Who are our top dealers?
The Holden dealer organisation has always been acknowledged as the best in Australia. No contest. Even the opposition will admit, albeit grudgingly, that the strength and reputation of the Holden network is something they aspire to, but haven't come close to matching.

Nationwide, around 400 dealers fly the Holden flag, their operations ranging in size from big-city bastions with a cast of thousands through thriving middle order suburban and provincial outlets to the smallest of standard-bearers scattered throughout rural Australia.

They share a real sense of fellowship - and a spirit of competition which is at its keenest when it comes to gaining annual recognition as one of Holden's Finest 50 Dealers.

Finest 50 means just what it says; to be ranked is to be recognised as one of the creme de la creme, a professional operator whose sales success and high standard performance in all areas places his or her dealership, regardless of its size, right up there in the top twelve per cent of the country's best dealer organisation.

Every year, the competition gets tougher. Those who have made the 50 before are determined to say there - or regain a place - those who have been knocking at the door are hammering even harder!

Certainly there are tangible rewards worth striving for... special gifts, travel prizes... but the main incentive and biggest kick, according to most achievers, is the "job well done" recognition and elevation in status that comes with inclusion in the listing.

So who made it in 1986? Where are Australia's top performing Holden dealerships? Results were announced in early February and a full listing appears on Page 3.
Brisbane Sundty Sun

"It's a fully imported 1.3 litre five-door hatchback which appeals to me for a variety of reasons. First and foremost, the nicely packaged Barina is rather more than a relatively inexpensive runabout, because it can accommodate a family of four in reasonable comfort... City and suburban commuting is its forte but the open road touring capabilities are quite impressive. It is commuting is its forte but the open road can accommodate a family of four in relatively inexpensive runabout, because it of reasons. First and foremost, the nicely packaged Barina is rather more than a conventional size, do not give superior small cars, which apart from their more alternative to the costlier group of larger... All it needs is wings! Bewdy Barina!

Piazza
Weekend Australian

"Now the Piazza is back in the showrooms, complete with suspension settings more appropriate to Australian than American tastes and a more realistic price... Virtues include a slick gearshift, light and accurate power-assisted variable ratio steering, secure four-wheel ventilated disc brakes and supportive contoured front seats, plus usable rear seats for children, the practicality of a hatchback and a useful amount of luggage space... Apart from its considerable refinement, the Piazza offers impressive quality in terms of a robust body, excellent overall finish and pleasing attention to detail... it does have an aura of exclusivity and provides driving satisfaction in generous measure."

Calais Turbo
Melbourne Sunday Press

"It's a great car, a car on the short list of most motoring writers now pondering their car of the year awards - I know it's on mine... The car's exceptional performance, of course, is most useful when you're very keen to stay as little time as possible on the wrong side of the centre line. This car will save your life because it has enough reserve power to shorten your danger exposure time and it is such a capable handler it will save you from silly mistakes... It was good to get back into the Calais interior, with its very intelligent instrument displays and good sound system... Braking was excellent, with good feel from the pedal, and the car sits well in corners - it's not a car you have to think a lot about setting up for corners. For the price, $27,749, I don't believe there's a luxury/performance combination that can touch it - except for those over $40,000..."

Commodore V8
Perth West Australian

"Memories of the vibrant impact of V8 power came surging back when moving off in the Commodore Berlina wagon. It had the unleaded version of the five-litre Holden engine, significantly up in power despite the octane drop with the fuel... Where the new unleaded-fuel motor still scores is with its silky smooth performance, particularly with the automatic. On the open road you sit back and enjoy the overall serenity, effortless cruising with about the only noise coming from tyres firmly on the bitumen. Its other big advantage comes with its 'bags' of torque, especially if you want to tow a double horse float, luxury launch or big, tandem-wheel caravan. With optional limited-slip differential it could be better than most four-wheel-drives in hauling a big boat up a slippery river ramp."

Commodore V-8 is tow car king

The pizazz that's Piazza
Holden's V8 growsl back

Holden's V for victory

Barina has a long future with Holden

All it needs is wings! Bewdy Barina!
HOLDEN’S FINEST 50 DEALERS 1986

Queensland Zone
Ross Llewellyn, Zupps Motors Pty Ltd, Mt Gravatt
Ron Ireland, Ireland Holden, Cairns
Tony Ireland, Tony Ireland Holden, Townsville
Mel Hansen, Eagers (Northside), Brisbane
Dennis Nissen, Dennis Nissen Motors, Crow’s Nest
Graeme Rossington, Sexton & Green Pty Ltd, Tenterfield

New South Wales Zone
Les Vagg, Les Vagg Holden, Pennant Hills
Robert McGrath, A.C. McGrath & Co. Pty Ltd, Liverpool
David Beverley, Boyded Parramatta, Parramatta
Ian Lance, Lance Motors Pty Ltd, St. Marys
Greg Ball, Greg Ball Holden, Miranda
Barry Smith, Barry Smith Holden, Dee Why
Tony Garnett, West City Holden, Blacktown
Paul Wakeling, Paul Wakeling Holden, Campbelltown
Tim Sargeant, Bathurst Motors Pty Ltd, Bathurst
Tony Packard, Tony Packard Holden, Baulkham Hills
Geoff Boyd, Geoff Boyd Holden, Cessnock
Glen Fulton, Glen Fulton Holden, Kiama
Bob Broadhurst, Broadhurst Autos, Tumbarumba

