THAI HIGH FLYER

Nope – it's not a bird, or a plane. It's ... (wait for it) ... SUPERCOMMODORE! Thai kitemakers turned on a special aerial display for Holden's Finest Fifty Dealers, holidaying in Bangkok after turning in some high-flying sales performances of their own in '85. (See centre pages for more highlights and details on the new-look Finest Fifty for '86).

HNL PERFORMS WELL

The first company in the world to be fully backed by an automotive manufacturer and its national dealer network – has established itself as a fleet force to be reckoned with after just two years of operation.

Having captured some of Australia's largest Fleets, HNL now has a client base of over 200 Companies, among them Woolworths, BHP, Westpac and Elders-IXL. Monthly billings are in excess of $2.5 million. To date, the company has delivered over 4,500 vehicles through 195 GMH dealers – and expansion continues. In the last six months, for instance, there has been a continual increase in GMH/Isuzu business with the introduction of over 100 trucks, from one tonners through to prime movers, to the HNL portfolio. There has also been an increase in the number of vehicles between HNL Fleet Management, Maintenance and Insurance programs. In the light of taxation changes, these programs present an opportunity for fleet managers to offset the cost of company vehicles by compensatory improvement in the management and structure of their operations.

The main factor contributing to HNL's success in the super-competitive specialist fleet leasing and management market is undoubtedly the strength of its resources. With the full support of GMH (a 25.1% shareholder) and the GMH national dealer and service network (74.9% shareholders), HNL is uniquely situated to offer total flexibility in all fleet services. Lease rates, whether residual or non-residual, can be set to incorporate delivery, registration and insurance charges, streamlining accounting procedures and enabling extras to be absorbed into the monthly charge.

In the last 12 months HNL has experienced a 340% growth – and we aim to keep the momentum.

Brian Smyth, General Manager, Holden National Leasing.
Modern Motor, May 1986

'What it all means is that the Holdens are bloody cheap compared to similarly equipped Falcons, and they are even good value against the Magna ... as they stand here, on features per dollar, the SL Commodore is a steal ... In terms of performance per dollar the clear winner out of this sextet is the SL Commodore manual ...

'the Commodore clearly wins the performance contest from the Falcon, with the Magna a close third. For quality of performance the Commodore is an equally clear winner ... 

'on dirt roads and as expected, the Commodore led the way from the Falcon and Magna for predictability as well as being fastest. It's a very 'chuckable' car in the dirt ... 

'the Commodore ... is very responsive and gives the driver a feeling of instant and direct control over what direction the front wheels are pointing ... 

'... the Commodore manual ... offers its own breed of exhilaration and handling. It's a nice feeling to have that little extra in reserve when sweeping the back lots of Australia ... Any company rep who has any sense will be asking for the new Commodore next time the company car is up for renewal.'

Sydney Telegraph (Calais)

'The latest Calais really is a world class offering from the General, a car with a degree of refinement and sophistication that, even blindfolded, you would never guess it was Australian rather than European ... compared with the $34,455 price tag of Ford's LTD, the Holden product establishes itself as the country's best value for money luxury transport. GMH has gone in boots and all to make sure the quality of the new generation. Commodores is the best ever, and if the Calais I tested is any indication, they have done themselves proud. But the real beauty about the latest Calais is the way it drives ... it has class - not to mention a price tag that lets you have your caviar and eat it too.'
In a similar way, fleet management and maintenance packages can be fashioned by the client so that they can set the level of fleet expense control. Computerised reports are designed to enable total monitoring of fleet performance and these, along with monthly billings, can be divisionalised or formatted to suit exact needs.

HNL's continuing success depends greatly on the back-up and support it receives from the entire GMH organisation. Its marketing thrust centres around winning competitive business and achieving volume from National Fleet companies... and management is committed to giving these fleets the best in service, product and value anywhere in Australia.

There's no mistaking the HDT company logo on this Lang Lang skydron aerial shot. It was formed by 168 vehicles - all sporting the same identification - during the first-ever HDT Nationals in June. (Details Page Five)

Hard work does have its rewards... and not least of them is the 'best in the business' recognition that comes with inclusion on Holden's Finest Fifty listing. Heartiest congratulations to Australia's top performing dealers for '85.

The UAM Connection

It's interesting but not surprising to note that, of the top fifty dealerships in Australia in 1985, almost half employed graduates of the University of Automotive Management.

GMH Marketing and Training Manager Peter Cummins says that, above all, the UAM offers dealers a truly professional management skills program. It deals with all vital areas of the business - not just the sales cycle. It reviews and highlights the true value of the many operating tools available to the dealer via a comprehensive expose on the Operating Report and shows how this information can be used to properly manage the business. It offers dealers effective yet simple-to-operate innovations which are easily installed and immediately usable.

Our dealers have the very best in teaching support provided by Marketing Educational Services of Flint, Michigan - with highly qualified instructors able to add that "little extra" to the course materials. UAM graduates have the opportunity to further their management expertise by attending the Post Graduate Program, and can also gain entrance to Alumni meetings of other successful dealerships, where real problems are also solved. It's certain that the UAM has provided strong leadership in GMH dealer ranks - and our figures show that dealerships with UAM graduates do tend to be more profitable.

