

# Holden Business

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ISSUE 158

# FRONT COVER — New arrival in the UK — Glenn Exton's 1954 FJ Special

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Hi all,

Still quite a bit of news coming out concerning the future of Holden beyond the end of production in 2017. As you can see from the news items in this copy of Holden Business, General Motors are proposing to badge some of their Opel models as Holdens. They will be names we would recognise under the Vauxhall name in the UK. One other piece of news is that the Lang Lang proving ground will be retained to test various models under Australian conditions.

As you can see from the cover of this edition, a nice looking 1954 FJ has just been imported by the owner, Glenn Exton. The colour is cream with a grey roof and a red interior. Glen is in the process of getting it registered, so hopefully it will be seen at one of the shows soon.



As you can see by the insert, the annual membership renewals are now due, once again we have been able to maintain the subscription at the same level as last year.

Enjoy the warmer weather and some nice outings in your cars.

Regards

  
Ken

## Holden adds Opel models will keep the Lang Lang proving ground

HARRY TUCKER Technology Reporter news.com.au

LANG Lang proving ground will stay, even after Holden's Aussie production will end in 2017, plus four new Opel models will be badged as Holden, with the company looking to focus more on "lifestyle and performance" models in Australia.

General Motors boss Stefan Jacoby confirming that 2900 Holden production jobs will stay until 2017, providing workers with some peace of mind for the next few years.

Although these models were previously on sale in Australia under GM's German name: Opel, before these imports were discontinued last year, the Astra VXR, Astra GTC and Insignia VXR will now be joining Holden's range to boost its performance models, particularly in the booming hot hatch market. These will be joined by Holden's first convertible since 2007, the Cascada, which is hoping to help bring some more variety to Holden's range.

The Insignia VXR will be the closest thing to another Aussie built car to come out of Holden, with its 2.8-litre turbocharged V6 engine built in Port Melbourne until 2016. Pumping out over 230kW to all four wheels, the Insignia, if priced right could prove a bang for your buck winner in Australia.

Likewise, the Astra VXR could prove popular if the similarly specced Ford Focus ST is anything to go by, with the Astra sending 206kW of power from its 2.0-litre turbocharged engine to its front wheels through either a six-speed manual or automatic transmission. While the Astra GTC with its 1.6-litre turbo and 125kW will fit into the 'warm' hatch category, going up against models like Nissan's SSS Pulsar and Alfa Romeo's Giulietta.

Previous model Astra VXRs were badged in Australia as Holden Special Vehicles, but given these new models aren't, it might raise some questions over Holden's independent performance arm's future, even if Jacoby has said that HSV's future is safe.

The addition of the Cascada convertible will prove to be interesting, as Holden's previous attempts at convertibles weren't all that successful. Holden's managing director Gerry Dorizas admitted that the convertible won't sell in very big numbers, but will give local Holden buyers an offering that they otherwise wouldn't have access to when it comes to showrooms alongside the Astra and Insignia models in early 2015.

The best part of today's news, though, is that a piece of Aussie motoring history will be staying around past 2017, with the fabled Lang Lang proving ground, used to test every Holden since 1958, confirmed to be sticking around to test and tune all future models for Australian conditions.



# Commodore up 85 per cent



VF Commodore

Local hero gives Holden a sales fillip as overall auto market steadies in March

By RON HAMMERTON

HOLDEN'S doomed Commodore continued on the comeback trail by recording an impressive sales gain of almost 85 per cent in March compared with the same month last year, official VFACTS figures released last week reveal.

The latest VF Commodore, which is set to go out of local production in 2017, notched 2967 sales last month in the local hero's best monthly performance since November last year.

The performance not only gave Holden an 18.9 per cent lift in overall sales but also singlehandedly continued to reverse the terminal decline in large-car volumes.

But it was archival Toyota that continued to dominate the market, landing five vehicles in the Australian automotive sales top 10 last month, led

by its best-selling Corolla small car that displaced the Mazda3 from the top spot in March.

Toyota's Hilux ute, locally made Camry sedan and RAV4 and Prado SUVs also made it into the top 10 as the Japanese company scored class victories in eight segments, despite a 2.0 per cent slip in overall Toyota sales.

The VFACTS figures show that the motor vehicle market steadied in March after a shaky start to the year, with monthly sales declining just 0.1 per cent over the same month last year, to 97,267 units.

Year to date, the market is now down 2.4 per cent, but still on pace for a million-vehicle-plus performance after the first quarter.

The SUV segment was again the star of the show, with sales up 3.6 per cent for the month, mainly at the expense of passenger cars, sales of which fell 3.3 per cent.

The large-car segment, which has recorded year-on-year declines for years, also perked up to the tune of 24.5 per cent, thanks entirely to the Commodore.

