

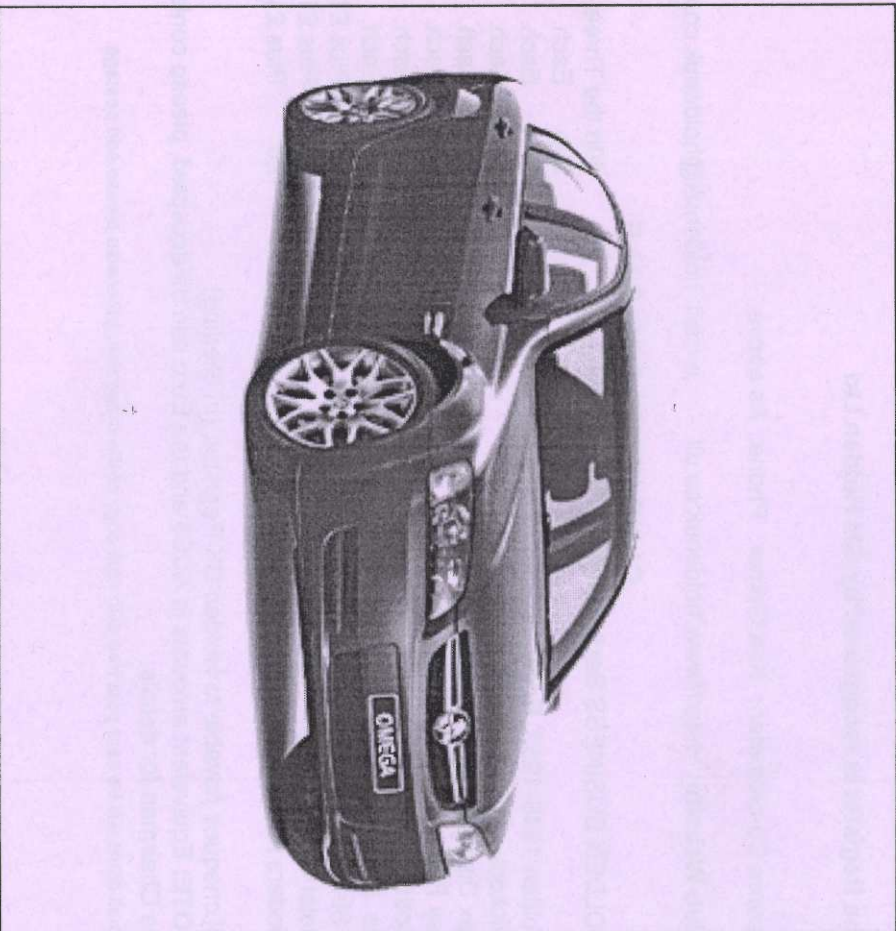


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Holden Business

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FRONT COVER - The 60th Anniversary VE

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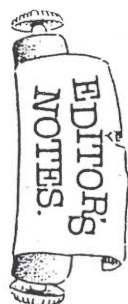
CLUB ITEMS FOR SALE:

	No. 1-3	
HOLDEN BUSINESS Back Issues.	No. 1-3	50p the Three
Holden 1948-1962 Book	No. 4-Date.	50p Each.
Stickers (With Club Logo)		£8 Each.
Tax Disc Holder		50p Each.
Key Fob		50p Each.
Cloth Badge		£7 Each.
Tie (Blue)		£8 Each.
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,

We are into May already and the weather now seems to have taken a turn for the better. It's also the time to renew your membership. Enclosed is the renewal form which I hope you will return as soon as possible to Guy at the address shown inside the front cover. Can you also enter any changes to your contact or car details on this form too. If you haven't already done so can you also let Guy know your preferences for the free t-shirt as mentioned in the last edition of Holden Business.



Should you want to sell your Holden remember that an advert. can be put onto the sales and wants section of our website. This can also include any Holden related items or spares. This is a free service to members. Just e-mail me the details and a picture or two, I will arrange it.

