

ISSUE 114



# Holden Business

JANUARY/FEBRUARY 2007



Woe betide those who overtake tractors illegally, even if the view is clear.



## FRONT COVER -

Dave Barry's 1989 VN Commodore Wagon  
(currently for sale - see our website)

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The Register is recognised by GM Holden Ltd

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### CLUB ITEMS FOR SALE:

HOLDEN BUSINESS Back Issues.	No. 1-3	50p the Three
	No. 4-Date.	50p Each.
Holden 1948-1962 Book		£8 Each.
Stickers (With Club Logo)		50p Each.
Tax Disc Holder	..	50p Each.
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Cloth Badge	..	£7 Each.
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T Shirts (M/L)	..	£6.50 Plus £1 p&p
Metal Car Badge	..	£10 Plus £1 p&p
Binders for Club Magazine (holds 12)		£6 Plus £1 p&p

All cheques payable to Holden UK Register. (In Sterling)

**NOTE:** Equivalent amounts in AUS\$ and the Euro can be accepted, 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,

Happy new year to you

all.

As usual for this time of the year there isn't that much of motoring interest going on, so all the more reason to attend the annual Australia Day meet at the Ace Café in north London on 21<sup>st</sup> January. This event normally gets going around late morning, come along and see what is probably the biggest gathering of Holdens anywhere in the UK, plus hopefully a few cars representing other Australian manufacturers.

I have had a couple of e-mails (see pages 5 & 7) from people looking for a Holden to come along to their wedding. This would be a good day out with a bit of pocket money for any owner who would like to follow up on this, you might even get a picture of your car in the local paper!



Items received by the Club this month are, copies of Auto Action and the Holden house magazine 'People' which includes a poster of the 2007 VE Commodore V8 Supercar, let me know if you would like me to send you a copy.

Regards

Ken

A handwritten signature in black ink, appearing to read 'Ken', written over the printed name 'Ken'.

# Your Letters

Bruce Denney  
102 Meadow Rd.  
Yeovil Somerset  
BA21 5PD.

Hi day all,

Just received the latest issue of 'Holden Business' and it was great to see Mike Perry's Monaro on the cover. When I read Mike Perry's letter inside and found out that he also lives in Somerset, and that while visiting friends in Woblayington, I drove past the BIBIC centre car show and wondered what it was all about and now can't believe what I missed. It would be great to catch up with Mike and his Monaro sometime. I was wondering how many other members were down this way, how many members you have, how many have holdens ~~are owned by members~~, what holdens there are around Europe and what has happened to all those holdens that have been for sale?

I've been living here in Somerset for 17 years now but when at home in Aust, I owned many holdens but my pride and joy was a 1970 HT ex ambulance van, so was a bit different with two side doors in the passenger side and station wagon windows.

Trevor Drury may be interested in some of the events down here at the Haynes international motor museum (unfortunately no holdens) they have events making use of their race track.

I have only managed to get to one event at the Ace Cafe and there was only one classic holden an FB fitted with a rover engine, it would be nice to ~~to~~ catch up with a few more some time. Can anyone tell me a good place to get information about importing/exporting vehicles/parts to and from Aust. Thanks

Anyway I hope you all had a good xmas and new year and I look forward to catching up with a few more of you and your cars in 2007.

Best wishes

Bruce the Tasmanian

From: "james owens" <scoobydrive@hotmail.com>  
To: holdenuk@ndirect.co.uk

**Subject:** A strange request about Holdens...  
Date sent: Fri, 17 Nov 2006 20:42:06 +0000

Hi Guy,

I have a strange request that I thought you might be able to help me with. I am getting married to my Australian sweetheart next year on June 9th up here in Scotland, and we have 30 of her nearest and dearest coming to visit at the wedding, which I am hoping will be something a little special. I am a Brit, and we share a common love for Holdens. I drove an 04 HSV out in Oz last year and I thought it was truly awesome.

I thought it would be a great idea to have a Holden as the wedding car, so I thought you may have an idea of anyone that can help. Her particular favourite is an EH I believe, and that or something similar, would be absolutely perfect. I wondered if you might know of anyone with a smart Holden that would fancy a trip to Scotland, with fuel paid, obviously, and an invite to a pretty large wedding reception, for acting as our wedding car.