GoAutoNews

While all of its direct competitors stalled, the big Holden grabbed an unprecedented 75.5 per cent of the segment to lift sales in this class by 25.5 per cent for the month. Year to date, large-car sales are up 16.5 per cent – a rare feat in this bracket.

However, the Commodore could still only manage fourth spot on the vehicle leadership board in March, behind the Corolla (4086), Mazda3 (3587) and Hilux (3105).

According to Toyota, Corolla's big performance last month – its best March on record – was driven by the arrival of the new Thai-built sedan, which made up about a third of all Corolla sales.

While Corolla won the March battle, the Mazda3 is still winning the war, holding a 12,117 to 10,332 lead over the small Toyota.

Market leader Toyota's overall sales remained steady on 18,275 units, and year to date it is now running just 0.2 per cent behind 2013 after one quarter.

FULL STORY: [CLICK HERE](#)  
NZ cracks 11K in March – next page

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Apr 9, 2014

## An industry linked up with the Prosperity of Australia.

7,000,000 feet of Australian Timber used annually in Holden's Bodies.

From Virginia Forests to Ontario, British—right through the long chain of operations performed by the hundreds of associated industries actively engaged in supplying and handling the huge quantities of raw material the Motorbody Building Industry of Holden—the largest of its kind in the British Empire—the Canada—comes a beneficial and financial influence on the economy of great Australian nations.

Holden's as a National Asset.  
Annual Wage Bill... \$5,500,000  
Value of Output... \$2,250,000  
Number of Employees... 2,600  
Number of Motorbodies produced per month... 10,000  
Production cost per (Body)... 40,000

Holden's again 7,000,000 feet of Timber annually from the forests of Australia for conversion by highly ingenious methods into worthy Australian products. The Motorbody Building Industry of Holden's which gives employment to thousands of skilled Australian workers.

### HOLDEN'S MOTOR BODY BUILDERS LTD

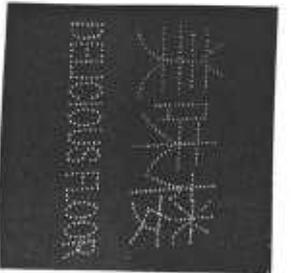
Manufacturers of Standardised Motor Bodies  
KING WILLIAM CREEPERS MOTOR BODIES  
Branches: Woodville, Melbourne, Sydney, Brisbane.

Holden's Adelaide factory in 1926 before becoming part of General Motors. Holden's were building bodies for many companies then, although the major part of their production was for General Motors.

#### Top 10 Brands in March

Pos	Brand	Sales	% Share
1	Toyota	18,275	18.8
2	Holden	9851	10.1
3	Mazda	9203	9.5
4	Hyundai	8606	8.8
5	Ford	7037	7.2
6	Nissan	6014	6.2
7	Mitsubishi	5435	5.6
8	Volkswagen	4613	4.7
9	Subaru	3912	3.9
10	Kia	2782	2.8

Source: VFACTS, April 2014



**US REAR CAMERA LAWS**

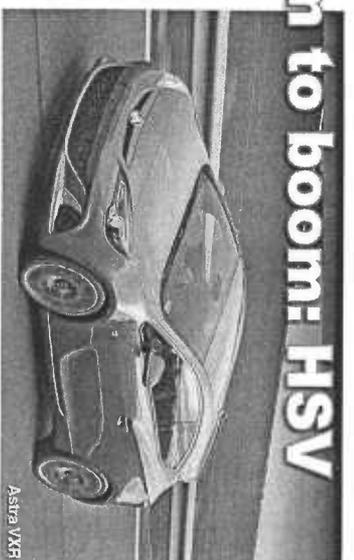
REVERSING cameras will become compulsory on all new cars sold in the US from mid-2018 as the government moves to minimise the number of people killed or injured in “backover” mishaps. But the move has also prompted an alliance of car-makers to petition the government to allow them to swap wing mirrors for slimline cameras, playing on the idea that the US is slowly opening up to new in-car technology.



WWW.SHORTLIST.COM

**STILL room to boom: HSV**

Holden Special Vehicles still upbeat despite GMH taking on VXR Opel cars



By BARRY PARK

**HOLDEN** Special Vehicles says it will take on whatever challenges Holden throws at it – even if its partner snares the pick of performance models to add allure to its own showrooms.

Holden announced last week that it would take three Opel models, including highly-strung performance versions of the Astra and Insignia, for its own from next year as it builds its showroom strength ahead of the end of local manufacturing in 2017.

While HSV managing director Tim Jackson told GoAuto he could not be specific about what plans the tuning arm had when its Commodore-based, V8-engined feedstock switches off in a couple of years, it would not balk at the challenge. “Our job is, as it has always been – deliver an exciting and differentiated product,” he said. “Holden is always raising the bar as it should, and we are always challenged with delivering more.”



