



60 Years of Holden

Complete encyclopaedia of all models



Terry Bebbington

60 Years Of Holden

Terry Bebbington, the walking encyclopaedia on Holden, is back with his latest gem. Detail, detail ... beginning with Holden's pre-1948 history, this book charts Holden's course in Australia from the 48-215 to the current VE Commodore. But not just Holden's top-selling large cars, all other models are covered in the same exhaustive detail. Torana, Gemini, Barina, Camira, to the current Viva and Epica. 4WD's and commercial models are also included. There is also a section on rare prototype and concept cars that Holden has produced – including the Hurricane and the EFIJY.

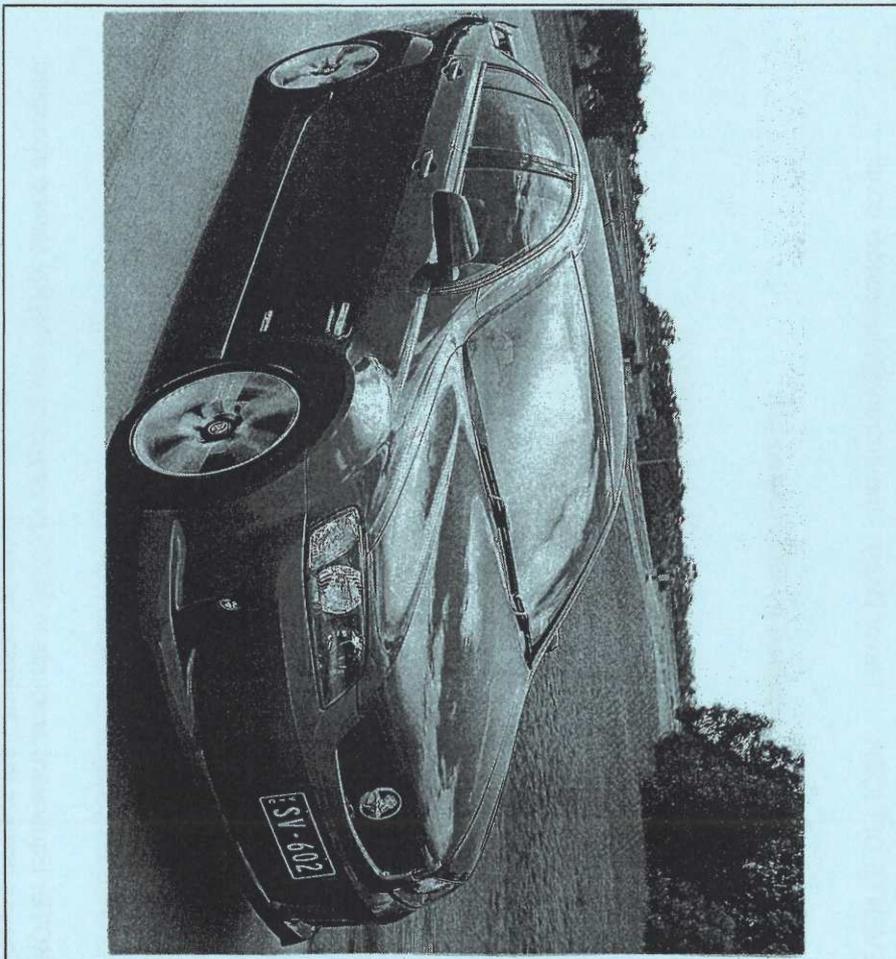
Like the two editions that have gone before it, 60 Years of Holden will be a must-have for the Holden enthusiast and a valuable reference for years to come. The sheer volume of specifications makes this a unique source of all things Holden. **How many Holden facts can you take?**

- Completely revised and updated
- 352 pages
- Now in full colour throughout
- Hard cover with dust jacket
- Great value