I'm in the RAF, so I can also offer a look around one of our jets as a sweetener too.

I would be grateful for any help you can offer.

Regards

Jimmy Owens

James

novadrive.com

From: "Lorna Kellaway" lorns\_place@hotmail.com  
To: holdenuk@ndirect.co.uk  
**Subject:** Wanted!! for an Aussie Pom Wedding  
Date sent: Sun, 10 Dec 2006 02:05:07 +0000

Dear Holden Enthusiasts

My partner and I are getting married in the UK next year in the summer. I understand from your web site you love Holdens almost as much as my betrothed. He said his one wish is to arrive to his wedding in a Holden Ute... This would be fine if we were marrying in his home country (Australia) but being the female my parents are footing the bill so we are having to marry in my home town (Poole, Dorset) in the UK.

To make his day extra special I would love him to have a Holden as our wedding car, if possible a Holden Ute. My beloved has spent the last seven months trying to live in a very cold small country with so little space and fishing he is only just surviving. The poor bloke still has at least 7 months to wait... or to put it another way, just seven months of freedom left!!!

I have seen your site and I understand you are a non profit organisation and I would happily make a donation to a charity in replacement of payment and cover fuel costs to provide my special man his dream of rocking up to his wedding day in a Holden.

Kind Regards

Lorna Kellaway, (soon to be Grout).

Hi Ken

Thank you so much for your offer to help. It would be so fantastic for Jay to have a ute for his grooms car. We are not fussy if it only has two seats but a bench seat would be

# Second recall for new Commodore

More than half the respondents to a drive.com.au survey say the latest Holden Commodore recall, announced last week, would affect their decision to buy a new Commodore.

"Holden is very lucky they have loyal customers like this that put up with so much crap, otherwise they would have gone under years ago," wrote blogger Dave.

"Buy an Aussie made Ford or Holden? Only if you want to be a [research and development] guinea pig," wrote blogger Dan.

Jai Wilmott summed up the sentiments of more than 1000 bloggers: "Holden spent \$1 billion to develop the new Commodore, looks like they'll need to spend another \$1 billion to fix it."

The new Commodore's reputation took another hit last week when Holden announced the second recall in two months - in the new model's first three months on sale.

All 13,000 new-model Commodores and Statesmans sold to date will be recalled to fix potentially faulty rear seatbelt buckles. Last month 1521 new V8 Commodores and Statesmans were recalled to fix a fault in the fuel system.

The latest recall is a major embarrassment for Holden; the previous generation Commodore was

Australia's most recalled car, with 23 official safety notifications to its credit.

The new model, developed with a budget of \$1 billion - a record for a locally made car - seems to be following the previous model's path.

"We'd prefer to have had no recalls but to err on the side of caution is what would be expected of us," says Dieter Lehmann, a Holden spokesman. Holden says the fault was discovered during "routine testing" and is not aware of any customer complaints. "Even though the event of a buckle becoming unlatched in the rear is very unlikely, we would prefer to get the cars in and replace the buckles," Lehmann says.

Despite the two recalls, Holden believes the new model is better built than the previous Commodore. "We think the quality of the car is very high ... better than the previous model quality-wise," Lehmann says.

The recall comes as Commodore sales struggle to return to their peak levels of two years ago. Sales for October 2006 were up by 11 per cent compared with the same month the previous year but down by 30 per cent compared with October 2004. Holden believes the latest recall will not hurt sales.

Sydney Morning Herald  
Friday 17/11/2006

## Chev takes VE for a drive

THE Holden Commodore will gain a second North American cousin when the 2009 Chevrolet Impala adopts its Australian-developed rear-drive architecture. US trade journal *Automotive News* quotes General Motors sources as saying the large sedan will share its platform with the upcoming Chevrolet Camaro coupe, which will start production late in 2008 in Canada. Both will be based on the Zeta mechanical platform introduced with the VE Commodore.

Australian  
Wednesday 15/11/2006



HOLDEN

10 November 2006

### STATEMENT RE: GM HOLDEN RECALL

GM Holden has issued a safety recall for VE Commodore, WM Statesman and Caprice, involving around 13,000 vehicles.

The recall is in relation to a potential issue regarding rear seat belt buckles.

No customer cases have been reported but Holden is taking this action on advice from the relevant buckle supplier after the issue was detected during routine testing at the Holden Proving Ground.