Victorian Zone
John Nettleford, Motors Pty Ltd, Hobart
Alan Mance, Alan Mance Holden, Footscray
Ian Ridley, Patterson-Cheney Holden, Ringwood
Greg Cotton, Neilson Holden, Ferntree Gully
Peter Amor, Peter Amor Motors, Ballarat
Ron Morphy, Winter & Taylor Pty Ltd, Geelong
Ron Poyser, Ron Poyser Holden, Bendigo
Rod Heine, Reynolds Holden, Portland
John Parker, Parker Bros. Motors Co., Colac
Brian Callaghan, Callaghan Motors Pty Ltd, Warrnambool
Ezio D’Alberto, D’Alberto Holden, Kyabram
Graham Jacka, Graham Jacka Holden, Maryborough
Kevin Johnson, J.P. Holden, Wonthaggi

South Australian Zone
Chris Newton, City Holden, Adelaide
Kerry Ambrose-Pearce, Suttons Motors Pty Ltd, Darwin
Peter Roberts, O.G. Roberts & Co., Mt Gambier

Western Australian Zone
Ron Brown, Melville Motors Pty Ltd, Melville
Doug Kerr, Shacks Holden, Fremantle
John Capps, Shacks Cockburn, Naval Base, Cockburn
Frank Schwarzbach, Lance Gibbons Holden, Gosnells
Peter Fennessy, Fennessy Holden, Busselton

The fortunate fifty and their partners have bags packed and passports at the ready for an eight-day Hong Kong holiday in April. They’ll stay at the fabled Mandarin Hotel, and planned highlights include a ‘Taipan Ball’, Macau excursion, private box seats at Shatin racetrack, champagne breakfasts, island cruising and dining at Hong Kong’s finest restaurants. Lucky foreign devils!

Commenting on the release of the 1986 Finest 50 listing, Holden’s Director of Marketing, Rob McEniry, said:
“...the solid performances cut in by these dealers are particularly noteworthy in the light of the difficult market conditions encountered by everyone last year. I would take the opportunity to congratulate each dealer principal on a professional and effective management job and look forward to doing so personally when we join the 1987 list.”

HNL Doing Well
1986 was a hard, oppressive year for most sectors of the motor industry, but in the midst of the doom and gloom, Holden National Leasing has gone from strength to strength. Unprecedented changes in the fleet environment forced many companies to re-examine their company car expenditure, and the results were a positive/negative mixture for HNL.

Many fleet owners who had traditionally sought vehicles exclusively through other manufacturers were forced to consider other sources of supply for economic reasons, which meant that HNL were able to make inroads into these fleets and fly the Holden flag for the first time in many years. Other current HNL clients were forced to extend lease periods, hang on to current vehicles and make drastic vehicle policy decisions in an attempt to offset fleet costs. This, of course, resulted in a reduction of expected turnover business for HNL.

Despite these restrictions, HNL has continued to expand and develop at an extremely rapid rate. Over 7000 vehicles have been supplied by 230 Holden dealers across Australia, with a great many more dealers involved in the servicing and maintenance of these vehicles.

VL Commodore continues to perform well and with a new Camira in the wings to compete in the 2 litre market and aggressive marketing strategies being planned for 1987, HNL look forward to increasing the penetration of the Holden product in the national approved fleet market.

‘86 Market Gains
Yes Virginia, there were some encouraging market signs in 1986. HMC Analysis Manager Margaret Wey-Willett tells us that, to begin with, Holden’s knocked off Toyota in last year’s final quarter. Total market figures show that HMC beat Toyota last year’s final quarter. Total market figures show that HMC beat Toyota into second spot on the ladder... this for the first time since August 1983.

As for the Commodore’s 1986 penetration of the high price market was, at 38.7%, the highest since 1982. In the private market sector, Commodore improved 21% over the 1985 result, while Falcon dropped just over 3%. Penetrations were 46.4% and 44.8% respectively. In South Australia, Commodore again took the lion’s share of the family car market to finish on top in ’86. Good news also from the heavy commercial market segment, where our 1986 Isuzu truck penetration figure of almost 15% was the highest in five years.
Doug Kerr  
Shacks Holden - Fremantle

It's most appropriate that our man on the America's Cup spot happens to be an accomplished yachtsman. Although Doug Kerr downplays his achievements in this area, he's a former Soling Class National Titleholder and was an original crew member on Alan Bond's 1977 America's Cup challenger Australia. (As it turned out, when the lads left for Newport that year they left him behind, hospitalised with hepatitis.)

At six foot five in his socks, Doug is an easily recognised and well known figure around Fremantle - and while the paint may still be drying on many establishments in the recently transformed port city, his dealership has been a fixture for over 50 years.

The Kerr family association began in 1934, when Doug's father Pat began there as a mechanic. He became dealer principal in the 50's and was succeeded by Don Shack upon his retirement in 1972.

