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Holden Business

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FRONT COVER – The new Holden Astra to be launched shortly

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Club Website: <http://www.holdenuk.co.uk>

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HOLDEN BUSINESS, Back Issues.	No. 1-3	50p the Three
	No. 4 - date.	50p Each.
Holden 1948-1962 Book		£8 ..
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All cheques payable to Holden UK Register. (In Sterling)

NOTE: Cash in Aus\$ or € can be accepted. Also payment by PayPal
Please contact the chairman for details

Small items will be sent post free with next copy of the magazine, otherwise please add postage.



Hi all,

Even after many years of being involved with this Club, I never cease to be surprised when another Holden turns up in the UK. These have probably been gathering dust in a garage for many years. Additionally, cars which we had lost track of some while ago occasionally re-appear when they have a new owner.

We are also aware that a few people each year take the trouble, not to mention the cost, of bringing a Holden in from Australia. An effort that is well worth making to be able to own what is a pretty unique car in the UK.

If any of you do hear about, or see, any Holdens around, especially the older ones, please let us know, we are always here to help the owners.

Ken
Regards



As you can see from the insert, annual membership renewals are now due, once more we have been able to maintain the subscription at the same level as last year. Enjoy the warmer days and any of the events you attend over the next few months.



Astra hits back



Holden confident Euro small car will succeed with lion rather than Opel badge

By DANIEL GARDNER

HOLDEN'S Astra has returned to Australian soil after a seven-year hiatus, marking the start of an expanding European-sourced line-up for the company, which expects lion-badged vehicles to be given a warmer welcome than when they were branded as an Opel.

The Astra nameplate made a brief appearance as an Opel in 2012, but following a disappointing local reception the European brand pulled up stumps about a year later.

This time around, Holden is expecting the three-door hatchback to garner significantly more interest, bolstered by a strong existing infrastructure and a national affection for the well-known brand.

Speaking at the local launch of the new Astra range last week, Holden executive director of sales Peter Keley said that while the returning Astra was largely similar to the Opel version, its new Holden badges would transform its sales performance.



"You know what the Opel brand is, I know what the Opel brand is, but does that mean every punter knows what the Opel brand is? No it doesn't," he said.

"A network of 20 dealers compared to a network of 230-plus is totally chalk and cheese.

"Just that accessibility of people walking into a Holden showroom and already having existing relationships with their local dealer is key. The way we communicate with customers these days is a lot more direct."

Mr Keley was not prepared to discuss sales expectations for the new Astra and its accompanying Cascada convertible model, but did say that the prime directive of the vehicles was to elevate the Holden brand and not necessarily create a cash cow.

"The awareness we can bring around that product is far greater than was ever achieved under Opel," he said. "We are adding aspiration and interest for the whole Holden line-up. It changes the way you think about the Holden brand. This is all about what's coming."

Over the next five years, Holden will introduce 24 new vehicles that utilise 36 new drivetrains, resulting in a 30 per cent Euro-sourced line-up, and it is with these future vehicles that the company will enter new market segments.

"The market is getting more and more fragmented," Mr Keley said. "Choice is out there and everywhere. The cars that we are building are talking to certain elements of the market but not all elements of the market.

"The Commodore product, especially the sports models, appeal to a certain buyer type that tends to be more mature. There is still a body of car enthusiasts that want to use a car to express themselves and I think that's where we are missing out.

Holden marketing rethink



Growing reliance on Opel models prompts change in sales and marketing plans

By DANIEL GARDNER

WITH the arrival of two new models last week, Holden has kicked off its plan to source 30 per cent of its entire range from Europe by 2020 – but

the new European models to reach their target customers, an unorthodox marketing strategy to capture a fresh audience, according to the company.

The Opel-sourced Cascada four-seat convertible and Astra three-door hatchback are the first European models, and in July the Astra will be front and centre of “a very different” promotional campaign as part of a strategy to attract the attention of new customers.

Whereas other models in the range will continue to rely on more conventional advertising practices, Holden says the growing line-up of European models will “evolve” the brand after local production ceases in 2017, accompanied by more modern promotion.