Peter Cummins

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**NSW Zone**
Robert McGrath, A.C. McGrath & Co. Pty Ltd
John Scarr
Suttons Motors (Arccliffe) Pty Ltd
David Beverley
Fair Deal Car Sales Parramatta
Peter Kirkby
Sundell Holden
Bill Wanless
J.N. Caldwell (Holdings) Pty Ltd
Denys Gillespie
Suttons Motors (Chullora) Pty Ltd
Dave Cooke
Suttons Motors (Homebush) Pty Ltd
Bill Tomczyz
Ron Hodgson Holden
Laurie Purnell
Purnell Bros Holden
Les Vagg
Les Vagg Holden
Tony Garnett
West City Motors
Owen Rolfe
Beazley & Bruce
Greg Ball
Greg Ball Holden
Brian Kelly
Brian Kelly Holden
Ian Lance
Lance Motors Pty Ltd
Tim Sergent
Bathurst Motors Pty Ltd
Barry Smith
Barry Smith Holden
Eric Kessel
Kessell's (Tamworth) Pty Ltd
Harry Buikstra
Glenwood Motors Holden
Gary Johnston
Surfair Motors
Brian Hutchinson
Lithgow Motors
Bob Todd
Bob Todd Holden
Ron Doyle
Ron Doyle Holden
Keith Webster
Crockwell Autos

**QLD Zone**
Ross Llewellyn
Zupps Motors Pty Ltd
Harry Van Der Zalm
Village Holden
Dennis Nissen
Dennis Nissen Motors
Graham Rossington
Sexton & Green Pty Ltd

**WA Zone**
Ron Brown
Melville Motors Pty Ltd
Colin Connich
City Motors
Bob Peters
Metro Motors Pty Ltd
Brian Gardner
Brian Gardner Holden
Mark Loveridge
Manley Stanwell Holden
Frank Schwarzbach
Lance Gibbons Holden
Doug Kerr
Shacks Cockburn

**SA Zone**
John Ellers
John H. Ellers Pty Ltd
Max Smith
Smith Motor Co Pty Ltd
Jim Claridge
Claridge Motors Pty Ltd
Peter Roberts
O. G. Roberts & Co
Kerry Ambrose-Pearce
Suttons Motors (Darwin) Pty Ltd
DEALER PROFILE

UpFront spoke to Barry Smith of
Barry Smith Holden, Dee Why, NSW,
just prior to his departure for Bangkok
with fellow members of Holden’s
Finest Fifty ’85

A relative newcomer to the
competitive Sydney Metropolitan market,
Barry Smith took up his surfside Dee Why
franchise in March 1983. Since then, the
man who jogs the Bridge daily at dawn
has put similar energy and commitment
into building an operation that puts
increasingly healthy figures up on the
board each year. In the first year of
operation his dealership delivered 406
new vehicles; in 1984 volume increased by
30% with delivery at 529, and in 1985
volume was up 40% over that with 742
new vehicles.

This year? Volume is currently
running at about 60 units a month, and
Barry expects to maintain a ‘holding
pattern’ of about 750. He says: ‘We’re
optimistic, which is all part of the sell of
our dealership. Just because there are
predictions that the market will fall by 12%
doesn’t mean we’re going to be down that
much. Although it might come out
sounding like so much bullshit, I see this
year as being very good for us because
we’re going to make it good.’

That kind of attitude goes a long way
toward explaining Barry’s success...
along with other factors which include a
solid background in the business and an
impeccable GMH pedigree.

His father Roy (Managing Director of
R & B Smith Pty Ltd of Geelong, Vic) has
been a General Motors dealer since 1947.
In 1970 Roy Smith purchased the former
Burnside & McClure dealership in Geelong
and Barry was given the opportunity, at
the age of 26, to manage the operation for
12 months while Roy remained as MD of
nearby dealership Winter & Taylor Pty Ltd.
Barry left his position with a large retailer
and took up the challenge. I was very
excited at the prospect of running Smiths
virtually on my own and it turned out to
be the best decision I ever made. I think I
learned more in those 12 months,

probably, than I ever learned in my life...
although you never do stop learning.’

After twelve years with R & B Smith,
seven as dealer principal, Barry made his
career move to Sydney. ‘I saw NSW as a
land of opportunity. The family loves it
here and who wouldn’t? Sydney’s an
exciting place to live.’

Barry Smith Holden is now a well-
recognised name – thanks in part to
Barry’s ‘rubbin’ bin strategy.’ To
effectively and economically advertise the
name change, he bought space on 150
north shore council litter bins: ‘Palm
Beach, Manly Pier … you name it, we’re
all over the place!’

He has invested in upgrading
dealership facilities – repainting, new
lighting, new signage, updated service
reception and customer waiting areas is
involved in community activities,
especially in the surf lifesaving club area,
and also manages frequent local press
exposure for the dealership.