Doug grew up with the motor industry 'a constant dinner table topic' and had decided, on qualifying as an accountant in 1957, to use his skills in that area. After two years of National Service which included an horizon-broadening eight months in Vietnam, he joined Shacks Fremantle as an assistant sales manager in 1969. He put in 12 years as dealer principal at Shacks Cockburn dealership south of Fremantle and returned to head the Fremantle operation upon the death of Don Shack in 1984.

1984 Time Magazine Quality Dealer Of The Year, regular Holden's Finest Fifty member and current W.A. president of the Australian Automobile Dealers Association, Doug attributes a solid performance in difficult times to teamwork and effective business management.

"This will probably come out sounding trite, but I'm a great believer in team spirit. When I came in here, I elected to build employee loyalty rather than make any personnel changes. We sit down together and talk things through - a team approach in the best base you can have. Also, as an accountant, I'm naturally very interested in the business management side of things; other dealers may work from different bases, but I see accounting as a management priority.

"12 months ago we installed a computer system which is now, I believe, one of the best motor vehicle accounting systems in the country; we've fine tuned it to

the stage where it handles spare parts, accounting, payroll and the service department.

"On the subject of service, I'm very much a believer in the Service Development System. We're accredited at Senior Level and feel sure we'll reach Master Level this year. We were already operating in many areas according to SDS principles and now with the formal training it's all brilliantly orchestrated . . . it's given a fantastically professional approach to our service department."

This is fortunate indeed, because the enormous influx of visitors to Fremantle has brought, among other benefits, booming business to Shacks service department.

Doug's involvement with Holden's Cup sponsorship goes way back; he was instrumental in putting the Company in contact with his former skipper Noel Robins, Executive Director of the America's Cup Defence Committee.

"When Australia won at Newport in 1983, I was obviously very keen to see Fremantle being part of the action. I thought it would be a great thing for Western Australia - and Holden's - to be involved in. I believe that Holden's have gained very good value out of the Defence sponsorship . . . it has been such a high-profile national event, accompanied by such patriotic fervour that Holden's could only benefit by the association. Of course, the acid test is, has it sold us any motor cars? I think we'll find that out over the next 2 to 3 years. Certainly many of the syndicates have purchased cars - one of the official measurers from the Costa Smerelda Club is so impressed with his VL that he's been in to see me about pricing and has made serious enquiries about shipping one back to Switzerland - and my allocation of 15 America's Cup Commodores sold within 30 days.

"As sure as hell Holden's have put up an image that has associated the product with a truly classic sporting event - one which we might not see in Australia again.

"Naturally the whole experience of being here in the middle of things has helped our '86 result and enhanced our prospects for '87. The whole area has been brilliantly renovated and we're sitting in a town that will be the centre of a new-found tourist industry. It can't help but raise the profile of the dealership."

Shack's profile was already high enough during the finals races - nobody missed the 12-metre replica star of the V8 commercial looming outside the showroom.

"Every head that went by swivelled three times . . . and two journalists fresh off the plane from Boston rushed in with notebooks flapping. They took photographs . . . maybe we ended up in the Boston Times . . . !"

Asked his opinion of the Holden's Motor Company restructure, Doug says: "It can only do us good. The prospect of a youthful and energetic new management at Holden's is exciting, and I have the greatest respect for Rob McEniry's ability and positive approach. It's fair to say that two years ago I thought we were on a downer. Today, however, I see Holden's as the best franchise available. We have a fantastic opportunity with the '88 Commodore and should be very market competitive. The decline has been arrested and we can only go up."

"I see no reason for gloom and doom . . . we've just held the A.A.D.A. annual general meeting here in Perth and I'm in agreement with Leun Mapperson, the economist guest speaker, who said that there were various factors, like rising consumer confidence, moderating interest and inflation rates and the effect of income tax cuts on spending levels, which all gave reason for optimism."

"Our aim is to substantially exceed this year's SEG target. Incentives like the Finest Fifty are a big help . . . we do keep a very close eye on our standings throughout the year."

"As for the immediate future, I'm particularly looking forward to the Astra release; with the Camtech engine, I'm confident that it will turn out to be a great little seller. Barina, of course, should continue to go well, and I await the Camira drive program with interest.

Holden's Finest Fifty '86 listings came out not long after UpFront spoke to Doug Kerr. The fact that his name was there suddenly gave the year ahead an even brighter aspect!

"It's fabulous. It's a recognition of achievement, and confirmation that everyone in the dealership pulled their weight throughout the year. My wife Clare and I have fond memories of similar trips - especially the London/Paris grand tour which really blew everybody out of the water - and we're looking forward to renewing acquaintance in Hong Kong."

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The whips were really cracking for this one!

The third, and ultimate, Finest 50 Challenge which ran on all model lines from September 1 to December 31, carried the reward of a luxurious berth at the America's Cup finals for just five fortunate dealer principals (one from each Zone) and their partners. This was to be no ordinary trip.

The fact that the Holden name appears on the exclusive list of Official Sponsors of the America's Cup Defence meant special treatment indeed.

