

ISSUE 207



Holden Business

July/August 2022



FRONT COVER – VE ute, imported recently by Neil McIntosh.

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The Register was recognised by GM Holden

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EDITOR'S NOTES.

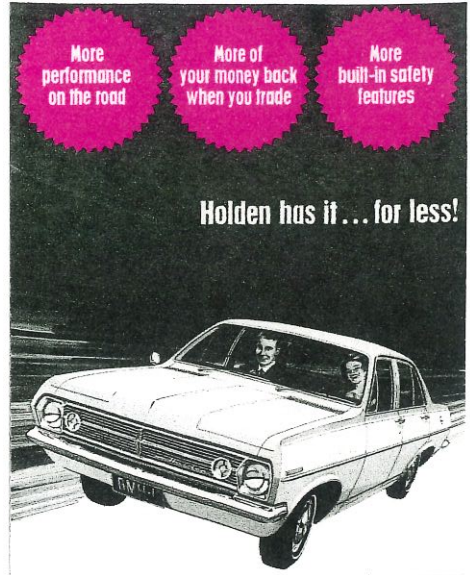
Hi all,

Happy Midsummer. It has been very warm and sunny for a while now, in the Southern part of the UK at least.

Thanks to all those of you who have renewed their subscription to the Club for another year.

Just to remind you that our Club had a large archive of Holden related material, so if you do have any questions about Holdens in general, whatever the vintage, we should be able to help.

We also provide a age verification service for any Holden which arrives in the UK and requires DVLA registration. This is something we do for owners about half a dozen times a year.



More performance on the road

More of your money back when you trade

More built-in safety features

Holden has it ... for less!

A black and white photograph of a Holden sedan, likely a Commodore, driving on a road. Two people are visible in the front seats. The car is angled towards the viewer, and motion blur is visible on the wheels and background.

If you do go along to any of your local shows, send me a couple of pictures of your car and I will feature them in the next edition of this magazine.

Regards



Ken

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Back to Europe

GM sees fresh opportunity as 'all-EV player' in Europe but Australasian return not yet on cards

By MATT BROGAN

GENERAL Motors CEO Mary Barra has told *Automotive News Europe* that the company can re-enter the European market as an electric vehicle focused company and that she has no seller's remorse about divesting Opel and Vauxhall in 2017 to what was then the PSA Group.

It remains unclear whether this move presages a larger-scale return to Australasia for GM, which is represented locally by General Motors Special Vehicles (GMSV) with a small range of niche products.

A GMSV spokesperson told *GoAuto* the organisation is "focused on Silverado as well as the first-ever, factory-manufactured right-hand-drive Corvette".

"There aren't any product-related announcements to make at this time."

As *GoAuto* has reported, former GM brand Opel will return to New Zealand this year with a focus on electrification.

Speaking at the Milken Institute's global conference in Los Angeles this month, Ms Barra said she is looking forward to seeing the Detroit-based firm make a return to the EU but did not indicate when the world's second-largest car manufacturer will make its move.

"About five years ago we sold our Opel business to what is now Stellantis, and we have no seller's remorse from an internal-combustion business," she said.

"But we can re-enter Europe as an all-EV player, and I'm looking forward to that."

Ms Barra and Carlos Tavares, the CEO of PSA at the time of the

sale and now head of Stellantis, engineered the \$US2.2 billion (\$A3.13b) sale of GM's European business following years of losses, *Automotive News Europe* reports.

The publication says Opel has returned to profitability under Stellantis via the integration of its development, production and back-office operations with those of group members Fiat Chrysler and PSA.

General Motors did not fully exit Europe following the sale of Opel, retaining its Zurich headquarters and selling a number of Cadillac luxury models (mostly the XT4 SUV), as well as the Chevrolet Camaro and

Corvette sportscars.

According to JATO Dynamics, around 500 examples of each were sold across 2021.

But GM has signalled that it intends to play a larger role in Europe once more.