Thorough staff training is a vital
aspect of Barry’s operation. ‘We spend a
lot of time training our people to be better
salesmen. We have a specific Road to the
Sale which must be adhered to, and
countless hours are spent going over this
procedure, practising and practising. I’d
have to say that I think most successful
dealers, regardless of franchise, do
exactly the same thing.’

A proponent of the power of positive
thinking, he says: ‘I really believe in being
optimistic … in coming up with reasons
why we can be successful rather than
why we can’t. We run four morning
meetings a week – basically
communications sessions – devoted to
accentuating the positive things that are
happening … how well we went last
weekend compared to the rest … and
so on.

‘Instead of devoting hours of
discussion as to how we change the
wheels at GM or wherever (which is fairly
useless because we’ve never been
successful yet!) we prefer to go the other
way. We’re never, never negative … and I
think that’s one of the reasons why
we’ve been able to expand.’

Barry was a proud recipient of
Holden’s Finest Fifty award after his first
year of operation. Disappointment at being
pipped at the post in 1984 was made up
for this time around when the dealership
name again appeared in that select
company of top performers.

After Barry and his wife Kathie
returned from their Thai holiday, we asked
his impressions. ‘It was a fabulous trip …
GMH really do excel at organising this
kind of thing. Every one of the ten
days was a highlight … and if we were
grateful to make the winners’ list this time,
the experience has made us determined to
do it again in ’86.’

National Fleet and Sales Staff
Manager John Crennan says: ‘As far as
GMH are concerned, Barry Smith’s
introduction to the Sydney market has
been a breath of fresh air. The North
Shore market has always been a tough
one to crack … and by his commitment to
the business, by getting on with the job,
Barry has given us yet another example of
how ordinary volume outlets can quickly
become extraordinary outlets. All it takes is
that extra effort.’

Brock Around The Clock

There’s no doubting the seriousness
of HDT’s Aussie assault on the European
Tourer 24-hour endurance classic at Spa
Francorchamps in Belgium next month.
The team recently put the Mobil
Commodore through a non-stop 24-hour
test session at Calder Park Raceway to
find out whether it could last the distance
– remembering that six hours at Bathurst
has been the yardstick to date. Drivers
Moffatt, Harvey, Lowe and Brock took the
wheel in 90-minute stints, covering 977
laps (2,344kms) at a cracking pace. The
team can now be sure that the car has the
potential to go full distance without major
worries – providing that preparation is
spot-on.

This little exercise ran up a $900 fuel bill
and used $16,000 worth or race tyres …
and they reckon yacht racing’s expensive!

Aussie Assault Incentive

Look out Europe, here we come! The
two fortunate winners of our Aussie
Assault Sweepstakes are Fred Watson of
Gerald Slaven Holden, Canberra and
Stephen Woodruff of P.S. Carey Motors,
Bacchus Marsh, Vic. Their Camira/Gemini
incentive campaign prize is an all-
expenditure-paid holiday to Spa, Belgium for
a grandstand view of the MHD’s assault
on the European Touring Car 24-hour
endurance race on August 2. Gift voucher
consolation prizes totalling $30,000 were
also awarded. Congratulations to all who
put in well on this one.
Parts Project Under Way

Australian car manufacturers and component suppliers have embarked on a long-term project to reduce the number of parts currently produced in large and unnecessary variety.

The Component Commonisation Project involves GMH, Ford, Toyota, Nissan, Mitsubishi and around 23 component suppliers. Its immediate aims are lower tooling and component costs and higher product quality, with flow-on industry benefits of increased international competitiveness and enhanced export opportunities.

GMH Director of Materials Management Mr. Ivan Deveson is prominently involved in the project as Chairman of the manufacturers’ group of the Federal Chamber of Automotive Industries. He says that commonisation is a classic case of co-operation on the inside and competition on the outside. Where we can combine and maximise the use of our manufacturing resources in Australia, be it in our own house or in a component producer’s facility, we will be better equipped to compete with imports.

Opportunities for component rationalisation will certainly arise with the major model changes planned by GMH and Ford in 1988. To provide some examples: a company currently manufacturing thirty different interior mirrors could reduce that number to one; a firm specialising in seat belt anchorages could reduce its present range of twenty-eight to just three or four, a nine-size range of wheel studs could be reduced to two. It’s also possible that the number of basic seat frame designs could drop from thirty to one. All car seats would not look the same, however. Basic tooling would be simply standardised with a frame adjustable for size, and manufacturers would choose their own styling and trim. The same principle also applies in other areas.

HDT Nationals

540 people and 210 Brock Commodores in mint condition showed up for the first HDT Nationals, held in Melbourne over Queens Birthday weekend. Activities included a Concours d’Elegance and tour at Lang Lang, a guided tour of the HDT Special Vehicles and Race Team facilities, a business meeting and official dinner, drags and a Lap Dash competition at Calder Raceway.

P. Brock was delighted with events and sees no reason why HDT owners could not form the Australian equivalent of the Porsche Car Club. Interested HDT owners can make further membership enquiries on (03) 645 2733.