Commissseration to those who really put in for this one and only just missed the boat, congratulations on a fine effort to the crew who made it.

They were: Graeme Rossington, Sexton & Green, Tenterfield; Enzo D'Alberto, D'Alberto Holden, Kyabram; Peter Roberts, O.G. Roberts & Co., Mt Gambier; Tim Sargeant, Bathurst Motors, Bathurst; Denis D'Alberto Holden, Kyabram; Peter Roberts, O.G. Roberts & Co., Mt Gambier; Tim Sargeant, Bathurst Motors, Bathurst; Dennis Spigg, Marley White & Co., Wangan.

Our winners arrived in Perth on the eve of the first Kookaburra-Stars & Stripes race. Their accommodation? Nothing but Alan Bond's 5-Star finest... high-rise Observation City, right on the water at Scarborouh.

That evening they boarded the liner Achille Lauro for a cocktail party. No seasickness pills required; it remained firmly at anchor.

So, however, the boat they boarded next morning at people-packed Fremantle. It was called Flite, and lived up to the name with the assistance of a pair of powerhouse GM diesels.

The group's Holden Sponsors Passes had already ensured smooth passage through the exclusive RPYC annexe and marina area, but the green flag fluttering from Flite's bridge beside Holden's colours signified even better things to come.

It carried the number 1, which meant that Holden's fast craft was the most privileged of all the spectator fleet. No other observers were allowed between Flite and the starting line, none permitted ahead of her en route to the various marks while the race progressed, and no other would obstruct her view of the finish. Not bad.

Close by... close enough to cop a chorus of encouragement... the gold-hulled Kookaburra scythed through the light swell in pre-race preparation, while off the port bow, Stars and Stripes sailed past, accompanied by a support boat piled high with bags of sails and tackle. Soon after, to the intense delight of all camera-clickers on board, she charged boldly straight towards Flite, jibing smoothly with about four metres to spare — an instantly recognisable Dennis Conner at the helm acknowledging yelled good days with a wave.

Just in case such proximity to the action wasn't enough, an on-board yachting expert provided landlubbers with running commentary and patient answers. If one wished, one could even sit in comfort below and view the proceedings on TV!

Of course, the result of that first race, and the others to come, is history now. An Aussie victory was one thing that couldn't be organised for our Finest Five... although just about anything else they cared to do was. In the company of Holden hosts who were, variously, Colin McLeod (National Sales Promotion Manager), Rob McEniry (Director of Marketing), Geoff Davies (General Sales Manager) and Don Bowden (National Merchandising Manager), with assistance from W.A. Zone Manager Mal Crawford and other Zone personnel, the group enjoyed a range of activities other than first-hand spectating out on the America's Cup course. (All, by the way, were a credit to the dealer organisation. Not one lost his or her lunch over the side, thanks to pills, special wristbands and a power of positive thinking!) The group enjoyed a sail on the restored barquentine Leeuwin, and indulged in surfing, sunbaking, shopping and day trips. The evenings were taken up with restaurant samplings and a visit to Perth's Burswood Casino, where they had special entree to the restricted-membership International Room.

Holden's National Sales Promotion Manager Colin McLeod said: "It was a great pleasure to be able to give at least a few of our Dealers the opportunity to be involved in an event that may turn out to be a once-in-a-lifetime occasion.

"I think that, for many of us in the East, the lead up to the America's Cup was interesting without being overly exciting. However, to be in Perth during the intense national and international focus on the Final was a tremendous experience.

"I believe I can safely say that our Dealer guests and their wives all enjoyed the Cup atmosphere... and I can think of a few stories that we will all be able to dine out on for some time to come!"

Just in case there might be some useful pointers to be picked up from Finest 50 contenders hoping for inclusion on the next such jaunt, we asked some of the experienced America's Cup crew just how they went about getting the points on the board:

Tim Sargeant — Bathurst Motors, NSW

"We make the Finest Fifty a real project. Our sales effort is geared to achieve set targets, the whole team has a positive attitude, and the motivation comes from me. I'm fair dinkum about it and see a big part of my job as instilling the right attitude and providing individual incentives for wholehearted participation. People like to succeed and they like recognition... I'm constantly rewarding staff for a job well done.

"I'm also very big on sales training — our staff go regularly to Holden training courses — and I believe it's just as important to send the frontline troops — the sales consultants — as it is to send management. This trip is a bonus. The thing I get a real buzz out of is belonging to the Finest Fifty."

Graeme Rossington — Sexton & Green, Tenterfield, NSW

"My partner John Wilson and I operate from a pretty basic set of principles. We're out to make money, to sell as many cars as we can... and trips like this are a bonus. We don't keep a close eye on Finest Fifty targets and points, but it is great to have made it a few times in a row.

"There's no secret of success, other than the fact that we work bloody hard, and I think that we've got a more optimistic attitude than a few of the others. In a small dealership like ours, I think a partnership works best.

"This particular trip has been very enjoyable for me because it's my first visit to Perth. To be here at this time, with all the America's Cup excitement, is great."

Peter Roberts — O.G. Roberts & Co., Mt Gambier

"We've always been in there trying with Finest Fifty; we got behind it from day one. Our achievement targets are based around Finest Fifty points, and the whole staff is on a bonus system.

