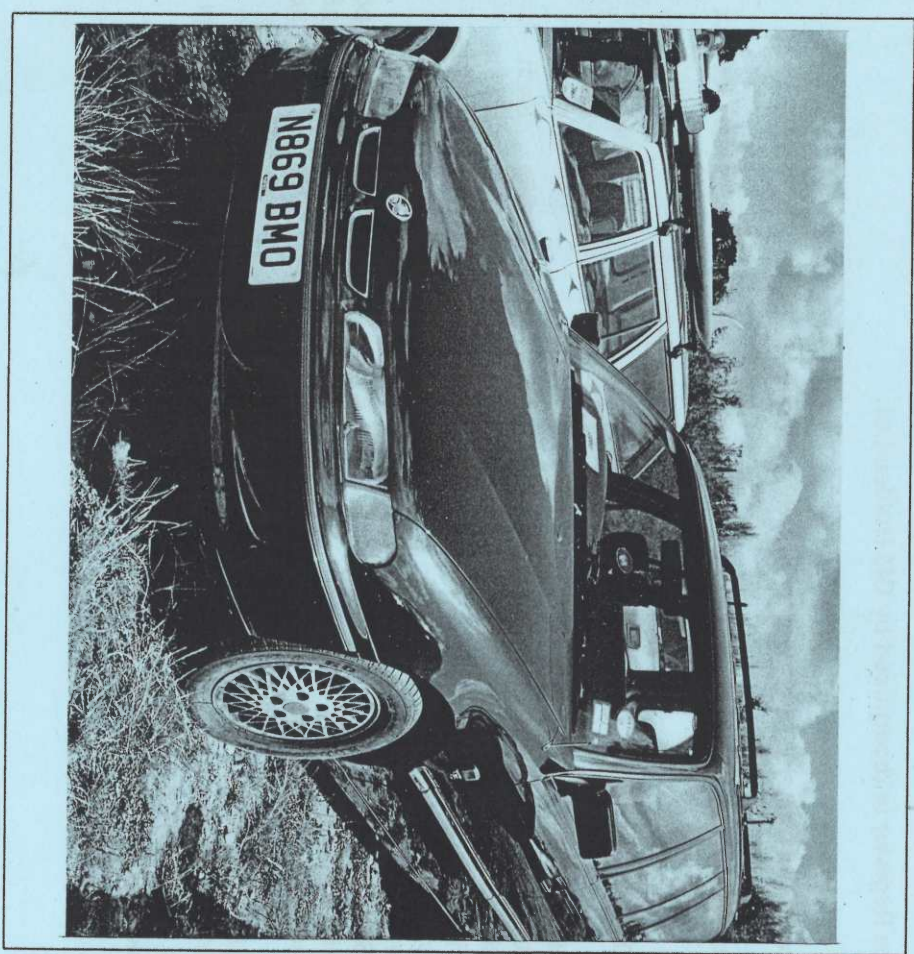




Holden Business

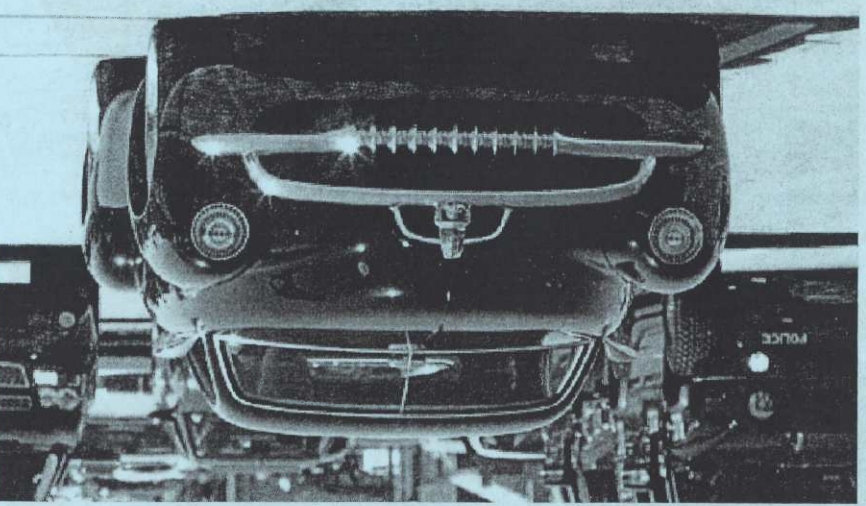
SEPTEMBER/OCTOBER 2007



• A HOLDEN customer was so keen to see the new VE Ute that he and his wife drove from Ballarat to Melbourne for the first VIP preview evening. Only problem was that they were a little over-keen – they were 24 hours early. Luckily, they had booked a hotel room in the city for the night, which enabled them to take up a kind offer from Holden Marketing staff to come back the next morning for their own private showing after the Fleet Industry breakfast preview. Another couple of satisfied customers ...