Tim Jackson  
Astra OPC, rebadged as the HSV Astra VXR, for several years until 2009. However, at the time the vehicle cost from \$42,900 – a significant sum for a three-door hatchback even if it was fitted with a 177kW/320Nm 2.0-litre turbocharged engine.

president Stefan Jacoby said last week that HSV could potentially roll out even more potent versions of the Astra GTC and firebrand VXR, and the V6-engined Insignia VXR turbo that will join Holden showrooms from early next year. Holden’s rebadged Opels are expected to sell in small volumes while fulfilling the role of stirring up interest in the brand. HSV sold a previous version of the European-made Opel Astra OPC, rebadged as the HSV Astra VXR, for several years until 2009. However, at the time the vehicle cost from \$42,900 – a significant sum for a three-door hatchback even if it was fitted with a 177kW/320Nm 2.0-litre turbocharged engine.



FULL STORY: [CLICK HERE](#)

GM International Operations



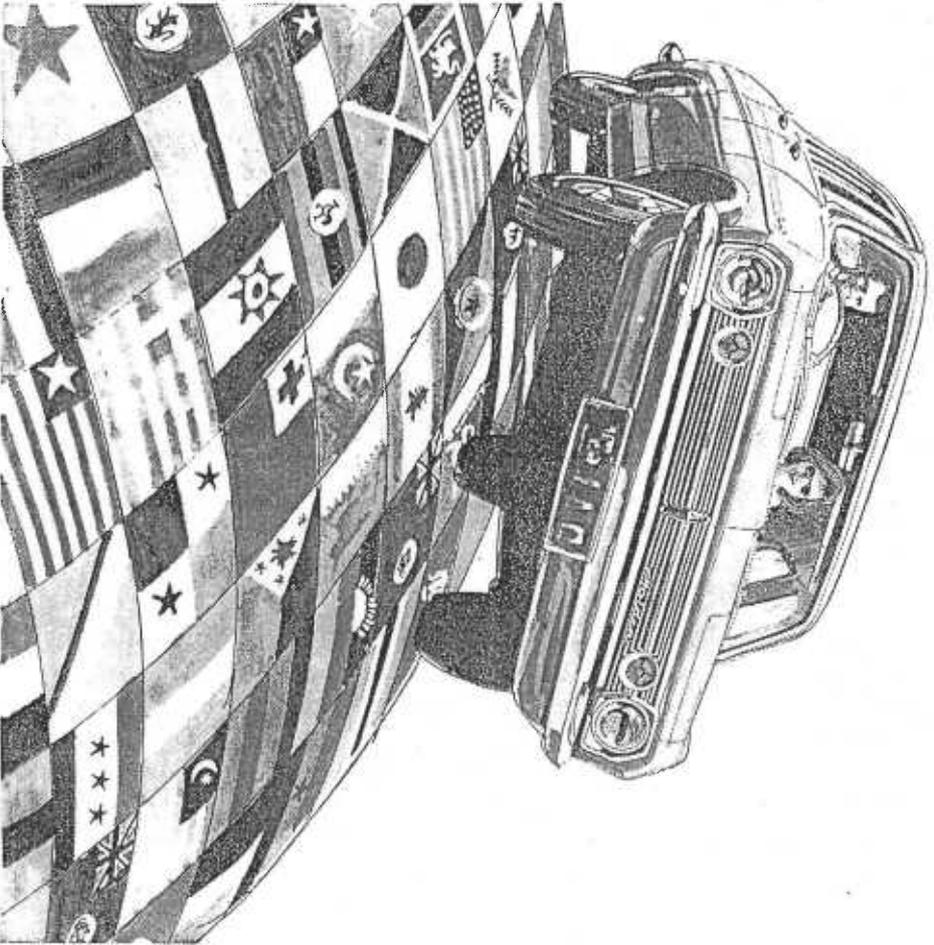
## GLOBE TROTTER

Amid the babble of tongues around the world today a motor car seems to talk a language that most people understand. Certainly Holden seems to be having no trouble getting around, making lots of friends and gaining an ever-growing audience willing to listen to its sales story.

Right now, Holden is a familiar figure in 62 countries. As much at home in Fiji as it is in Zambia... a naturalised citizen in Thailand and French Somaliland... readily qualified in Greece and Malaysia... socially a vast success in New Zealand and Hong Kong. And now, in its most recent conquest, cutting quite a dash across the sands of Jordan.