In November, it said it was appointing Mahmoud Samara, a Zurich-based Cadillac sales executive who reports directly to



Mary Barra

GM International president Shilpan Amin, as president and general manager of GM Europe.

“His mission is to transform our current operations into a non-traditional mobility start-up in the region. We will make very deliberate decisions about where and how we compete in Europe,” a European spokesperson for GM told *Automotive News Europe*.

The spokesperson added that GM would communicate further details about its revamped operations in Europe shortly, saying new technologies would provide the company with opportunities for further growth.

“Together with his team at our headquarters in Zurich, he (Mr Samara) is preparing this launch, leveraging the new initiatives and technologies that GM is providing for global growth opportunities.”

The logo for GoAutoNews, featuring the word "GoAuto" in blue and "News" in red, with a stylized blue and red swoosh above the text.

EDITION 1121 – MAY 25, 2022

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GREAT CAR

This is the Holden of which we gave you details and a picture months ahead of every publication in Australia.



We criticise the price of this car, but it is all we can criticise; as was said by Mr. Chiffey—"It's a beauty."

Deliveries February

Amid a wave of surprise at the price, the Australian-built Holden was launched on the Australian market last month.

The basic price was stated at £675. To this had to be added sales tax (unknown exactly at time of writing), about £60, registration about £8/3/-, compulsory third party insurance, £3/9/-, insurance about £19; making a total of about £764.

Nevertheless the Holden compares favourably with all its competitors in appearance; and in performance with all its competitors except Chevrolet and Ford.

It is a conveniently-sized vehicle for traffic, and not too small for long distance touring. It is a better looking vehicle than its photographs show.

The Holden is of integral body-frame construction. Its kerb weight is 2,230 lb. — a low figure for a 5-6 passenger sedan. This has helped to give the Holden good acceleration, flexible top gear performance, un-

usually high maximum speed and economy.

Unusual flexibility and silence are features of the six cylinder overhead valve engine. The crankshaft runs in four main bearings and lubrication is pressure throughout, including the piston pin fed through drilled connecting rods.

Transmission is by single plate clutch, cushioned by multiple springs, to a three-speed selective gearbox having synchromesh on second and high. Final drive is by spiral bevel gear of hypoid type. The semi-floating rear axle has a banjo-type pressed-steel housing.

Under agreement with the Australian Federal Government, only 10 per cent. of the list price of the car, and 5 per cent. of its weight represents imported accessories and components.

With the average age of all cars 8½ years in 1939, and 14½ years in 1946, Australia desperately needs new cars of suitable type.

The Holden is a suitable type, but the price is too high for average purses.

The public expected a price comparable with pre-war prices, when an average medium car cost about two-thirds an average man's salary. The Holden is far more than that proportion.

Heard in a Holden Showroom.

Scene: Holden car sitting in a mass of flowers. Holden salesman talking to distributor of competitive make of car.

Holden Salesman: "Well, Bert, what do you think of her?"

Bert: "Great!"

Holden Salesman: "Flowers are marvellous too, aren't they?"

Bert: "I wish they were for her funeral."