60 Years of Holden by Terry Bebbington
(Hard Cover) 352 pages

Code TGB01

\$59.95



March/April 2010

Holden Business

ISSUE 133

FRONT COVER - The New Commodore MY10 – See article page 6

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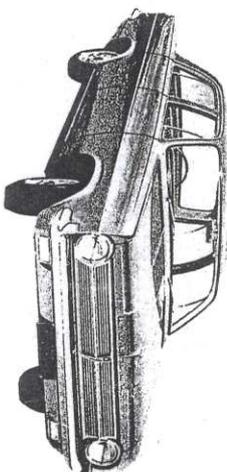


Hi all,

Hopefully spring is now in the air so there are fewer excuses for not entering that garage and doing all those jobs which have been on hold for so many months.

I hope some of you managed to get down to the Ace Café for the Australia Day gathering. If you have any pictures pass them on to me and I will add some of them up to our site.

On the back page I have included an advert from the Trax brochure, which reminded me just how many Holden model cars this company produces, so if you don't yet own your favourite Holden, a model may be a good temporary alternative. Their website can be found at: www.topgear.co.au

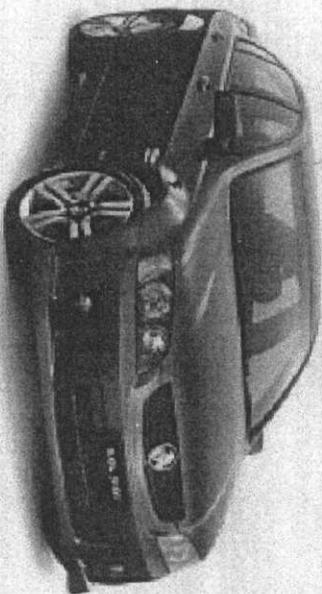


Talking of pictures above, if you would like to send me some images of your cars and a few details of how they are running and any restoration work you have done, I will add them to the pages of our magazine.

Regards


Ken

Commodore celebrates 14th Year as Australia's Top Selling Car



Pictured above, the Holden Commodore was announced this week as Australia's favourite car for the 14th consecutive year.

Figures released earlier this month by the Federal Chamber of Automotive Industries show Australians purchased a total of 44,387 vehicles from the HVO built, VE Commodore range in 2009.

The result means Commodore has been Australia's best selling car each and every year since 1996.

This achievement ends 2009 on a high after a tough year as HVO transitioned to a single shift.

"It's been a tough year so we're rapt Commodore has come out on top again," Holden's Executive Director of Sales and Marketing, John Elsworth said.

"Commodore is designed and engineered here in Australia, it's built here and we're very proud of the way we've been able to continually refine and improve it since it was first launched more than 30 years ago."

Holden sold 119,568 vehicles in Australia in 2009, 12.8 per cent of the market, making Holden the second top selling brand behind Toyota. For more detail, see page two.

Mr Elsworth said the Federal Government's investment allowance played an important part in the result.

News



GM Holden Corporate Affairs
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3 February, 2010

HOLDEN OFF TO A GREAT START TO 2010

Holden has recorded a 20% rise in sales in January 2010 compared to the same month last year according to figures released today by the Federal Chamber of Automotive Industries.

The figures show Australians purchased a total of 10,468 Holden's during January, with Commodore, Cruze, Captiva, Barina and Colorado all selling well.

For Holden, January highlights include:

- The best ever monthly sales result for Captiva (1421 sold), making it Australia's best selling SUV;
- The best Barina month since January 2007 (1379 sold); and,
- Commodore was Australia's best-selling car (3241 sold).

Holden's Executive Director of Sales and Marketing John Elsworth said overall it was the best monthly sales result since January 2007.

"We're planning a big year and this is a fantastic start," Mr Elsworth said.

"The sales momentum we saw developing in December last year looks like it has carried over into the new year.

"We've grown our market share to 14.1% of what is a crowded and competitive market and we're pleased with how we are tracking across our model range."

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