If ever Peter Brock needs a stand-in, he can ask look-alike passenger Ian Leslie of Channel 9, pictured here during filming of a recent 60 Minutes segment.

For those who may have had visions of cameramen spread eagled across car bonnets, this is how crews like Channel Nine’s actually get their ‘driver action’ footage.

MOVERS

The entire staff of GMH Sydney Office has moved from Edgecliff to new premises at 5 Rosebery Ave, Rosebery NSW 2018.

Rosebery P.O. Box number is 290. Telephone is (02) 697 6333, Telex 120204.

Mr. George Grieco is appointed Manager, Pricing and Analysis, Trucks.

Mr. Robert Grimwade is appointed Govt. Rental Fleet Sales Co-ordinator.

Before the versatile Isuzu JCR came along, Qantas needed specially built food transport vehicles. This ‘off the peg’ JCR with hydraulic extension module by Fury Engineering is now doing a super-efficient job at Brisbane International Airport.
HOLDEN'S
FINEST FIFTY '85

Thailand Trip
20th - 30th April, 1986

The destination of the next Finest 50 travel award is yet to be announced... and we can give you one simple reason why: this year's Thailand excursion was such a screaming success that planners are finding it a very tough act to follow!

Talk to anyone who went... dealer principal and their partners, Holden hosts and their partners... and the same message comes across - 'It was FAAstastic!' Most said that it was the best trip they had ever had... and everyone had complimentary things to say about the high standard of organisation and obvious amounts of detailed planning which had gone into every activity.

GMH National Merchandising Manager Don Bowden, a tour veteran, agrees. 'I think that the success of this trip was due in large part to the excellent organisation provided by Marcom.' (Specialist company Marcom / Marcon is the 'brains' behind many incentive programs).

The Tour Itinerary supplied to all travellers is almost a book in itself, so we'll sketch a broad tour outline only, stressing the fact that throughout the trip there was plenty of free time for holiday-makers to simply please themselves.

Bangkok base was the luxurious Shangri-La Hotel, which provided, among other things, a special Finest Fifty Club Room, used exclusively by tour members for relaxation and optional activities planning. On the first full day there was a Yum Cha luncheon and couturier fashion parade, a poolside cocktail party and special evening entertainment in the hotel grounds.

On the second day, guests had a choice of total leisure or a selection of activities such as a market tour, barge cruise, tennis, golf, squash, followed by a 'Cruise Around Dinner'. Next, another 'optional activities' day... Temple Tour, Gems Tour... with an afternoon highlight: The Great Finest Fifty Kite Fight, followed by a cocktail party and Awards Presentation Dinner. On Anzac Day, many attended a special morning service on the River Kwai. There was a choice of tennis or squash, and a highlight Thai Cultural Evening at the Rose Garden Country Resort.

On Saturday, a change of accommodation. Guests were transported to the Royal Cliff Hotel at beautiful Pattaya Beach. A seafood dinner at South Pattaya Village followed a relaxed afternoon. Sunday? More hard work relaxing at Koh Larn Island... sailing, snorkeling, a Farewell Dinner around the hotel's Cliff Pool.

Little wonder that many members of our brightly-clad bunch, homeward bound next day, were already firmly resolved to make it again next year... no matter what.

 parachuting gliding, sunning, sipping, eating - with a Mad Hatter's Party and cabaret-style entertainment that night, an evening set to finish 'only when the last guest leaves'.

On the final Monday, after a recovery breakfast, guests could again spend the day at leisure or take a Pattaya Discovery Tour, play golf, visit the Elephant Kraal then enjoy a private cocktail party and

'I though the trip was really fantastic... by far the best one I've been on. Full credit to GMH and the tour people for the way they looked after us. I'm certainly working hard towards the next trip... once you've been, you get the taste!'

Dennis Nissen (Dennis Nissen Motors, Crows Nest Qld.)
NEW LOOK FOR '86!

For 1986, our dealer performance measurement program Holden's Finest Fifty takes on a different form. It's simplified, more streamlined, more in tune with market conditions and, we believe, fairer to all.

In addition to the major point-scoring areas of New Vehicle Performance, Customer Satisfaction and Parts & Accessories Performance, there will now be a series of Finest 50 'Challenges' geared to specific model sales over a certain period and carrying significant bonus points.

Under this system everyone making an effort has a chance, right until the end. Top performers may now cruise complacently to the finish line, and mid-field contenders have the chance to put in a successful late run.

To bring subsequent Finest 50 programs in line with the calendar year and facilitate speedier results notification, this year's is running on a 9 month April-December basis. A total of 40 awards will be spread over 6 SEG-based dealer groups, and an additional 10 are to be granted at Zone Managers' discretion. There is also a revised results format, to be issued monthly, which will enable dealers to measure their success on an ongoing basis.

GMH Sales Promotion Manager Colin McLeod comments on the new format:

'I was very pleased, and proud for the dealership, to be selected. The trip was fantastic ... GMH are to be congratulated on the organisation. I thought that two major highlights were the specially organised kite flight and rose garden celebration ... we were welcomed as real celebrities.'