The supplier has advised there is potential for the rear seat belt buckles' internal spring, which operates the internal latch plate, to be bent during manual assembly of the buckles. In the unlikely event that this occurs, the tongue latch plate may not fully engage which may allow the belt to unlatch.

The supplier has modified assembly to an automated process and acknowledged full responsibility for the rework activity.

The recall involves a total of 12,830 VE and WM vehicles (with tag numbers between L563891 and L859064) sold in three markets. They are:

Australia - 11,584 (including 452 HSV vehicles)

New Zealand - 1,199 (including 123 HSV vehicles)

South Africa - 47

All customers with vehicles within this range will be informed in writing by Holden and all three rear seat belt buckles will be replaced at no cost to the customer.

GM Holden Executive Director Engineering, Tony Hyde, today said Holden erred on the side of safety and recalled the vehicles.

"It's consistently been Holden's approach to quickly respond to any concern," Mr Hyde said.

"The safety of our customers is always a high priority.

"We take customer safety very seriously and our customers would expect us to be vigilant.

"We have received no reports of this issue appearing in customer cars but we are taking this action regardless."

**Any customer with concerns about the recall should call Holden Customer Assistance Centre on 1800 632 826 or the service department of any Holden dealership.**

**For media enquiries, contact:**

Dieter Lehmann  
(03) 9647 1095 or 0423 025 188  
[dieter.lehmann@gm.com](mailto:dieter.lehmann@gm.com)

# NEVER BEFORE

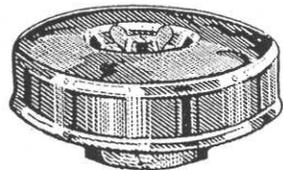
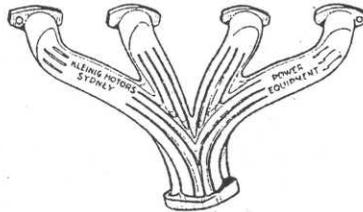
has a semi-downdraft water-jacketed TWIN MANIFOLD been offered at this price—only **£12-10-0** including compound throttle linkages.

COME SEE IT—BUY IT—AT

## FRANK KLEINIG MOTORS 400 PARRAMATTA ROAD, BURWOOD

OR PHONE US AT 74 0444 (4 LINES)

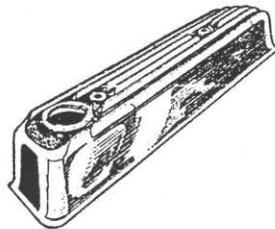
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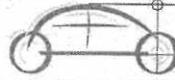
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DIGITAL IMAGE:  
Chris Harris



## Pontiac, by Holden

GM deal to turn VE Commodore into Pontiac Grand Prix shapes up as Holden plans more exports than local sales

### EXCLUSIVE By JOHN MELLOR

GM HOLDEN will sell more cars overseas than it does in Australia if a plan to export its billion-dollar VE Commodore to the US as the next-generation Pontiac Grand Prix sedan comes to fruition.

In an exclusive interview with GoAuto to discuss the concept of the VE as a world car rather than just an Australian car, company chairman and managing director Denny Mooney said that he was anticipating approval for the US program.

"You will see an announcement in the next three to four months. Assuming it happens, (shipments) would start a little beyond that. I am not making an official announcement (in this discussion)," he told GoAuto, "but it looks very favourable."

"I can tell you unequivocally that we designed the VE with the US in mind."

Mr Mooney confirmed that VE Commodore SS-V four-door sedans were under assessment in Detroit and indicated that speculation in the US motoring media that these Holden sports sedans would be sold as the Pontiac Grand Prix was not far off the mark.

In the strongest indication yet that GM is about to announce renewed Holden exports to Pontiac in the US, Mr Mooney revealed Holden plans to export more cars from the company's Elizabeth plant in Adelaide than it sells here.

"I think from a manufacturing strategy here in Australia, Holden will ultimately have at least as many exports, if not more exports, than we have domestic (sales of local cars)," he said.

The plans are part of a strategy to drought-proof Holden from the changes taking place in Australia in which large-car sales are drying up following a shift in the nature of the market.