GMH

people

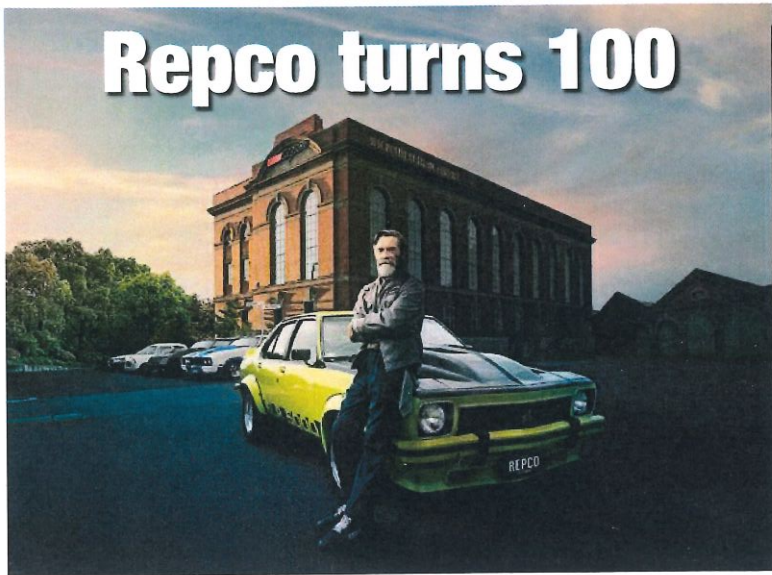
AUGUST, 1962

VOLUME 14

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RepcO turns 100



A century of supporting Australian motorists to be captured in TV ads

By NEIL DOWLING

ICONIC Australian brand Repco turns 100 this year with captivating TV ads set to make Austalians reminisce about how the brand became interwoven with their lifestyle as motorists and as enthusiasts through motorsport.

Replacement Parts Company (RepcO) had humble beginnings in 1922 as a one-man business operated in a tin shed in Collingwood, Victoria, by Geoffrey Russell that

originally traded as Automotive Grinding Company.

Mr Russell identified a growing need to make replacement parts for the growing number of cars on the roads. By the early 1920s, there were 100,000 cars on Australian roads – one for every 55 people.

Within a few years, the business became known as Repco and within four decades, became internationally renowned in 1966 as the company that helped propel fellow Australian



BT 19



1950s store front

(Sir) Jack Brabham to victory in Formula One racing.

In celebrating its centenary, Repco said the company had been driven by passion and innovation for 100 years.

“From reconditioning engines in the 1920s and 1930s, helping produce pistons for the Avro Anson, the bearings for Ford V8 military trucks, as well as cylinder heads for Tiger Moth aircraft.

“In the 1960s Repco built a

Formula 1 world championship-winning engine, its own high-speed concept car, production parts for the 48-215 Holden and helped power L34 Toranas at Mount Panorama. Clearly Repco has a lot of history.”

Repco executive general manager of marketing and customer experience, Scott Whiteley, said: “Our new look ad captures some of Repco’s coolest moments from our first 100 years, and we tip our hat to our automotive history and car enthusiasts’ passion.”

The company is also proud of its employees and some of its approaches to employment have changed public attitudes and improved training.

Australia’s first female company secretary, Maude Terdick, was employed by Repco. Repco also opened an apprenticeship training centre in Melbourne in 1961.


GoAuto News Premium

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*"Your call is very important to us.
Please enjoy this 40-minute flute solo".*

I've been trying to open this old pepper grinder I found in an old fella's shed. I've tried WD40 to no avail. I think I'll try heating it over the gas stove in the kitchen to see if that loosens things a bit. I'll let you know what it looks like once I've cleaned it up a bit.



These sentences actually appeared in church bulletins or were announced in church services.

The ladies of the Church have cast off clothing of every kind. They may be seen in the basement on Friday afternoon.

Ladies, don't forget the rummage sale. It's a chance to get rid of those things not worth keeping around the house. Bring your husbands.

This evening at 7pm there will be a hymn singing in the park across from the Church. Bring a blanket and come prepared to sin.