Frank Schwarzbach, (Lance Gibbons Holden, Gosnells, WA)

1. GMH Director of Marketing John Loveridge and wife Pam (left), Les Vagg (Pennant Hills) and Tony Garnett (Blacktown); 2. Rod Heinze, (Portland); 3. Doornicke at the Mad Hatter's Ball; 4. Wantabowers? John Netto (Hobart); 5. Vocal group at Koh Larn island; 6. John Scour (Armidale); 7. Mal Crawford and wife Sonya (WA Zone); 8. Luncheon fashion parade; 9. Kerry Ambrose-Pearce (Darwin); 10. Denys Gillespie (Gulliver); 11. Billy McMahon over Bangkok; 12. Parasailing at Koh Larn.
DEALER NEWS

West City’s Marathon Sale

Tony Barnett (West City Motors, Blacktown NSW) hitched a razzamatazz April promotion to Halley’s comet with glowing success. Using the theme “I’ll be 76 years before you see deals like this again”, his objective was to stay open for 76 hours straight, Friday to Monday, and sell a total of 76 new and used cars.

Advertising medium for this sales marathon was radio, using both local and Sydney-wide stations. Extra-cheap $5 Saturday spots midnight to dawn on 2WS appealed to shiftworkers and late-nighters in general.

On site were an 08 van for live coverage of various special events, a Ferris wheel, BBQ, signwritten 100 cherriespicker complete with Halley and telescope, and a searchlight! which proved a powerful people attractor.

According to Tony, “Staff commitment was exemplary. Enthusiasm for the event meant that many salesmen stayed on for 20-24 hour shifts, slept or catnapped on the premises and really got with the mood of the marathon.”

The sales total was 42 new and 26 used vehicles—not quite 76, but very pleasing all the same. For the record, eight cars were sold after 8am on two nights… and two cars were actually sold after 2am on the Sunday.

use their temporary accommodation for the usual VL preview, so they invited over 100 guests to Oran Park Raceway to discover for themselves what a great performer the car really is… one even had a 1-tonne boat and trailer combination on tow for good measure!

Test drivers took to the track enthusiastically and enjoyed the spit roast and refreshments provided.

Paul Wakeling’s General Sales Manager John Hardie reports that 18 Commodores were sold as a direct result of the day’s activities. Not bad for beginners.

Lockhart Holden (Southport, Q) took off first prize for Best Vehicle Display at the ‘86 Gold Coast Motor Show. Sales team members Mark Failey (left), Les Bloomfield and Stan Riley pose with their trophy next to an equally glistening Piazza.

Sponsorship provided by Graeme Coxon of Warrington Motors, Dubbo NSW, enabled an exhibition gallop by the still-magnificent Kingston Town at Dubbo’s Easter Race Carnival. Two Commodore course cars were also provided. Herta Graeme and leading jockey Harry Troy introduce one world class Australian to another.

Ron Poyser (he) of Ron Poyser Motors (Bendigo, Vic.) looks on confidently as one of 140 guests at his successful VL preview checks on a ‘demo’ glass of wine left sitting on this idling Commodore’s inlet manifold. In 2½ smooth-running hours, the only spillage threat came from doubters who couldn’t help testing to see if the glass was stuck on!

P&A Experience

29 top-performing dealer principals and parts managers, with partners, enjoyed a week-long P&A Experience in New Zealand earlier this year with hosts Tony Parrot (GMP&A Merchandising Manager) and Tony Hamilton (GMP&A Zone Manager, NSW). The wide range of activities offered included jetboating, white water rafting, tennis, golf, swimming… and lots of excellent fishing. Needless to say, a great time was had by all.

The P&A Experience included a relaxed day’s sailing on Lake Taupo. Viv Hooper (right) of West City Motors, Blacktown NSW, enjoys the sun while Wilma Parrot (centre) takes a snap.

Veteran Performer

Even though his Corryong “Gateway To The Snowy Mountains” dealership lies a fair way from heated training pools and even further from the sea, Graham Middleton proved recently that he can still butterfly with the best of ‘em.

National Champion in 1954-55 and ’55-56, Graham scored 3 butterfly wins and set a national 50m breaststroke record at the National Veteran Masters titles in Adelaide. Then, went on to break this record in May at the Victorian State Veteran Swimming Championships and set 4 State records.

He wouldn’t be half bad with a bit of extra training.

Veteran champ Graham Middleton (Middleton Motors, Corryong, Vic.)

W.A. Guild Dinner

District Manager and part-time M.C. Ted Ballantyne reports that this year’s W.A. Zone Master Sales Guild Dinner at the Parmelia Hilton was the most successful and enjoyable yet.

A follow-up letter to Zone Manager Mal Crawford from Barry Chester of Shacks Holden (Fremantle) and undersigned by four more Shacks personnel which said, in part, “The organisation was first class, the entertainment was tremendous and the goodwill and comradship was the best I have seen” would have echoed the sentiments of everyone who attended.