"The one thing everyone needs to remember in this market, as in every

market around the world, is that the market is fragmenting," Mr Mooney said. "You are not going to see any market in the future with one car or a couple of car lines dominating the market like we did 10 or 20 years ago."

"Everybody (when assessing large-car performance) wants to compare back to the market 10 years ago, but the market is much more fragmented. There are many more brands out there and many more models out there than there were back then (therefore) you have to find more markets for the car that you have."

"I don't know if we would go as far as Toyota's model where they have many more (Cantry) exports than they do domestic sales, but I can see in the future to survive we must have a fairly significant amount of export business."

Continued next page



AUDI'S TT LOSES ITS  
RADICAL EDGE  
— page 10

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# Pontiac, by Holden

Continued from previous page

Mr Mooney said that in addition to the Middle East, where sales are expected to remain around 30,000 units a year, the US was "the other big market that we are looking at".

He said that an export program of a four-door sedan to the US market could potentially achieve far more volume than the Pontiac GTO (Monaro), which failed to achieve the 18,000 units expected of it.

"If you look at this kind of vehicle in the US today, the sedan market is 20 times bigger than the coupe market."

Asked if the potential of the Pontiac program was inhibited by using the Monaro coupe body, Mr Mooney said: "There is no question. Coupes are very niche products in the US. Very niche. There is significantly more volume in a sedan. As sedans got better looking and got more sporty performance in the US market, coupes over time just disappeared."

Mr Mooney said that Pontiac was "the natural partnership" for a Holden-sourced VE sedan program in the US. He has already told Australian media earlier this year that the SS-V would make a great Pontiac and that Holden could play a role in moving Pontiac to rear-wheel drive.

Meanwhile, Mr Mooney said that the first shipments of the VE have gone to the Middle East and the VE launch was held there two weeks ago. "We will do more than 30,000 vehicles there next year and we will do about 30,000 this year. That includes the Chevrolet Lumina (Commodore) and the Chevrolet Caprice (Statesman). It could increase, but that is our current forecast for next year. I am optimistic. There is a lot of enthusiasm for the product."

This compares with a forecast for 62,000 VZ/VE sales this year in Australia. This means that if Holden was to export more cars than it sold domestically, sales of Pontiacs would have to be well over double those achieved by the GTO.

Mr Mooney said that one of Holden's strengths was that it already had installed capacity, equipment and infrastructure for the VE architecture. He said that under the GM "flex strategy", a model could now be moved quickly from one plant to another.



Current Pontiac Grand Prix GXP

"It potentially gives you more options in more markets."

Far from seeing it as a threat that VE production could potentially go elsewhere, Mr Mooney saw the "flex strategy" as an advantage for Holden.

"GM looks very hard at its existing installed capacity before it decides to spend money on new installed capacity. So we have the advantage of having spent half a billion dollars (on VE capacity) over the last three years," he said.

He said that having VE architecture being built elsewhere in the world, like for the Camaro, would benefit Australian parts makers supplying the program and would mean that GM could afford more sophisticated systems for cars sold in small markets. This was because the investment recovery in sophisticated systems was being spread across total VE architecture volumes.

"Some of the engineering that we are doing on that vehicle (the Camaro) that is advancing the architecture will help our vehicles (Commodore) over time because it will apply directly to our vehicles," he said.

"It can help us put more advanced electronic features in our cars here and can help leverage lower cost components that would be common."



THE LINES ARE NOW OPEN AT FORD: [CLICK HERE](#)

## FAMILY II DEMAND SLOWS

THE age of the Holden Family II four-cylinder engine, which went into production in Melbourne in 1982, is beginning to catch up with it, the chairman and managing director of GM Holden has told GoAuto. And the four-cylinder plant that makes it may only just see out the decade.

Denny Mooney said that the cut-back of 200 jobs at the Holden engine plant announced last week was attributed to the age of the engine which has led to reduced demand for it around the world.

"Daewoo is going gangbusters but not in the models that use the Family II engine," he said. "They sell cars in 140 countries around the world under multiple brands with all different powertrains and it just so happens that in some of the regions that take the Family II engine the volumes are down or there are some older models using the Family II engine that are going out of production as some of the newer stuff is coming in."

"I think that by the end of the decade this engine plant will probably discontinue. I must say that several of my predecessors have wrongly predicted the same thing (the imminent demise of the engine)."

