seen-it-all Southern Californians. But the silver Director had the rednecks rubbernecking ... Tooling around L.A. in one of Brocky's finest is like having a movie star for a companion. Every time you park the car, a crowd gathers. The Director stole the show on Hollywood Boulevard and created more interest than Jaws at Universal Studios ... Everyone had good things to say, and those Americans who have driven it are knocked out by the Director's performance, handling and style.'

Buick dealer Ralph Thorson says that once compliance details are sorted out 'we can shift anywhere from 500 to 3500 cars a year. And at somewhere around US$30,000 each, that's a healthy sum.'

Carter Thorson tells Geoff Paradise that his sales staff want the Calais Director off the lot because they're tired of explaining to people that they can't have one ... just yet.

GM dealers, and biggest selling model is said to account for 26% of all vehicles sold by about 1 out of 3 households have a truck parked in the driveway. They have for 26% of all vehicles sold by GM dealers, and biggest selling model is the half-ton pickup.
Work Skills Contest

In early August GMH played host to over 400 Victorian apprentices participating in the Work Skills Australia Competition.

The former transmission plant 5 at Fishermens Bend was once again alive with activity as apprentices representing 33 trades 'did their thing' for the judges.

Brickies bricked, plasterers plastered, plumbers plummed, caterers catered and welders welded under the interested gaze of the 12,500 spectators who visited the plant during the 4-day competition.

Finalists will compete in Adelaide next July for the right to represent Australia in the International Work Skills event to be held in Sydney later in the year.

Several technicians from Holden dealerships, including Bernard Catherine of Garry & Warren Smith (Oakleigh) competed in the motor mechanics section of the Work Skills Competition.

We Sponsor Bike Team

GMH is sponsoring a five-man Australian team to compete in the Commonwealth Bank Cycle Classic. The race, which will begin in Brisbane on October 11th and finish in Canberra on October 22nd, has attracted entries from many countries, including the U.S.A., U.K., France, Italy and Denmark. National Sales Promotion Manager Colin McLeod said 'Our sponsorship of the Australian team marks the growing importance of the Classic as a major event on the international cycling calendar. We are proud to be associated with the race, and hope that our sponsorship will help the Australian team in taking on the world's best amateur cyclists.'

The recently released 1986 WFR series Holden Shuttle Van features a brand new 2.0 litre SOHC engine with plenty of get up and go, a comfortable and practical 'office' setup inside, new look front end treatment, more luxury and safety extras. It's available in a choice of SWB and LWB panel and window van versions.

The smartly-dressed America's Cup Calais, formerly a W.A. exclusive, is now available on order from Holden dealers nationally.

Fifty To Hong Kong

Holden's Finest Fifty Dealers for 1986 will receive their Grand Travel Award in the form of a Hong Kong holiday. Planners describe it as a 'travel experience' rather than a holiday ... and those who went to Thailand earlier this year will vouch for that.

The group will stay at a leading hotel and they're promised 'all the culture and colour the real Hong Kong has to offer - a glimpse of those famous sights in a way the usual tourist is never likely to see them. Trip participants will be whisked into another culture, at times into other eras, but always in a style that Holden's believe their finest dealers deserve.'

Sounds like a pretty good time to us. Go to it, gang.

The first Holden to emerge from the Holden plant at Fishermens Bend was the smartly-dressed America's Cup Calais, belonging to W.A. Zone Manager Mal Crawford.

Several technicians from Holden dealerships, including Bernard Catherine of Garry & Warren Smith (Oakleigh) competed in the motor mechanics section of the Work Skills Competition.

We Sponsor Bike Team

GMH is sponsoring a five-man Australian team to compete in the Commonwealth Bank Cycle Classic. The race, which will begin in Brisbane on October 11th and finish in Canberra on October 22nd, has attracted entries from many countries, including the U.S.A., U.K., France, Italy and Denmark. National Sales Promotion Manager Colin McLeod said 'Our sponsorship of the Australian team marks the growing importance of the Classic as a major event on the international cycling calendar. We are proud to be associated with the race, and hope that our sponsorship will help the Australian team in taking on the world's best amateur cyclists.'

The recently released 1986 WFR series Holden Shuttle Van features a brand new 2.0 litre SOHC engine with plenty of get up and go, a comfortable and practical 'office' setup inside, new look front end treatment, more luxury and safety extras. It's available in a choice of SWB and LWB panel and window van versions.

Fifty To Hong Kong

Holden's Finest Fifty Dealers for 1986 will receive their Grand Travel Award in the form of a Hong Kong holiday. Planners describe it as a 'travel experience' rather than a holiday ... and those who went to Thailand earlier this year will vouch for that.

The group will stay at a leading hotel and they're promised 'all the culture and colour the real Hong Kong has to offer - a glimpse of those famous sights in a way the usual tourist is never likely to see them. Trip participants will be whisked into another culture, at times into other eras, but always in a style that Holden's believe their finest dealers deserve.'

Sounds like a pretty good time to us. Go to it, gang.

Go to it, gang.

Environmentalists are always giving the motor car a bit of stick, so this report is worth passing on.