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The SDS Senior Level presentation to Doug Barton Holden (Wynnum, Q) was an occasion for family celebrations. DP Doug Barton, with his wife Lyne, toasts this milestone with parents (and the dealership’s 1946 co-founders) Dolly and Ken Barton.

Drive Program A Winner

How do you pull off a successful, well-attended VL Commodore preview when you’re operating a dealership “out of a paddock”? Paul Wakeling Holden of Campbelltown NSW (just into stunning new premises in Blaxland Road) couldn’t

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Student Cars OK

Some Student Driver Programs appear to have been put in jeopardy by understandable confusion over applications of the dreaded Fringe Benefits Tax.

For the record, the tax does not apply to cars supplied by dealers to schools exclusively for the purpose of driver education.

Robert Slorach, of Slorach Autos, Hamilton Vic., has recently made a Gemini SL/X available for use by students at Hamilton High (where the course is compulsory for all year 11 students) and Monivae College. Teachers from both schools have completed six-week driver instructor courses and both say that the emphasis will be on defensive driving skills – with additional instruction from police and doctors on the dangers of drink driving.

Robert Slorach, who feels that there isn’t enough driver education available for young people, would like more local schools to participate in the Program and take advantage of the car. He’s pictured (right) handing the Gemini keys to instructors from the two schools.

In April, staff at Greg Ball Holden (Miranda, NSW) celebrated their dealership’s elevation to SDS Senior Level Service Centre status. Centre is DP Greg Ball, with Mona Esephan (left) and Kaye Osmond (right).

Bride and Vroom

Just when you think you’ve seen it all, along comes The Bridal Brockmobile.

When Allan Bryant, Sales Manager at Glendon Motors (Nowra NSW) married Tracey Makin on Feb 22, this tizzled-up trio of thunderers ensured that all members of the bridal party made it to the church ahead of time.

The SS Group 3 was Allan’s demonstrator. Group A number 077 belongs to dealer principal Harry Buikstra and the other was sporting lent by a local doctor.

The hand-picked chauffeurs (those who could be trusted to maintain wedding-car decorum and lay off the loud pedal)

were Glendon Motors personnel Glenn Buikstra, Peter Goodchild and Neil Gosby.

True Blue Hawaii

 Winners of the Light Commercial incentive program held during November and December got away from it all earlier this year on a Honolulu Holiday.

W.A. Zone Sales Manager Bob Barrett, who escorted the group of 10 and their partners, reports that Barry Madigan (photographed here with firm grip on the microphone) performed nightly, allegedly by popular request, in the Hawaiian Regent’s piano bar.

Barry’s from Tumut Auto Sales and Service, which is not too many miles from Gundagai. No prizes for guessing that a certain seated canine featured prominently in the repertoire.

Diane Vanderwelde joined Graeme Blanchard Holden (Dandenong, Vic) four years ago as an apprentice mechanic. She’s now the first female to have completed the motor mechanics’ apprenticeship course at Dandenong TAFE and a valued member of Blanchard’s service team. Diane, pictured here with Graeme, hopes soon to broaden her skills by manning the front-line Service Reception desk.

David Gielis (right) of West City Motors, Blacktown, receives his award as the Best Achiever Against Target at the Sales Executive Club of NSW’s quarterly award presentation. At left is Zone Manager Doug Hastie, with District Manager Ron Riggs. Top efforts by Geoff Leeds (Suttons Chullora) Bruce Brown (McGrath Liverpool) Bob Inman (Les Vagg, Parramatta Hills) and Graham Betts (Kensett’s, Tamworth) were also recognised.

unusual regime, because Arthur has never failed to finish … although he will confess to completing one early run in the dark!

He’s currently in training for the Melbourne Budget Marathon in October and will compete in his 4th City To Surf event in August as a build up. Not bad for an old bloke.

NSW Zone Manager Doug Hastie (left) and Sales Manager Barry Turner (right) present Max Levenspiel, MD of Wyong Motors, with a special award commemorating his dealership’s 25-year association with GMH.

Sales of P&A’s multi function Versa Ramp have been healthy indeed, and easily arranged local area displays like this one by Graeme Blanchard Holden (Dandenong Vic) using a Rodeo, ramp and ride-on mower at nearby Mower City are certainly helping them along.

Marathon Man

When Arthur Ellis ran his first marathon at the age of 50 (I was a half fit jogger and I had nothing better to do) he caught the bug well and truly, as the memorabilia wall in his office at Arthur Ellis Holden (West Heidelberg, Vic) will testify.

He’s a veteran of 4 Big M Marathons and has completed three times in the famous New York Marathon. He ran a personal best time of 3:32.06 in the record-breaking 81 NY Marathon, and after subsequent performances is known there by many as the man who trains on Heineken! There must be something to this
GM WORLD
21st Century Dealers

GM Corporation Chairman Roger B Smith outlined his ideas on how dealerships would operate in the 21st Century during a speech to Detroit's Economics Club.