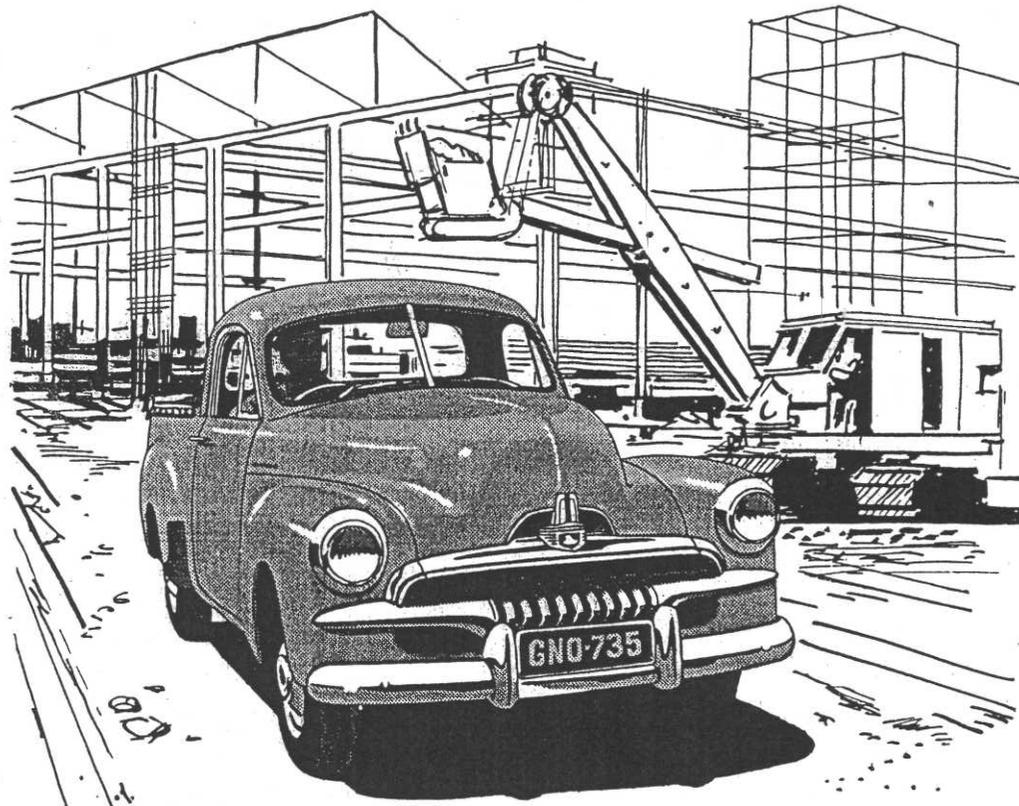
"But it is still pretty good export business. We will be doing 500 a day next year."

Mr Mooney said that four-cylinder engine production would cease when the engine ran out of customers.

— JOHN MELLOR

This advertisement again stresses the added power and increased load-hauling performance brought about by the new engine. Holden's runaway lead in utility registrations up to the end of September is added proof of Holden Utility's nation-wide popularity. At £850, plus tax, Holden is outstanding value.

*Holden Utility*



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Priced at £850 plus tax, Holden Utility costs less today than in 1952. No other utility combines so many advantages at such low cost. Perhaps the best proof of Holden's lead in value is its overwhelming leadership in sales. Official registrations show that four times as many Holden Utilities were sold during the first nine months of 1956 than the nearest competitive make — January to September 1956

Registration figures for Australia —  
**HOLDEN UTILITY** — 11,777  
 NEAREST COMPETITOR — 2,922

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HOLDEN

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## News

15 December 2006

### CHEVROLET CAPRICE WINS BEST LUXURY CAR AT MIDDLE EAST CAR OF THE YEAR AWARDS

GM Holden's export vehicle, the Australian-built Chevrolet Caprice, has won the Best Luxury Car Award at the 2006 Autocar Middle East Awards last night.

The judging panel praised the all-new Caprice which emerged after three days of solid testing as a clear winner from the other finalists in its class, the Volvo S80 V8 All-wheel drive and the Lexus ES350.

The process undertaken by Autocar's team of expert judges involved three days and nearly 36 hours of analysing and testing.

"The Caprice represents unbeatable value given its list of standard features, size and that six-litre V8 engine," Autocar Editor and chief judge, Damien Reid said.