• WHEN Holden V8 Supercar racer Paul Morris was voted by his peers in a magazine driver poll as the "dirtiest" driver, he responded by wearing the title proudly at Oran Park – literally. He had T-shirts emblazoned with "Dirty Dangerous Dude" and wore them around the pit paddock. He even had one made for his little son Nash, saying "Dirty Dangerous Dude Kid".

• HOLDEN Chief Designer Richard Ferlazzo – the man who led the design team on the hot-rod-inspired EFJLY concept car – realised a dream when he got to drive the award-winning show car in Detroit's biggest and best known hot-rod fest, the Woodward



Holden Chief Designer Richard Ferlazzo cruises Woodward Avenue in the EFJLY. Sharing the ride is Peter Robinson, veteran Australian motoring journalist and author of the recent VE Commodore book.

Dream Cruise. "There is no venue in the world more suitable than Woodward to showcase EFJLY," he said. "Displaying EFJLY here alongside thousands of outrageous and unique cars, with such a receptive audience, is a great thrill."

• AND the EFJLY was not the only Aussie car to make an appearance in the car lover's seventh heaven. The Holden-designed and built Pontiac G8 also went on the display, whetting the appetite of rear-drive performance car lovers.

Tailpipe



FRONT COVER - A 1996 VS Wagon spotted by David Hart at Mallory Park

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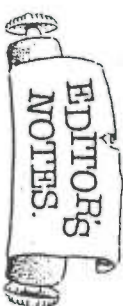
	No. 1-3	No. 4-Date.
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Stickers (With Club Logo)	50p Each.	
Tax Disc Holder	£8 Each.	
Key Fob	50p Each.	
Cloth Badge	50p Each.	
Tie (Blue)	£7 Each.	
T Shirts (M/L)	£8 Each.	
Metal Car Badge	£6.50 Plus £1 p&p	
Binders for Club Magazine (holds 12)	£10 Plus £1 p&p	
	£6 Plus £1 p&p	

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

NOTE: Equivalent amounts in AU\$\$ 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.

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Hi all,

We have had a mixed bag of weather in the last couple of months. Some members who attended shows were blessed with good weather, others reported a washout or at least plenty of mud!

You will see a couple of pictures on page 14, showing an HG and HZ Ute. These two cars have just been imported by a production company to 'star' in a upcoming XXXX beer advert. being filmed in Leeds, at the moment. I gave the company some help in getting them registered, so I hope to get some 'action' pictures at some stage. I did offer to resell them after the shooting, but I got the impression that they were likely to keep them for a while as the purchase/import etc. costs had been a bit more than they expected!



Thanks to member, David Hart, and his keen Holden spotting abilities we have some new and interesting pictures in this edition of the magazine. Remember to keep those cameras handy, you never know when or where a previously unrecorded Holden might turn up!