"Being recognised as one of the Finest Fifty turns me right on. There's a great feeling of achievement, a reward for effort. On trips like this one, which is absolutely top shelf, I enjoy the fellowship of other dealers. In fact, I feel sometimes that I get more out of that contact on trips — the exchange of ideas — that I would from a sales conference."
Shrimps On The Barbie For Caddie Dealers

When thirty Cadillac dealers and their wives arrive Downunder for a flying visit, there’s really only one thing to do. Say g’day and throw another shrimp on the barbie. Actually, this was more like a seafood extravaganza … and the barbie location just happened to be the best in town.

The top sales achievers from Hawaii, New York and points between arrived in early December. Their tour was primarily confined to Sydney and Perth … the latter a must, since America’s Cup trials were in full swing and Cadillac were major sponsors of America II.

As the group had one night free in Sydney, Holden’s decided, with the inspired assistance of specialist company Marcomotivation, to provide the Cadillac crew with an evening’s entertainment that the folks back home just wouldn’t believe.

Cadillac dealers spent an afternoon watching their yacht America II go through its paces. They’re smiling because at this stage it was still a contender.

Told only that their destination was a surprise, our mystified guests were called from their hotel by a town crier in full regalia; and transported to Circular Quay. From there, in the company of boisterous colonial soldiers, minstrels and serving wenches, they sailed across to Taronga Park, sipping Cadillac cocktails. They had the Zoo to themselves, and explored it at leisure with the city skyline and harbour sunset as a stunning backdrop. When keepers arrived with various furry bundles from the animal nursery to have and to hold, they were
A 3500 km Melbourne to Perth delivery run by RACV and Australasian Post test drivers in newly released Commodore V8s turned into a battle against the elements as the worst gales in 50 years blasted across the Nullarbor. The two heavily-loaded vehicles, a Berlina wagon pulling a caravan and a Berlina sedan with a 5.2 m motor cruiser on trial, were estimated by drivers Jan Hente, Simon Perry and Holden's Geoff Weatherley to be hauling about 2.5 tonnes each.

At first, all went smoothly: "We found that passing other vehicles was fun. The foot hit a responsive chord and the car just took off, making passing routine." The gale which blew up at the W.A. border, a hot and ferocious northerly, halted touring coaches, express buses and road trains for up to five hours, but the Commodores forged on.

"Reaching Norseman was a battle against the gale that was blowing so hard that the back of the caravan was pushed over about a metre, at an angle of 10 degrees. From the second car, we saw the traffic side of the caravan. Two attempts at frying eggs on the car bonnet were foiled – the wind simply blew them clean away!"

"Our delivery run, designed to be an exercise in driving convenience, laid-back ease and sheer power performance became a testimonial to the car's roadholding ability and comfort."

When asked to name the outstanding characteristics of the test run, Jan Hente summed them up thus: "Firstly, the sheer power of the cars in all situations. The brakes were solid. Secondly, driver comfort at all times: the cruise control worked like a charm and the air-conditioning was effective even on that bad day in the Nullarbor. This car makes one feel at ease, in control at all times and relaxed."

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When I'd finished my turn at the finals, I was simply enormously relieved that it was all over. When they announced the result, I was extremely understanding friends, family and colleagues.

Max Earsman originally thought that a starter from the bush wouldn't have much of a chance against seasoned city performers, but his success last year proved otherwise. This time, he was more determined than ever to make the grade: "I really worked hard... in fact I just drove my wife mad! I haven't got a good memory, so I actually hand-wrote presentations for each model, taking the information from the 6 Position Guides, manuals... any useful source. Most nights at home I'd put in about 2 to 3 hours, concentrating on one car a session.

"I'd put so much into this thing that when I'd finished my turn at the finals, I was simply enormously relieved that it was all over. When they announced the result, I was even more wrapped!"

Co-winner Ian Hebiton agrees that a capacity for putting oneself through the mill is a prerequisite to success: "It certainly was a lot harder to win this year. You had to be even more professional - and the 20-minute limit was a new factor to contend with. Because it brings you very quickly to a talking point, it's definitely a help in selling motor cars. So's the whole Six Position thing... it's not a load of bull. Putting yourself through the mill, studying the product and becoming aware of all the differences really helps out there on the showroom floor - you appreciate what you've done.

Holden's best talkers for '86 - Zone and National Six Position Sell Champions - were presented their awards by Director of Marketing John Loveridge at the Melbourne Hilton in December. (LR): John Starmer (Tony Ireland Holden, Townsville, Q); Allan Musto (Les Vagg Holden, Pennant Hills, NSW), Max Earsman (Wagga Motors, N.S.W); John Loveridge, Ian Hebiton (Manley Stanwell Holden, Albany, WA); Paul Clarke (City Holden, Adelaide, S.A.).

Impromptu after dinner speaker at the Six Position Sell National Championship was Les Vagg (Pennant Hills), seen here toasting an old friend.