"Given that it's an all-new model, our judges were impressed by the improvement in build quality, ride and overall refinement over the previous model. As it was judged against its competitors the panel found this latest version had retained many qualities which makes this style of car so popular to Middle Eastern customers," Mr Reid added.

GM Holden dispatched its first shipment of all-new generation export versions of Commodore, Statesman and Caprice to its largest export market, the Middle East, in September 2006.

The cars, prepared as the Chevrolet Lumina and Chevrolet Caprice, are exported throughout the Middle East as part of Australia's longest and largest automotive export program.

GM Holden Export Manager, Ms Emma Pinwill, said receiving the Best Luxury Car Award was an important milestone for GM Holden's export program to the Middle East.

"In 2005, more than 30,000 Holden vehicles were shipped to the Middle East. These cars became major sellers, which enabled Holden to invest \$190 million in the development of the WM series.

"So it is a great honour to be recognized in the Middle East as our success there has supported GM Holden in taking the WM series to a whole new level of design and engineering," Ms Pinwill said.

In 2005 Holden last year exported 60,518 vehicles around the world, a record for GM Holden since its export program started in 1954. Cars were sent to every continent except Antarctica.

**For media enquiries, contact:**

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[maya.donevska@gm.com](mailto:maya.donevska@gm.com)

General Motors Corporation

## Mopar Muscle Association Day Duxford 1<sup>st</sup> October 2006

1st October 2006 saw the Mopar Muscle Association return to Duxford following the good response to our first visit there in April. Thanks to Derek Carter's publicity, we ended up with a large variety of different vehicles turning up for the day from an assortment of different clubs. 50s Americans, Muscle of all brands and ages, trailered race cars, some immaculate Vauxhalls from the FD club (baby muscle shape) pick ups, a police car and TV show cars.

The area of the museum we were parked now has a Spitfire aircraft permanently displayed there which proved ideal for photos. The museum's new AirSpace hanger was nearer to completion and could be partially accessed, allowing close contact with some stunning machinery, Avro Vulcan, York and Lancaster, Short Sunderland Flying Boat and Mosquito to name a few.

The American Airforce hangar next to our event is always a good place see icons of aviation, B17 Flying Fortress, Superfortress and of course Blackbird.

In addition to the aircraft, there was a military vehicle demonstration, lots of very heavy metal doing their best through mud and dust. Some unusual Eastern Bloc machinery was nice to see in action, as well as some superb sounds from screaming 2 stroke diesels with minimal silencing. Fabulous. There were rides available on the tank course after the show in an Armoured Personal Carrier, which Jack and I decided to try out. Hard hats and goggles essential, and plenty of mud flying around. Great fun for a six year old or a 36 year old.



The other reason for being there was the cars. Car of the day for many was Steve Harrison's recently acquired Australian Valiant Wagon, 29,000 miles from new, with working electric tailgate window and superb interior, plus towbar for when the R/T automatic is ready to be shown off.



For the fans of Australian Muscle, the original Holden Monaro GTS belonging to Barry Dancer (not the Vauxhall badged version), was there as well as 2 Utes, and a lovely VT Commodore saloon which was very temptingly For Sale. I would like to thank all the HUKR members who made the effort to attend the show. I hope you all enjoyed the venue and the laid back atmosphere of the event, we tried to keep it as informal as possible, as there is plenty to see and do there without being tied into a car show itinerary as well. Indeed one of the Utes was the very first car to arrive, before I did in the Aussie Charger.

The little bit of weather only came at the end of the day, so it worked out better than in April. We are hoping to confirm a date soon for 2007, end of the season again, by which time the AirSpace hangar should be fully open, and the field has room for 200+ cars so plenty of space. If you've never been yet, or not been for a long time, then Duxford is well worth the trip especially if there are American and Australian cars there too. All Aussie cars will be very welcome again in 2007, more details as we know them, and thank you to Trevor for spreading the word.

Best regards

Matt Hollingsworth

Bits & Pieces ...

Sunday Herald Sun, October 29, 2006

# Black in the USA

KELVIN HEALEY

KRAFT will fight for the right to resume importing Vegemite to the US after the country reconsidered its restriction on the famous spread.