Regards

Ken

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Your Letters

27/8/07 David Hart
20 Ronelean Rd
Tolworth

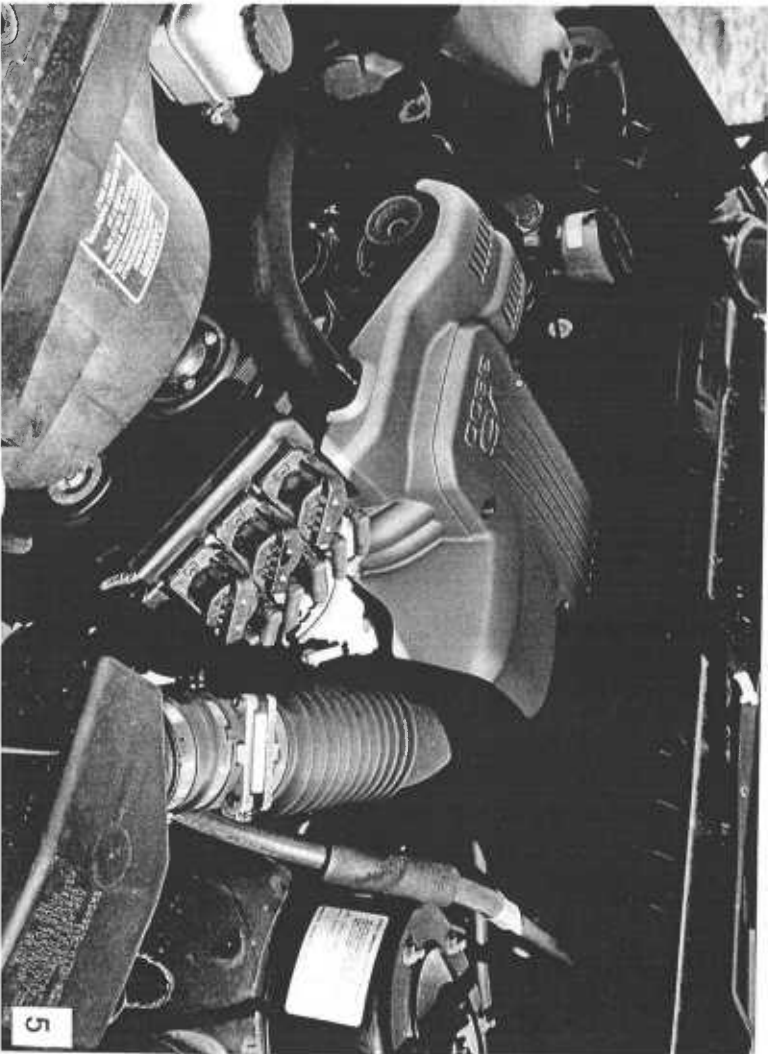
Surrey
KT6 7LJ

Dear Ken

Enclosed Some photos of a Holden (V6) Estate and a rare Ford Falcon XR6 that were on display recently at the excellent 'Retro Rides' Show at Mallory Park Circuit. Both were real 'Sleepers', not really showing their 'Power' under the almost Standard bodies - Superb.

regards

Dave Hart



7/8/07

David Hart
20 Rowleean Road
Tisbury
Surrey
KT6 7LJ

Dear Ken,

Enclosed a photo of a Holden that was tucked away at a recent meeting at Silverstone amongst lots of Porsche's, I know what I would rather have!
Also for those who collect model Holdens I would suggest buying the cast collector magazine. They regularly review and show the latest releases by the likes of Trax models (website: www.togear.com.au)
Finally can I put in a wanted request for photos of 'Custom Vans', from here and Australia. Custom Vans are my main interest as well as any classic commercial but I know there are still quite a few Bedford CF's on the roads in a/c.
I am interested in all Vans large + small.
I would pay for any postage, packing etc

Many thanks



Phone - 020 8391 5621

PS - Performance Turner Magazine, Sept 07 issue they ran a superb 5 page feature on a 2005 Holden monaro VZ, the auto model.



News



GM Holden Corporate Relations
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27 August 2007

GM HOLDEN CELEBRATES 10TH YEAR OF EXPORTS TO BRAZIL

A version of the all-new Holden Commodore will go on sale in Brazil, as GM Holden begins exporting the new large sedan to one of its longest-standing customers.

The shipment of Chevrolet Omegas from Holden's manufacturing plant in Elizabeth marks its tenth year of Holden exports to Brazil and begins a new chapter in Holden's export history.

The company has successfully positioned itself as a global manufacturer of niche products. From next year, cars built by Holden will be sold around the globe by five different brands.

GM Holden Chairman and Managing Director, Chris Gubbey, says Holden was able to invest \$1 billion in the VE Commodore program thanks to ongoing export opportunities.

Mr Gubbey said both VE and WM Statesman and Caprice were developed as global cars, with their striking design, performance and refinement making them highly desirable products around the world.

"VE and WM are generating a great response from our global GM partners, so much so that we expect to export 50 per cent of the vehicles we make by the end of next year," he said.

"At the end of 2007, our vehicle manufacturing operation will run at maximum capacity, thanks to the strength of our export programs."

Brazil's media have already praised the Chevrolet Omega, following a media preview in July, where it was described as fresh, young and luxurious.

GM Holden Export Manager, Kristian Aquilina, says Chevrolet expects it will be equally well received when it goes on sale.

Mr Aquilina says the E24 capable Omega is sold as Chevrolet's flagship model, where its understated luxury is highly valued by Brazilian customers.

"The Omega's position as the top model in Chevrolet's line-up confirms Holden's ability to produce a world class product," he said.

"The Brazil program is further recognition of our capability here."

GM Holden has a long-term export relationship with Brazil. Since 1998, Holden has exported more than 9,000 vehicles to Brazil.

GM Holden began its export program in 1954 and exported 46,074 Holden vehicles around the world last year.

GM Holden export markets in 2007

Market	Local model	Closest Holden equivalent
Middle East - Chevrolet - LHD	Lumina LS	Commodore VE Omega
	Lumina S	Commodore SV6
	Lumina LTZ	Commodore Berlina
	Lumina SS	Commodore SS
	Caprice LS	No domestic equivalent
	Caprice LTZ	Statesman
	Caprice SS	No domestic equivalent
US - Pontiac - LHD	Caprice Royale	Caprice
	Pontiac G8	Commodore SV6
	Pontiac G8 GT	Commodore SSV
New Zealand - Holden - RHD	Full range	Full range
Brazil - Chevrolet - LHD	Omega CD	Commodore Berlina
UK - Vauxhall - RHD	VXR8	Commodore VE Clubsport R8
South Africa - Chevrolet - RHD	Lumina SS	Commodore SSV
	Lumina SS Ute	Commodore VZ SS Ute

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VXR8 'JUDDER' IS TRACED

Vauxhall has unearthed the cause of the vibration we experienced during braking tests in our road test of the VXR8 (6 June). The firm is blaming the method used to secure the car during shipment from Australia which it says caused a rear suspension bush to fail. The problem was found on every car brought to the UK.

Vauxhall is repairing all VXR8s in the country and is changing the shipping arrangements.