So far, more than 85,000 Holdens have gone overseas. They have earned for Australia more than \$94 million in foreign exchange. They have added a powerful punch to our export drive and a sophisticated touch to our national image. More and more doors are being opened. Not only to Holden, the car, but to the manufacturers of the many parts and components that go into its make-up. From the local boy who made good, Holden is really going places internationally.

**HOLDEN** with the look of leadership (at home and abroad)



## Sales & Wants



This HQ series fibreglass top came from South Africa fitted to a 1976 Chevrolet El-Camino SS (The South African name for the HQ)  
The buyer will need to collect from North Devon

OFFERS to: Stuart Eke:  
[siweke@goolemail.com](mailto:siweke@goolemail.com)  
Phone: 01409 241193. evenings.



This El-Camino was imported into the UK 2010. The engine is a small block 350 with Edelbrock cam 4 barrel carb and manifold + 4 branch ex manifolds running just over 10 to 1 comp

# WHAT'S ON

**The 14th ANNUAL FESTIVAL OF TRANSPORT**  
 Sat 7th & Sun 8th June  
 at Hundred End Lane  
 Hesketh Bank, PR4 6XL  
*Something for everyone!*  
 Lorries • Cars •  
 Motorcycles • Tractors  
 etc. • Motorbilia • Tools  
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 All proceeds to Macmillan Nurses  
 For details or entry form  
 call Brian on 01772 81430  
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**CLASSIC & VINTAGE VEHICLE WEEKEND SAT/SUN MAY 17/18**  
**GREAT CENTRAL RAILWAY**  
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 A big weekend festival for a great selection of classic cars and vintage vehicles. There'll be a real ale tent with steam trains and period stations all providing a fantastic backdrop to a great event. Got a vehicle you want to bring? Give us a call. End to Michael Stokes  
 Tlx: 01509 632223 or 07710 534788  
 email: michael.stokes@gcrailway.co.uk  
 www.gcrailway.co.uk

**ECKINGTON CLASSIC CAR & BIKE SHOW 2014**  
 in aid of Ashgate Hospice, Bluebell Wood Children's Hospice, & Weston Park Hospital Cancer Charity  
**RENISHAW HALL**  
**ECKINGTON, DERBYSHIRE S21 3WB**  
**Wednesday 11 June 2014**  
 3.00pm to 8.00pm - admission £5 per vehicle  
**PRIZES FOR BEST CAR & BEST BIKE**  
 Bar/Refreshments/Stalls  
 Organised by The Rotary Club of Chesterfield  
 For more details contact:- Stuart Bradley 01246 222777 or email [stuart.bradley@btconnect.com](mailto:stuart.bradley@btconnect.com)  
 Main sponsor Autoworld



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**OVER 2,000 VINTAGE & CLASSIC CARS, COMMERCIAL VEHICLES, MOTORCYCLES & STEAM ENGINES**  
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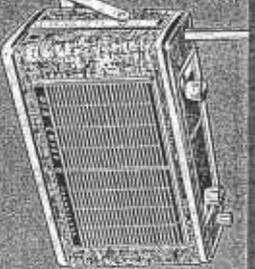
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## PORTABLE CAR RADIO

for Holden Models and all other 12-volt vehicles

It's new... it's a popular idea... it's a real sales winner! The AIR CHIEF Portable Car Radio — the only portable approved and recommended by General Motors Engineers. Not just a car radio... not just a portable. The Air Chief does both jobs and does them better!

These are the features that put AIR CHIEF first...



**AS A PORTABLE**

### AS A CAR RADIO

Uses separate 5" x 7" oval speaker and normal car antenna to give superb reception. Automatically connects to car battery when placed in Panel Housing. Lock-up Panel Housing prevents theft of Radio from car. Without Housing, but with drip channel antenna, radio operates from its own dry-cell battery.

### AS A PORTABLE

Push-pull amplification gives exceptional volume and clarity with low battery drain. Replaceable dry-cell battery which operates for 150-200 hours. Easy to carry — weighs less than 8 lbs. PVC-finished metal case is dust and moisture proof.

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Automatic volume control caters for varying reception conditions. Large all-State dial easy to read. Eight transistors and three diodes give exceptional stability and excellent performance at all times.



**AS A CAR RADIO**

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**1 39 GUINEAS**  
 buys the Air Chief Portable Car Radio complete with battery. Part No. 7426415 'E1' Holden. Part No. 7440314 Universal 12 volt.

**2 £3-5-0**  
 buys Kit containing Drip Channel Type Antenna and Strap Harness which holds radio onto front seat. Part No. M35144 Universal.

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 buys either tailored Panel Housing Package for Holden or Universal Housing for all other 12-volt models. Part No. 7426416 current model Holden. Part No. 7440315 Universal.

All prices include Sales Tax  
 Talk about the new Air Chief Portable Car Radio and you'll create many profit-making sales