The US Food and Drug Administration said this week that travellers carrying Vegemite would not be stopped, in response to revelations in the *Sunday Herald Sun* that Australians had been searched for the sandwich spread at the US-Canadian border.

While travellers are in the clear to pack their



traditional breakfast fare, Kraft has not yet been given a green light to export Vegemite to the US, Kraft spokeswoman Joanna Scott said.

However, the American-owned company is in talks to end the

deadlock, which has resulted in many stores in the US being unable to source supplies.

"We would hope to be in a position to be able to export and at the moment we are in discussions with authorities," Ms Scott said.

"(Exporting) would be something we would try and do in the future."

According to Kraft, the crackdown on Vegemite was prompted because it contains folate, which the US allows to be added only to breads and cereals.

MOST CARS ON OUR ROADS HAVE ONLY ONE OCCUPANT,

USUALLY THE DRIVER.

- BBC news report

## Y' IS IT SO?

British taxi driver delivered no passengers 140km in the wrong direction after mis-entering the destination on his sat-nav system, ending up in Limington, Somerset instead of Lymington in Hampshire.

## POLICE LEG IT

Police in South Africa have been ordered to ride a donkey or bicycle to crime scenes if they can't find a police car.

## IMPATIENT

An Argentine pensioner is suing a garage which has taken six years to do minor repairs on his 1970 Fiat 600.

## PAID AT LAST

Florida's William Fogarty has just paid a \$1 parking ticket he received in 1946 and had left in a drawer. "When I go out of here, I don't want to owe anyone," he said.

NOVEMBER 2006 ROYALAUTO

Documentary: *Portillo in Euroland*, BBC2, 8.00pm  
*The Herald* (Glasgow)

The starters included the classic minestrone soup, which is great with hunks of crisp bread and butter  
*Dining Out in Croydon*

FINALLY, lucky Mark Ribbands recently took delivery of a Robinson R22 two-seater helicopter. Inevitably, it came with a weighty tome detailing the many regulations that apply. One that caught his eye was the minimum crew requirement in the flight limitations section, where Ribbands was unsurprised to learn that the rule was "Minimum crew is one pilot".

05 January 2007



**ALL NEW VE ENSURES COMMODORE  
REIGNS SUPREME**

Holden has finished 2006 with Australia's best selling car for the 11th consecutive year. The Holden Commodore, with the help of the all new VE Commodore, continued an unbroken record since 1996 as Australia's most popular car.

2006 saw a record number of new vehicle launches for Holden including the all new VE Commodore, WM Statesman and Caprice and more recently, the sports utility vehicle Captiva and all recorded strong results.

The Holden Statesman became the best selling Upper Large car (< \$100K) with a 32.4% share and when combined with the Holden Caprice - which achieved its highest ever sales result - claimed 50.2% of the segment.

The Captiva, launched only three months ago, was the third best selling medium SUV in December with an 11.5% share with sales continuing to grow.

Figures released today by the Federal Chamber of Automotive Industries showed that the overall automotive market had declined in 2006 by 25,603 units on 2005, with all segments down except for Heavy Trucks.

Holden sold 146,511 vehicles and delivered a 15.2% market share. Holden had the second highest sales overall, behind Toyota with 213,847 sales and 22.2% market share, but well ahead of Ford with 114,965 sales and 11.9% market share.

In the fiercely competitive passenger segment, Holden sold 108,932 vehicles in 2006 for an 18.1% market share.

Holden's four cylinder market continued to grow in 2006 with Barina recording its best results on record with 13,635 units sold – an increase of 40.9% on 2005.

Astra, which welcomed the launch of its new diesel variants, remained one of the top 10 best selling nameplates in Australia and Holden's second biggest seller with 19,681 sales. Combined with Viva, Holden accounted for 14.7% of the small car market.

Holden dominated the Sports segment (< \$80K) by offering the best selling sports range which included the Monaro, Astra Convertible and Tigra with a 24.5% share of the segment.

The VZ and newly released VE Commodore variants sold 56,531 units in 2006, and although down on 2005, maintained an outstanding segment share of 43.4% of the Large car market (< \$70K), a 1.8% increase on last year and over 14,000 units clear of its nearest rival.

Holden Executive Director – Sales, Marketing and Aftersales, Alan Batey, today said Holden's results reflected a very optimistic outlook for 2007.