Top Sales Effort

Members of the NSW Sales Executive Club put in solid sales performances during a 3-month campaign, despite supposedly depressed market conditions. According to Sales Manager Barry Turner, the group was responsible for a total of 3670 vehicle deliveries in the September-November period. Congratulations to: David Forbes (Belconnen); Bruce Brown (Liverpool); Geoff Leeds (Chullora); Neville Herdegen (Balgowlah); Andy Radford (Groves Nest); Bill Sinclair (Dee Why); Barry White (Gordon); Lauries Downton (Baulkham Hills); Peter Rose (Parramatta); Bob Inman (Pennant Hills); Steve Hammond (St Marys); Steven Brooks (Padstow); Barry Maw (Bathurst); Graham Bettis (Tamworth).

The Club, which has been running for almost two years, has had strong support from all sales managers in the Sydney metropolitan area. December's meeting was voted by members as the best yet, with

looking to run it a little earlier this year. Everyone should be brushing up their skills - especially with the introduction of new models during the year - one of the secrets of winning is to stay on the pace."

Fred Heitzmann, Ellers' retiring super salesman.

Farewell, Fred!

After a trial period which lasted for 20 years, Fred Heitzmann, sales consultant extraordinaire, retired from Adelaide dealership John H. Ellers Pty Ltd on January 30th.

Fred, 68, a qualified motor engineer and former principal of a rural GMH dealership in the fifties, discovered soon after selling out that a life of leisurely retirement was not for him.

Since then, Ellers staff estimate that Fred has sold 5,000 used cars, which would form a bumper to bumper line measuring 14.68 miles! A true professional, Fred has been a Guild Sales Leader since inception and has never missed a Master Sales Guild function. A wide circle of friends and admirers at Company and dealer level wish Fred well upon his retirement.

The question is... will there be yet another comeback?

Cup Promo The Go

Mt Gambier dealer Peter Roberts isn't a man to do things by halves. During a 4-month America's Cup promotion, he made sure that sales staff were dressed for the part in natty white shirts featuring the Aussie Green and gold, with matching O.G. Roberts and boxing kangaroo logos. They even climbed aboard Holden's ubiquitous 12-metre replica, which spent some time on display outside the dealership in company with eye-catching cutout boxing kangaroos. A smaller-scale craft (but...
through August, and two-day Service Managers’ Conferences will take place in September/October. Also in October are two-day Sales Recruitment Seminars, and circuit B of the Professional Sales Consultants program, one-day conferences, will be held in November/December.

**MSG Presentations**

There were big roll-ups at each of the Master Sales Guild Presentation Dinners held in every Zone through February, and a total of 15 outstanding performers were guests of honour at the Gold Sales Leader Banquet at the Melbourne Hilton on February 19th.

At the Victorian Zone presentation Dinner, HMC General Sales Manager Geoff Davies congratulated ‘the cream of the retail selling force, first-timers and old-timers’ on their meritorious achievement in reaching Guild qualification in such a tough market year. He expressed the conviction that among Guild members present that evening were many dealer principals in the making, and predicted better times ahead for Holdens in 1987.

Recipients of ‘long service’ awards at the MSG Vic. Zone Dinner were: (L-R) Kevin Rowe (Ringwood), Robert Irving (Warnambool), Bruce Fawcett (Footscray), Tom Wilson (Launceston), Perc Farrell (Wangaratta), Holden’s Peter Cummins, Bill Terrill (Ringwood, recently retired) and Rick Layfield (Cheltenham). This group boasts a total of 120 years’ Guild membership —not bad for a bunch of whippersnappers.

And a good night was had by all — great to see this big Tassie contingent joining the mainlanders at the Vic. Zone MSG Dinner.

**Dealer Lease Program An Exclusive**

Holden National Leasing’s brand new Dealers Lease Maintenance Program gives dealers yet another edge on the competition. Holden Dealers can now go into the marketplace and offer a fully maintained lease program on all normal fleets (10-99 vehicles) throughout Australia at extremely competitive rates — a deal offered by no other manufacturer or its dealer network.

The leases are financed and administered by the dealer’s leasing company, with HNL administering the maintenance component of leases entered into. The Program fills an area in the fleet market which has until now, been dominated by leasing divisions of rent-a-car companies. It therefore offers enormous potential in terms of new and used car sales as well as increased service volume, and allows HNL’s resources to be fully utilised by its shareholders – the Holden dealer network. Launched in early February, the Program is attracting a great deal of interest. Further information can be obtained from HNL’s Brian Smyth or Jan Davis on (02) 869 2444.

In Melbourne for the Gold Sales Leader Banquet were: (L-R at rear): Bill Bolman (Old); Hugh Boyd (Old); John Richards (NSW); HMC Director of Marketing Rob McEniry; Doug D’Brass (WA); Robin Eales (Old); Jim Fyle (NSW). Front: Frank Marabito, (Vic); Graeme Ruby (Vic); Alain Guyonne (Vic); Rick Steenbergen (NSW); Alan Spekes (NSW); Bruce Parker (NSW). Winners not present were: Malcolm Ible (NSW); Gary Nixon (NSW) and Eric Waterson (NSW).