Speaking at the launch of the Astra and Cascada last week, Holden marketing communications general manager Teresa Basile said that for the advertisements would be “very targeted”, appearing on digital and social media, broad-reaching outdoor advertising, several female magazine titles as well as Foxtel’s “Fashion Bloggers” TV show.

The show’s presenter Amanda Shadforth has signed up as the Cascada’s ambassador.



General Motors attempted to sell the Astra in Australia under the short-lived Opel brand, but for its return the Cascada’s ambassador.

“The Opel products were generally spec’d lower, and they had a significant variety of options. We haven’t gone down that path as Holden,” he said. “With our understanding of the Australian consumer we’ve packaged the best specification we can and limited the number of options.”

“One of the benefits of coming under the Holden brand is that we can spread the costs of a business over a far greater volume of vehicles. The cost allocation per vehicle is a lot less.”

“We have a big idea in progress and we will launch the campaign in July with what will be a very different approach to advertising for Holden.”

“To connect with the Astra audience we felt from the marketing point of view, we needed to think outside the box and develop a campaign that was quite special and unique. At the presentation of the new sporty VXR range price of the Astra GTC, GTC Sport and between \$1800 and \$5000 from the generating strategy has been to cut the second part of the interest-addition to the unique campaign.

company is planning to attract more attention with price reductions in addition to the unique campaign.

The second part of the interest-addition to the unique campaign.

At the presentation of the new sporty sales Peter Kelsey said Opel-sourced vehicles wearing lion badges are better equipped and better value.

“The Opel products were generally spec’d lower, and they had a significant variety of options. We haven’t gone down that path as Holden,” he said. “With our understanding of the Australian consumer we’ve packaged the best specification we can and limited the number of options.”

“One of the benefits of coming under the Holden brand is that we can spread the costs of a business over a far greater volume of vehicles. The cost allocation per vehicle is a lot less.”



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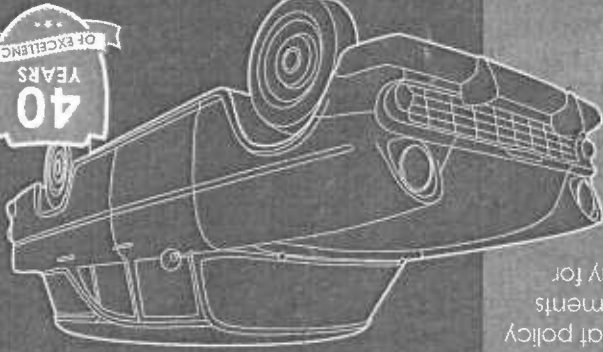
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
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T61C

The Reader's Digest, October 1953

alkali), wash, dry and paint.  Clean off with a wire brush or a high-pressure water washer, wash and then apply rust converter (phosphoric acid, often there is no rust to convert, but it neutralises the strong copper plating or damage alloy.

This method only removes rust and paint, it will not etch or damage steel or remove immersed in the drum.

Control the draw on the battery charger by the depth the piece of stainless steel is even a heavily rusted part will need.

Immerse both in the drum. Do not let them touch. Soak overnight. This is as long as Attach the red cable to the stainless steel.

Attach the black cable to the item to be de-rusted.

3. A scrap piece of stainless steel.

2. A battery charger.

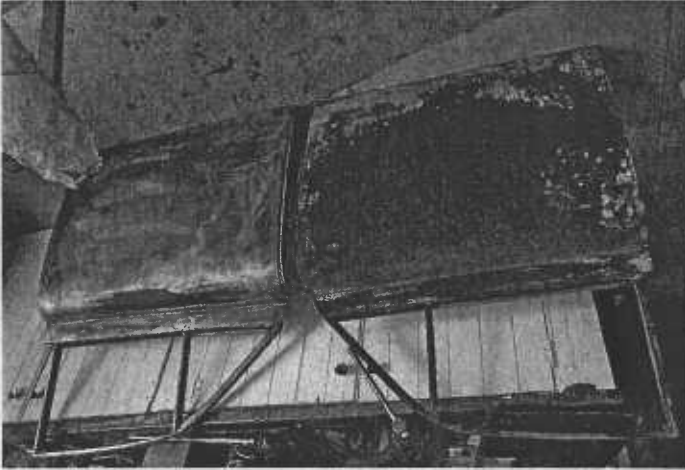
fill with water.