"2006 has been a huge year for us, never have we launched so many cars in one year and we are incredibly pleased with how well they have been received," Batey said.

"Since the VE Commodore was launched in July 2006, we've experienced the strongest model mix and V8 penetration in Commodore's history which is an excellent result and one that certainly bodes well for the future.

"And we now have a true SUV competitor that's making a real impact. The SUV segment is an incredibly important one and we've been waiting a long time to get the right SUV for the Australian market.

"With the success of these launches under our belt and with more exciting new products on the horizon like the Captiva Diesel, we're confident we can hit 2007 running."

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# Monaro a snip at \$220k



A ONE-OWNER and accident-free Holden HK Monaro GTS 327 Bathurst fetched a record \$220,000 at auction in Sydney recently – believed to be the highest price ever paid for a Monaro.

The remarkable result came after a fierce bidding duel between two Australian muscle-car enthusiasts – one from Perth and the other from Melbourne – with bidding for the “unmolested” Warwick Yellow coupe starting at \$70,000 and rising in \$10,000, then \$5000 bites, cheered on by the crowd of almost 1500 at Sydney’s Darling Harbour Exhibition Centre. Victory went to the West.

Shannons National Auction Manager Christophe Boribon said: “The day of the \$500,000 Holden or Falcon is now a real possibility.”



HOLDEN

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## News

21 November 2006

### VE COMMODORE NOMINATED FOR WORLD CAR OF THE YEAR AWARDS

GM Holden’s VE Commodore has been nominated for the prestigious World Car of the Year (WCOTY) Awards 2007 - the only Australian-made vehicle among the award’s 28 nominees.

Launched in January 2004 under the guidance of a Steering Committee of motoring journalists from around the world, the WCOTY winner is judged on criteria such as styling, performance, handling, comfort and utility. In addition, cars will be assessed with respect to value, safety and environmental responsibility, significance and their emotional appeal.

The VE Commodore was nominated by the Australian WCOTY jury member and respected motoring journalist, Bill McKinnon.

A new car must be available in a minimum of five countries spread over at least two continents to be eligible for World Car of the Year consideration. VE Commodore is available in Australia and has been exported to countries including New Zealand, the United Arab Emirates, Saudi Arabia, Kuwait, Bahrain, Qatar, Yemen, Jordan, Lebanon, Oman, Fiji and South Africa.

GM Holden Chairman and Managing Director, Denny Mooney, said the nomination reinforced VE Commodore’s status as a truly global car.

“It’s an honour to have VE Commodore nominated the World Car of the Year. It is especially significant given our aim was to compete against some of the most expensive and most carefully crafted cars around the world,” Mr Mooney said.

“Careful consideration of global expectations and potential markets was always at the forefront of the design and engineering of VE Commodore.”

The Award winner will be announced at the New York International Auto Show in April 2007. For more information on the WCOTY Awards is [www.wcoty.com](http://www.wcoty.com)

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# network

The Holden Dealer Magazine

November 2006

General Motors Corporation

# WHAT'S ON

A happy new year to you all. I hope you have all recovered from eating too many mince pies and all the Xmas merriment that goes along with the all the seasonal festivities.

As you can imagine, things have been a bit quite on the show front of late.

At least we have the new year to look forward to.

It won't be too long before it warms up a bit together with the nights starting to draw out so we can then spend a bit of time getting our cars fettled ready for the show season.

The main gathering to look forward to at the moment is the Australia Day meeting being put on at the Ace Cafe in North London just off the North Circular Road. Always a good meeting with loads of Australian cars to look over and a good time to catch up with people we probably haven't seen for a while.

It is always enthusiastically attended and will probably have the biggest collection of Holden built vehicles in one place anywhere outside of Australia (ok, and NZ!), something to think about that one.

There are a few shows to look forward to later in the year, the International Air Tattoo at Fairford in July (details to follow later) and a bit nearer in time, Wheels Days on Good Friday (again, details to follow later).

Well, that's all for now, hope to see you all at the Ace Cafe on 21st Jan.

Trevor



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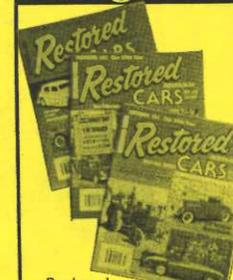
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