Dr Nigel Wace of the Australian National University in Canberra has discovered that many plant organisms actually hitchhike on the undersides of our cars to spread themselves around. Once a month for over two years, Dr Wace sifted through the sludge tank at the Braddon carwash, germinating the seeds he found in the muck washed from countless cars.

A boggling 18,566 of these grew into seedlings. Most were well-adapted exotic species: ten per cent were Canberra street trees, garden shrubs and hedge plants, more than 40 per cent were grasses, only some were natives. Presenting his findings at a seminar, Dr Wace said: 'The carrying potential of the average motor car in Australia must be greater than 30 billion seed-kilometres a year. The motor car not only dominates our lives and rearranges our cities, it may also be rather important in rearranging some of our plant world, too.'

Movers

Peter Cummins is appointed Vic. Zone Sales Staff Manager.

Trevor Prosser is appointed Manager, Marketing Training and Development.

Quickies ...

We've just caught up with an internal memo that calmly relates the saga of a VK Calais (America's Cup Special) belonging to W.A. Zone Manager Mal Crawford.

It seems the car was pinched from a locked workshop at Perth's City Motors by the simple expedient of driving through the roller doors. It then cannoned off an arriving Wormald Security vehicle, which gave chase but couldn't manage 150 km/h. Police came upon the crumpled Calais half an hour later as it careened through cars, gates, fences and doors at the Scarborough Toyota dealership.

The 16 year old Aboriginal driver, who volunteered the information that he had AIDS, was carefully apprehended.

After a $6000 repair job, the car was allocated to Sales Staff Manager Trevor Worne who says that yes, he feels just fine and no, he wasn't exactly rushed by passengers.

Environmentalists are always giving the motor car a bit of stick, so this report is worth passing on.

Dr. Nigel Wace of the Australian National University in Canberra has discovered that many plant organisms actually hitchhike on the undersides of our cars to spread themselves around. Once a month for over two years, Dr Wace sifted through the sludge tank at the Braddon carwash, germinating the seeds he found in the muck washed from countless cars.

A boggling 18,566 of these grew into seedlings. Most were well-adapted exotic species: ten per cent were Canberra street trees, garden shrubs and hedge plants, more than 40 per cent were grasses, only some were natives. Presenting his findings at a seminar, Dr Wace said: 'The carrying potential of the average motor car in Australia must be greater than 30 billion seed-kilometres a year. The motor car not only dominates our lives and rearranges our cities, it may also be rather important in rearranging some of our plant world, too.'

Whats News?

Dealer personnel, GMH staff and interested readers are encouraged to submit news items and photographs to the address below:

UpFront Magazine.

Pemberton Publicity Services.

124 Bridport Street.

Albert Park, Vic., 3206

Phone: (03) 690 6627, 699 3470
MEET CALAIS S/W ... BY HDT

In response to constant enquiry from Holden dealers (acting upon equally persistent requests from discerning motorists) HDT has released a Station Wagon version of the best-selling Holden Calais sedan.

Based on the Berlina wagon, it’s available with a choice of 3.0 litre auto/manual and 3.0 Turbo auto/manual engines. At a recommended retail price of $4,950, the HDT Calais S/W pack includes central locking, cruise control, power windows, 4-wheel disc brakes and air conditioning.

Exterior treatment is distinctive, with full Calais badging, and interior features include a fully carpeted luggage compartment, HDT sports steering wheel and 4 speaker sound system.

An optional Suspension Pack, at $850, gives the vehicle full HDT status in compliance with the company’s ‘Total Car Integrity’ concept.

Calais S/W by HDT is available now on order through all Holden Dealers.

Bathurst, Here We Come!

As Peter Brock prepares for his eighteenth successive assault on Mt Panorama, he wants one thing made clear: Don't write off Commodore for Bathurst this year.

Brock’s the first to admit that the team hasn’t covered itself in glory this year with just a solitary win on the home front after encouraging dual victories in New Zealand early in the year.

Initial problems with lack of horsepower have been overcome, however, and overheating difficulties which affected performance at Spa have been traced to fuel differences. Tyre problems recently sidelined the team at the Surfers 300, despite an ongoing development program. 'It’s something inherent with the car’s power-to-weight ratio. We run heavier than the turbos so we chew tyres up quicker,' Brock said. 'Fortunately, the Bathurst surface is not particularly tyre sensitive. We were in with a real chance at Bathurst last year with an underdeveloped car, and we’ve lifted our competitiveness and durability substantially since then. People would be mad to write us off this October.'

The pairings of Peter Brock and Allan Moffat in the lead 05 Commodore and John Harvey/Neal Lowe represent possibly the strongest driver foursome on the mountain.

Eight times Bathurst winner Brock and four times winner Moffat know the mountain backwards.

'It’s always been V8 country,' said Brock. 'Turbos might look the goods on flatter, tighter circuits, but 163 ups and downs of the mountain will test out their reliability to the fullest. Both the local and overseas BMWs will be hard to toss in the reliability stakes, but we hope to have progressed our Commodore program to the optimum by then ... our team will be really dialled in for a big effort at Bathurst.'