"At the dealerships, the electronic revolution will reach full swing. There it will count the most in serving customers better - and that's the real payoff. Customers will be able to spec and order cars through a computer terminal on-line with the factory. Their orders will generate the actual build orders for the assembly lines and the releases for suppliers to start just-in-time bar-coded shipments - in effect, driving the whole system.

'Dealership sales people and service technicians will be trained and constantly updated through the corporation's telecommunications network. Service itself will be greatly simplified through highly sophisticated diagnostic tools whose memories will be constantly updated by the factory. A prototype of these is now introduced in the form of Buick's Computerised Automotive Maintenance System. CAMS is a computer application that literally plugs into the car and gives dealership service technicians the ability to accurately diagnose and repair on-board electrical components using a computer loaded with artificial intelligence. Through electronic innovations like these, the dealership will be able to offer customers faster, more accurate service - and we hope greater customer satisfaction - with each visit. New-car order times should shrink, and the dealer will be able to accomplish the same tasks with a smaller inventory of new vehicles and service parts.

'Like most consumers, the dealers are eager to take advantage of it. They'd like to be able to order their cars through the computer. There's a limiting factor, however: the dealers don't have the computer capability to handle it. They'll have to learn to use computers before they can be computer-able.'"

Pontiac's Global Car

Pontiac's compact 1988 Le Mans model is a case study in the use of global reach to sell production needs abroad and marketing challenges at home. The French-accented Le Mans, North American version of Opel's award-winning Kadett, is designed in Europe. It will be produced in Korea by the Daewoo Motor Company at an assembly plant closely modelled on a high-tech GM facility in Spain. Finally, it will be marketed in the U.S. by Pontiac. A hybrid, indeed.

New Tricks

Dashboard display screen in the 1986 Buick is touch-sensitive. By putting a finger to the screen, drivers can control the radio, interior temperature and trip computer. By the 1990's, dealers should be able to supply replacement computer modules that teach cars new tricks, and perhaps even snap-on body panels to give it an instant facelift. By the same time, GM could well be producing as many as one million cars with plastic outer panels. This year's total will be around 150,000.

Meet the Trans Sport, Pontiac's multi-purpose concept vehicle. It features personal computer display, operational controls and information, overhead-mounted cassette player and TV, fully-articulated seats with individual radio controls and earphones.

GM In Front

The General Motors Corporation reported a net income of $4 billion in 1985, re-establishing GM sales leadership amongst industrial corporations worldwide. The top five industrial corporations in the U.S., according to Fortune magazine, are as follows: 1. GM 2. Exxon 3. Mobil 4. Ford 5. IBM. GM Chairman Roger B. Smith, who has referred to the increasingly competitive automotive industry as a 'heavy contact sport' said recently that GM was on its way to another excellent sales year.

GM Canada Plans

GM will spend $1.4 billion renovating its Canadian car and truck assembly plants at Oshawa, Ontario. It's the largest manufacturing investment in Canadian history, and the complex is expected to annually produce 500,000 front-wheel drive midsize W cars and 200,000 of a new line of trucks, beginning with 1989 models. The W car project, also code-named CM10, eclipses the $6.95 billion Saturn investment.

Another expected GM project in Canada will involve a 50/50 joint venture with Suzuki. A stamping and assembly complex to commence production in 1989 will supply 100,000 mini cars annually to the U.S. market. GM owns 5% of Suzuki and currently imports 60,000 Suzuki-made Chevrolet Spritzers annually into the U.S.

New Air Bag Module

Passive restraint air bags will be re-introduced in some GM vehicles for the 1986 model year. A system being developed by GM's Inland Division in Ohio features a four-by-six-inch module in the center of the steering wheel. At an impact level somewhere between 8 and 12 mph the seams of the vinyl casing will give way to the expanding bag. The steering wheel inflator, a pyrotechnic device, contains a special powder that when ignited creates a gas that fills the air bag. Another module will be located in the dashboard on the passenger side.

Midnight Oil

Mississippi Oldsmobile Dealer Toby Trowbridge has found a way to keep service customers satisfied. His dealership, faced with over 100 service customers a day, advertises 'In Five, Out By Midnight' - and the move is paying off. His service department runs with 30 mechanics during the day and 12 on the second shift. 'It's an extra customer service, and we use our facilities more efficiently', says Trowbridge.

Innershield Saves Face

Four GM car divisions have introduced 1986 models featuring an 'Innershield', GM's new anti-lacerative windshield is placed on the inner side with polyester film which holds together bits of shattered glass on impact. It has been successful in preventing traumatic cuts and injuries from broken glass and would prevent glass from scattering inside the car if an object was thrown at it from outside.
The 4WD From Snowy River

Bill Walker of Ron Poyser Castlemaine (Vic.) has sent us a remarkable 44-vers poem penned by customer Kevin Jolliffe. So impressed was Kevin by the performance of his Driv-o and son Guy's Jackaroo on a recent 300km high country trek that he burst into verse. Banjo Patterson style. His copperplate-scripted Jackaroos and Drovers epic is too lengthy to reproduce in full, but here are some sample verses:

'Well times have changed and names
Take new meaning in our lives,
Like "Jackaroos" and "Drovers" now refer
to four-wheel-drives.