1. To a 200 litre plastic drum, add two kilograms washing soda (\$6 at Woolworths) and Here is what you will need:

be done using heavy black plastic sheet fitted inside a box of railway sleepers.

He also tells us he made up a custom-built plastic-lined tank to do larger parts. This can baking soda is pumped out on the grass it has no effect. He lives on a rural property.

This set-up has been sent to us by Graham Herde, who tells us when the solution of



Over the years we have looked at various methods of rust removal of car parts, which has varied from using decayed fruit, molasses, caustic potash, etc. One of the main problems is the disposal of the exhausted cleaning solution. In today's world you cannot just flush it down the drain.

RUST AND PAINT REMOVAL TO BARE METAL LOW COST AND SAFE



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Deflects rain and wind stream when driving with front door window down.



EXTERNAL MIRROR

Provides added all-round view of following traffic. Several types available.



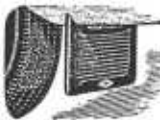
SUNSHADE

Reduces sun glare, alleviates eye strain and helps keep interior cool.



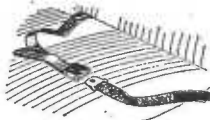
MUDFLAPS

Keep the water, mud and flying stones away from paintwork.



SEAT BELTS

One item you should never be without. Lap, sash, or lap-and-sash versions.



HANDBRAKE WARNING LIGHT

Red light flashes when handbrake is on. Guards against wear of brake linings and stalling in traffic.



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Protects rear passengers from direct rays of the sun — adds to car's appearance, too.



HOOD ORNAMENT

Richly chromed and tastefully styled for added beauty.



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NASCO ACCESSORIES — SPECIALLY
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W145

After you feel confident at this level, put a potato in each bag.

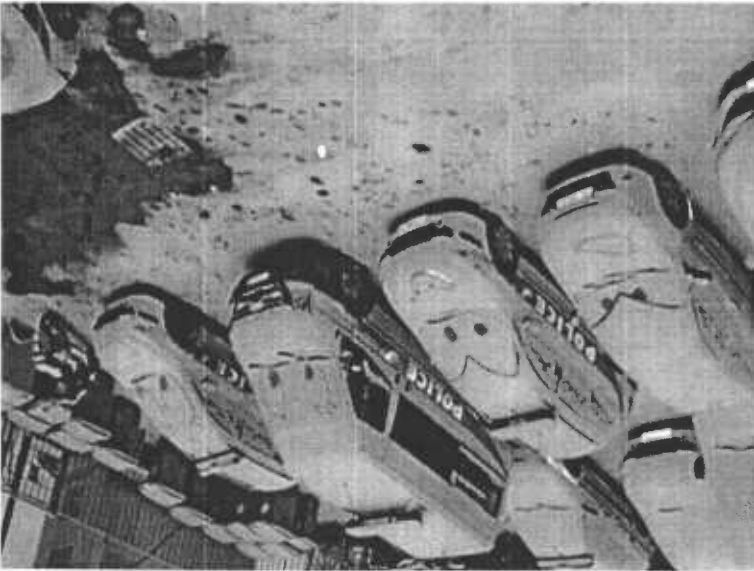
After a couple of weeks, move up to 10-lb potato bags. Then try 50-lb potato bags and then eventually try to get to where you can lift a 100-lb potato bag in each hand and hold your arms straight for more than a full minute (I'm at this level!).

Each day you'll find that you can hold this position for just a bit longer.

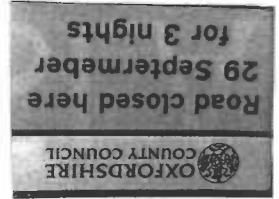
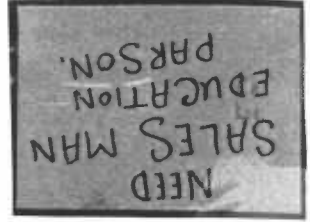
With a 5-lb potato bag in each hand, extend your arms straight out from your sides and hold them there as long as you can. Try to reach a full minute, and then relax.

Begin by standing on a comfortable surface, where you have plenty of room on each side.

EXERCISE FOR THE FEINT HEARTED!



Bits & pieces ...



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L71




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