**University of Automotive Management**

There is still plenty of time to enrol in Holden’s blue-ribbon college of dealership management. Distinguished graduates abound (particularly in the Finest Fifty listings) and there’s plenty of valuable input to be gained from later Post Graduate Seminars and annual gatherings.

Sales curriculum:
- Unit One – 29 June – 3 July
- Unit Two – 2-6 November

Fixed Operations: Curriculum:
- Unit One – 31 August – 4 September
- Unit Two – 16-20 November

The U.A.M. Post Graduate Seminar will again be held at the stunning Yulara Resort complex at Ayers Rock.

Dealers will have recently received a booklet outlining ‘87 U.A.M. courses, and further information on all aspects of 1987 Marketing Training Programs (which again earn Finest Fifty points for dealerships with personnel attending) is available from Trevor Prosser on (03) 647 1913.
Holden's Finest 50
1987

For the first time since its inception in 1984, Holden's Finest 50 is being conducted over a straight calendar year. The 1987 program launched on January 1 has more simplified measurement factors than in previous years, in line with suggestions received from dealer and zone personnel. The elements to be measured will be new vehicle sales performance, customer satisfaction performance, parts and accessories, business management and manpower training. Another change concerns the Finest 50 Awards Presentation, previously held in conjunction with the Overseas Grand Travel Award. The presentation will now be made at an Australian location, and the Overseas Travel Award will be a separate program, not necessarily linked to Finest 50. This will give greater all-round flexibility for campaign purposes — and assist in keeping dealers well on their toes!

Finest 50 will continue to be the ultimate distinction, and dealers should by now have received a special brochure outlining the '87 version of Holden's premier recognition program.

Management of the 90's

While the recent Holden's Motor Company restructuring has led to various personnel and organisational changes, one particular Marketing Department program, which should be of particular interest to dealers, remains firmly in place.

It's an investment in the future known as the Salerno Executive In Training program. An initiative by Holden's Motor Company Managing Director Mr. Chuck Chapman, SEIT is designed to provide a carefully selected group of young graduates with intensive 'on the job' experience, equipping them by way of planned developmental assignments and training programs, with the opportunity to build management careers within the company. Those undertaking the SEIT program ‘whereby salaried employees can undertake special assignments to equip them for future mobility’ may be selected from qualified applicants inside or outside the Company. After an initial 12 months, they are accorded the status of trainee executives.

Holden's Marketing Department currently has two graduates on the SEIT program, and a further group of eight who have completed the process and are now Marketing Trainee Executives. Among them are several Bachelors of Business and Business Studies, a Bachelor of Science, Bachelor of Commerce and Bachelor of Economics.

Meet Holden's Graduate Class of '87: (L-R) Bill Saxell, John Pollard, Tim Flathe, Ross Money, Peter Kelsey, Paul Ellis, Chris Payne, Robert Grimwade.

Phil Harris, Marketing Administration Manager, is optimistic about the prospects of the 'lion cubs' in his charge, believing that the solid grounding they are receiving in various departments — Distribution, Dealer Development, Business Management, Analysis, Planning, Fleet Sales — will serve them well when it comes time to venture into the 'dealer jungle'.

He says: "The trainees are being provided with all the elements necessary for good dealer contact; they're getting a varied background in all elements of the Marketing Department as it relates to the dealer organisation. They're not cloistered; when they go out into the field, they'll have a very full understanding of the dealer's perspective... and his needs and wants.

'This group will be well prepared. They'll be problem-solvers responsive to critical communication, which is essential in building up the right kind of relationship.'

The program is designed to ensure that participants receive 3 to 5 years of work experience in Central and Zone Offices before they move out as District Managers. Following this experience in the field, it is anticipated that they will take up sales management positions.

And then? We're banking on home-grown, Holden-trained executive talent to steer the Company confidently into the next century.

Omega is Car of the Year

General Motors' all-new Opel Omega/Vauxhall Carlton has won the prestigious European Car Of The Year Award

The Omega/Carlton finished a clear winner in a field of 13 contenders, the selection being made by a jury of 57 motoring journalists from 17 European countries.

Second place went to the Audi 80, with the BMW 7 series coming in third. It is the second time in 3 years that GM has taken the award; the Opel Kadett/Vauxhall Astra was the 1985 Car Of The Year.

The Omega/Carlton is perhaps the most advanced car in GM's line-up, a stylishly functional car with aerodynamically efficient lines which comes in sedan and station wagon versions with a choice of 1.8 and 2.0 litre 4 cylinder engines and a 30 litre 6 cylinder engine.

The cleverly designed Omega/Carlton's strengths include above-average road comfort, precise handling and stability at speed.

The age of automotive electronics is well and truly upon us. Cadillac's Allante has 907 kilobytes of on-board computer power — more than the best personal computer on the market. It is anticipated that they will take up sales management positions.

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For the past 3 years, Holden's Dandenong Truck Assembly Plant has achieved the No. 1 GM plant rating in the world in terms of quality. Bob Naffa, plant manager, comments: "We are extremely pleased with the plants' performance and are confident that the improvements we are making will continue to ensure that we maintain this high level of workmanship for years to come."
A number of country and interstate dealers was 25. This has now built to fifty plus, with regularly present. "At every auction over early auctions, which are held fortnightly, in Melbourne, average dealer attendance at Crennan is delighted with progress to date. 9 months.