'We crossed the Wonnangatta
Seemed a dozen times or more
And the Drover nearly floated
Water halfway up the door!

'The Drover clambered up that hill,
Showed just what she could do
And always there behind us
Was the trusty Jackaroo.

'The track went down three thousand feet,
Down to Eaglevale,
And as we went, we both had turned
A white haze of dust.

'The Drover and the Jackaroo
Like the Man from Snowy River went,
Down until we reached the bottom
Of that terrible descent.

'Here we want our separate ways,
One spurt, the other west,
And of our four-wheel-driving trips,
This one has surely been the best!

A special 2-litre 5 cylinder VL Commodore with electronic fuel injection has been developed for GMH export markets where unleaded fuel is not available. In April, representatives from several countries including Indonesia, Hong Kong, Thailand, Fiji, Brunei and New Zealand test drove this export VL and a comparison Camira at Lang Lang.

Motor Show Award

For the second year running, Perth International Motor Show organisers awarded GMH the 'Most Outstanding Exhibit' award for a stand which featured, among other things, an America's Cup area and an extensive Mobil/HDT Display. Commercial prospects viewed a 15-vehicle Light Commercial selection outdoors. W.A. Zone's Trevor Womersley (picted left, accepting the award from M.L.A. Gordon Hill with North City Holden's Pat Rodriguez, President of the W.A. Division of the Australian Automobile Dealers Association) said 'GMH has once again proved that with a lot of hard work and enthusiasm from everyone you can turn a

sow's ear (a slick purse and beat 41°
temperature conditions to have a very
successful and rewarding show.'

Sydney UAM Course

Michigan-based lecturers from the University of Automotive Management, Tim Perry and Paul Farah, took dealership students through Week 3 (Financial Management) of their course in Sydney in April. According to Paul Farah, 'The Australian dealers and managers are a very hardy group of people. We work them hard...often from 8am to 10pm...and when their time's their own, they play hard as well.' Co-lecturer Tim Perry agreed, and added: 'If you were to put them against any of the GM dealers around the world, they're at the top, among the finest you'll come across. Very intelligent...very business astute.'

A half-day course arranged mid-week by Neil Sutton of Sydney's Sutton Group was popular with everyone, including this astute, intelligent crew: (L-R) Frank Villiella (Goofy Brady Holdens, Glen Waverley, Vic.), David Reid (David Reid Holden, Stawell Vic.), Ian Weigh (Barkly Motors, Mt. Isa, Qld.), Peter Zimmerman (City Motors, Adelaide) and Ron Poyser (Ron Poyser Holden, Bendigo, Vic.)

Welcome Aboard


This Rodeo SWB 4x4 Pick Up 'Hi Pac', specially developed for the Old Custom 4WD market, was introduced at the Brisbane Motor Show in February. Another roaring success on site was a new $20,000 4WD test track for the use of manufacturers and prospective customers.

Packard Communicates

Customers and staff of Tony Packard Holden (Baulkham Hills, NSW) should be particularly well-informed, judging by the efforts made to keep them up to date on dealership happenings. Early this year, for instance, the dealership closed for a day while all staff attended a well-planned company convention at Wollongong's North Beach International Hotel. Delegates were addressed by dealership management, GMH and GMAC executives. While topics ranged from customer service to personal motivation, DP Tony Packard feels that the most valuable input came from a question and answer session participated in by all staff and a senior management panel.

There was also a big turn-up of staff and their families at Packard's VL introduction, where sales consultant Graham Davies took a hard-earned mike and conducted a Six Position Sell on Calais to appreciative applause from onlookers. Most of the customers present had also recently received their first copy of The Packardian, a 3000 circulation quarterly magazine aimed at Holden owners, which covered a range of subjects from new model releases to 4WD driving hints.

Quickie...

Gabrielle Murphy of McCann Erickson Advertising reports that Commodore launch press advertising was 'far more effective than we would have dreamt'. They received three earnest requests for VL brochures from, of all places, Iran. It seems that small, car-crazy boys are the same the world over; one even asked for 'advertising marks stickable to models!' Aljalali, Khashayar and Massoud will now have been received their coveted Commodore catalogues. (It is a revolutionary model, after all).

What's News?

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

Up Front Magazine, Pemberton Publicity Services, 152 Bridport Street, Albert Park, Vic. 3206 Phone: (03) 690 6627, 699 3470.
Formula Holden has arrived … a stunning range of six, set to shine in any kind of company. Each one is an individual product of the Holden design studio, each one combines practicality with pizzazz.

Features include air dams, body stripes, decals, high-tech spoilers, co-ordinated wheel covers and fashion interiors – Formula customised with care for owners who want their Commodore.

Camira, Astra, Gemini, Barina or Piazza to make a distinctive statement on personal style. They’re now available complete – totally co-ordinated in all Holden colours – on order from Holden dealers everywhere.

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