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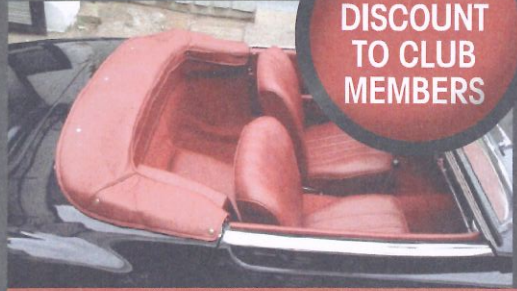
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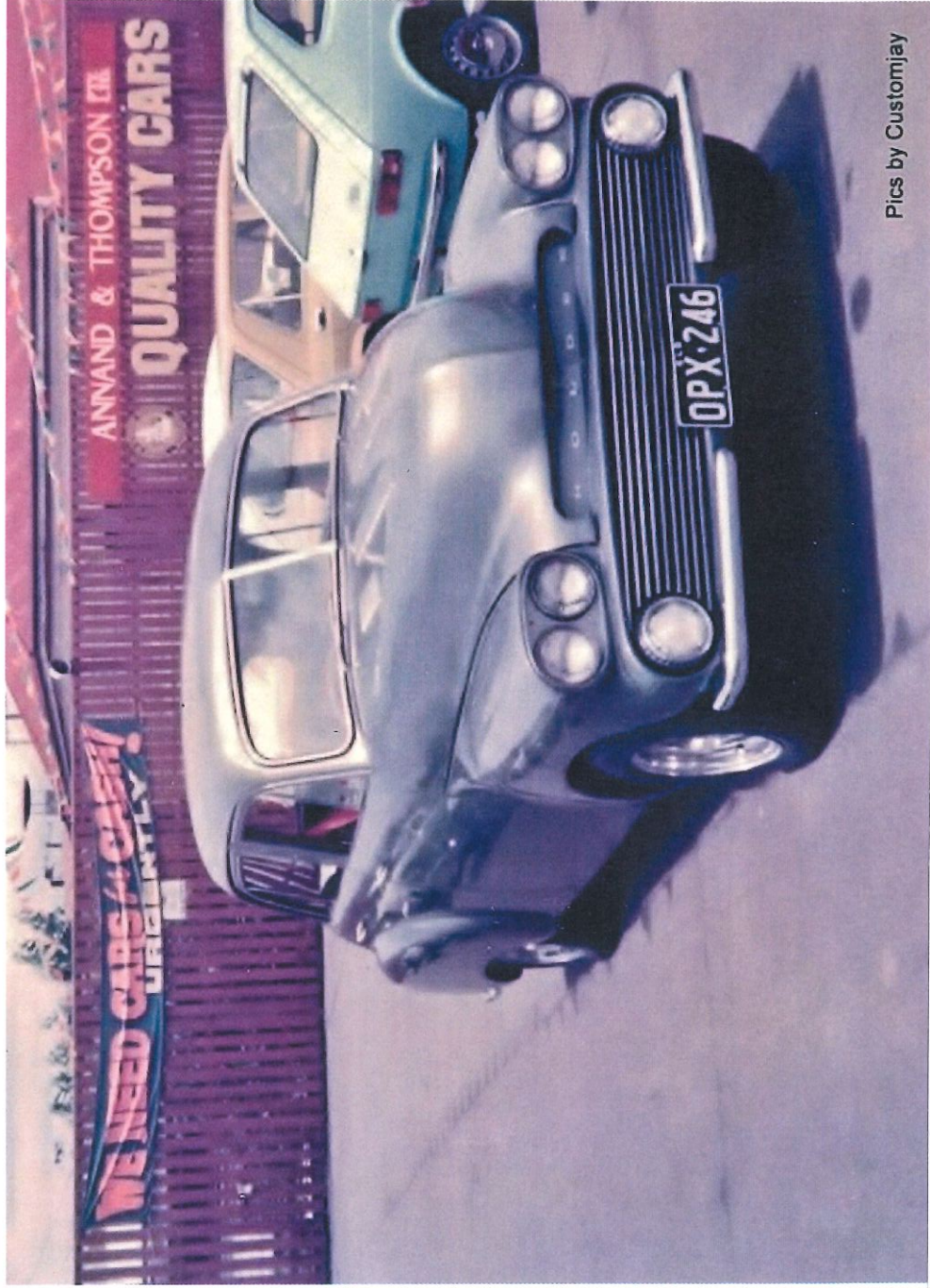


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