HMD's Ben Rasalam.

Melbourne's 4x4 and 4x2 Recreation Show. Are rated 4 Star, All these vehicles are less 5 Star rating, and ex-rental vehicles, which ex-Company and lease cars, which carry a Holden dealers. It is used for the disposal of system and is restricted to franchised dealers in particular. The move has freed up site's excellent location makes access more certain to attract even more dealers, and the auction attendances already this year at several reasons: "We've had very big interest in all vehicles vas high, according to Holdens, its dealers, the trade generally and owners of Holden products has been the eventual consequences of his persistence in ignoring the Company's advice. Eventually, HMC was left with nowhere else to go. It had no desire to be in any way associated with the device known as the energy polariser developed and produced through Peri Integration, and of particular concern was the launch of a Brock 'Director' which the company has not had sufficient opportunity to review. All such vehicles, as modified products of Holden origin, were expected to carry normal warranties, but as the company could not review intended changes to this vehicle, test them and have them comply with ADR, the company was given no choice but to disassociate itself from future HDT products.

Holden's strongly rejects the suggestion that its decision was motivated by any other reason than to meet clear and specific regulatory requirements and to protect the interests of its customers. The company is anxious to continue with the Special Vehicles concept and is working towards setting up another program which will enable dealers to continue to achieve a competitive edge in this market niche, and there will be more details forthcoming on the activities of Holden's Motor Sports Group.

MOVERS

Geoff Bedford is appointed Manager, Vehicle Sales Centre.

Ralph Closter is appointed Sales Manager, S.A. Zone.

Joe Felice is appointed Sales Staff Manager, S.A. Zone.

John Lindell is appointed Manager, Holden Motor Sport.

Holden's Service Parts Operations:

Peter Hazelden is appointed Sales Manager.

Brian Semple returns from GM in Venezuela to become Warehouse Manager.

Ron Stewart is appointed Zone Manager, Queensland.

Brock Split Saddens Company

The recently opened Fowles Overett Auction Complex at Altona quite a change from the former facility at Fishermens Bend. Specifically designed for car auctions, the complex is located on the Geelong Freeway, just a 12-minute drive from the city. There's a large, covered and heated auction area with seating provided, and over 2 acres of storage sheds which include detailing and repair areas.

Vehicles are handed over to Fowles directly after decommissioning. They are then responsible for arranging, cleaning and detailing vehicles and administering and promoting the auctions to dealers.

Holden's Vehicle Sales Manager Geoff Bedford is delighted with the complex for several reasons: "We've had very big auction attendances already this year at Fishermens Bend, with close to 200 vehicles being offered each time, and have every reason to expect the situation to continue at Altona. Volume like that is certain to attract even more dealers, and the site's excellent location makes access more convenient for just about everyone, country dealers in particular. The move has freed up our sites and will mean substantial savings with a faster turnover of cars."

Among the HMC group present at the Feb. 24 Auction Complex opening were (L-R): Peter Anderson, Used Car Supervisor, John Crennan, Marketing Manager, and Geoff Bedford, Manager, Vehicle Sales Centre.

Auctioneer David Fowles says that the Altona complex will minimise the time dealers need to spend at the auctions, "Our new set-up will expedite every stage of the auction. A new computer system ensures speedier, more accurate information, and account settling. Another service at Altana will soon enable dealers to sell their own cars through the auction system, either at the completion of a Star Class Auction, or through the regular Fowles trade auction. Holden National Leasing are also examining the possibility of 'locking in' to the Fowles Overett system.
It certainly is, according to driver Larry Perkins. This is the Commodore that beat George Fury's fancied Nissan Skyline Turbo to pole position in the Pukekohe 500 and subsequently won convincingly, giving Perkins his first touring car victory since 1985.

This is the Commodore that he piloted gangbuster-style in the first round of the Shell Ultra Australian Touring Car Championship on March 1, storming through the field after a first-lap spinout to finish a mere 2.5 seconds behind all-the-way leader Glenn Seton's Nissan.

Since acquiring the VK in mid '86, Perkins and his Enzed race team have subjected it to an intense program of development, culminating in full-on testing during December/January at Melbourne's Calder Raceway. It was after this that Perkins made his claim.

"The stopwatch told us that we had the quickest Commodore in the world," he said. "To go out after that and win in New Zealand was immensely satisfying because it proved our point, and the close finish at Calder simply underlined it. We posted the fastest lap at 61.6 seconds and proved beyond doubt that the first win was not a flash in the pan."

Perkins' future plans include amending the statement to: "Fastest Group A car in the world" and is confident that he has the team and the financial backing to do so.

Commodore's NZ Blitz

Mobil HDT Commodores again opened the season with a victory in New Zealand's Nissan Mobil 500 series.

In a one-two finish, the Brock/Moffat car crossed the Wellington 500 finish line ahead of Harvey/Lowe. On the following weekend, HDT's third and fifth placings in the Pukekohe 500 (Commodore filled four of the five top placings) gave them a series-winning points tally.

What's News

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

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