Regards

Ken

OPINION

Will Aussie beaut utes rank with the Yanks?

By KEVIN HEPWORTH
Motoring Editor

THERE'S a fair bit of evidence to suggest America is a pretty slow study when it comes to life outside its 50 states.

Back in the early 1950s, when the US was getting its first lesson in staying out of another country's internal squabbles on the Korean Peninsula, Aussies were already well versed in loading the ute with hay during the week then taking the family to town at the weekend.

Fifty years on and US foreign policy is still a work in progress and Aussies still love their utes.

Now, for the first time, we are about to share the joys of the "toolies sportscar" with America.

Traditionally North America has never had a ute equivalent — with the exception of the defunct Chevrolet El Camino.

Load-carriers have been classified as pick-ups (large) or trucks (even larger).

That history suggests it is going to take a bit of slick talking to convince the "good 'ol boys" that anything that stands under six-foot tall, weighs less than a couple tons and can only fit a small gun rack behind the seats isn't just for sissies.

Yet the fact that General Motors' Pontiac

division is going to put about 20,000 V8 Holden utes a year in showrooms from next year suggests there is a quid to be made.

So, is the potential sale of 20,000 utes — and a similar number of additional Commodore-based Pontiac G8 performance models — good for Australia?

Absolutely. Another 40,000 cars produced on Holden's Australian production lines — particularly utilising a car (Commodore) that is suffering sliding Aussie sales — offers a degree of job security for plant employees.

Just as importantly, there will be flow-on benefits to second and third tier component suppliers still hurting from the closure of Mitsubishi's manufacturing facility.

But will the Pontiac strategy have any major impact on the North American market?

When you consider buyers in the US and Canada snap up around 18,000,000 new cars every year, not really.

The ute is so niche, in fact, that the company are initially calling it a sport truck and declaring a new segment while running a public competition to find a badge name.

News

1 April 2008

HOLDEN CELEBRATES 60th ANNIVERSARY WITH SPECIAL EDITION VE COMMODORE AND SPORTIER SS V SEDAN

GM Holden has reinforced its commitment to value by introducing the VE Commodore 60th Anniversary Special Edition comprising \$8,000 of extra value including rear parking sensors and leather seat inserts.

Joining the Special Edition Commodore is the sportier VE SS V 60th Anniversary Special Edition featuring 10-spoke wheels, interior and exterior upgrades and special 60th anniversary floor mats and rear badge.

GM Holden's Director of Marketing, Philip Brook, said the Special Edition VE sedans were the perfect way to celebrate the success of GM Holden's most famous nameplate.

"The 60th Anniversary Special Editions further highlight Holden's dedication to quality at value for money prices, providing something for everyone, whether it's an Australian family or an individual looking for that something special," Mr Brook said.

"Commodore has been Australia's top selling car for the past twelve years and the added features included in these Special Editions will appeal to a wide range of buyers to ensure its continued success in 2008."

VE Commodore 60th Anniversary Special Edition

Offering \$8,000 of extra value the VE Commodore 60th Anniversary Special Edition represents outstanding value and further enhances an already impressive level of standard features, built-in safety and the performance of the VE Commodore.

Wheels Car of the Year 2006, the Holden Commodore features Electronic Stability Program (ESP®), six airbags and air conditioning as standard on all models.

In addition to the standard Omega features, the VE Commodore 60th Anniversary Special Edition includes the following:

- New 18-inch alloy wheels (four)
- Onyx leather seat inserts
- Leather steering wheel
- Decorative moulding on instrument panel in micro silver
- Front grille insert
- Rear parking sensors
- Bluetooth® connectivity for compatible mobile phones
- Special 60th anniversary rear badge

The VE Commodore 60th Anniversary Special Edition is on sale 1 May and is priced at \$33,990*.



GM Holden Corporate Affairs
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