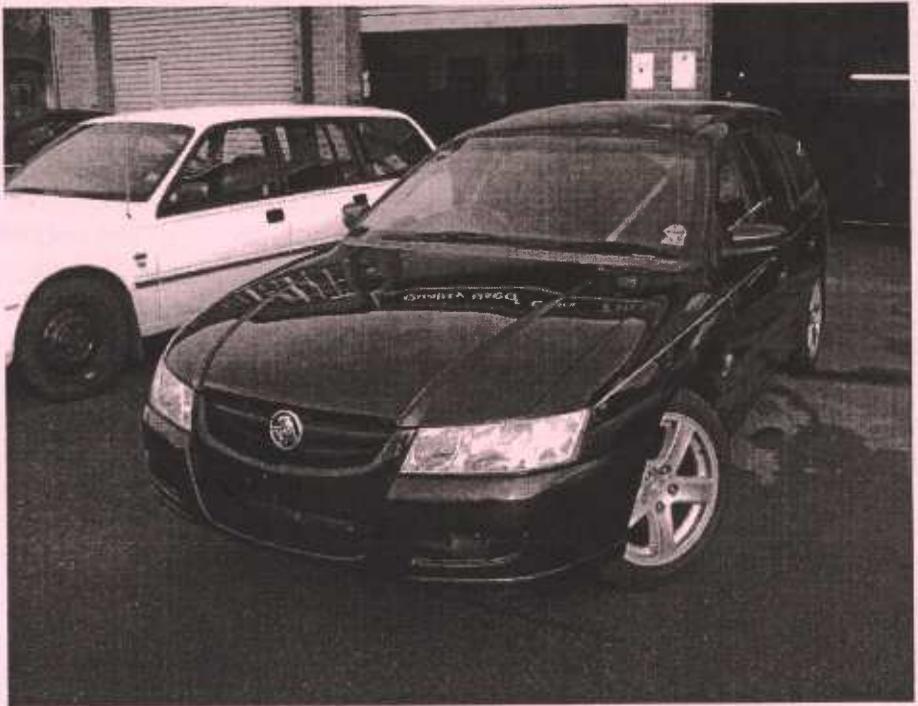


ISSUE 163



Holden Business

March/April 2015



FRONT COVER – Tony Roberts' recently imported VZ

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The Register is recognised by GM Holden Ltd

Spares Co-ordinator : Ken Garner. See above

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

Club items for sale:

HOLDEN BUSINESS, Back Issues.	No. 1-3	50p the Three
	No. 4 - date.	50p Each.
Holden 1948-1962 Book		£8
Stickers (With Club Logo)		50p
Tax Disc Holder	..	50p
Key Fob	..	50p
Cloth Badge	..	£7
Tie (Blue)	..	£8
T Shirts (M/L)	..	£6.50 + £2 p&p
Metal Car Badge	..	£10 + £2 p&p
Binders for Club Magazine (holds 12)		£6 + £2 p&p

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,

I hope those of you who went to the Australia day event at the Ace Café enjoyed the day if you have any pictures please forward them so that I can add them to our website.

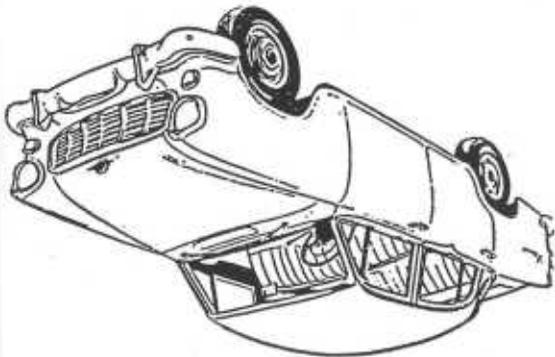
As you will see from page 5 of this edition, we have been invited to a couple of motoring events in the South of England. If you are interested please get in touch with organisers I am sure they would be delighted to see one or two Holdens there.



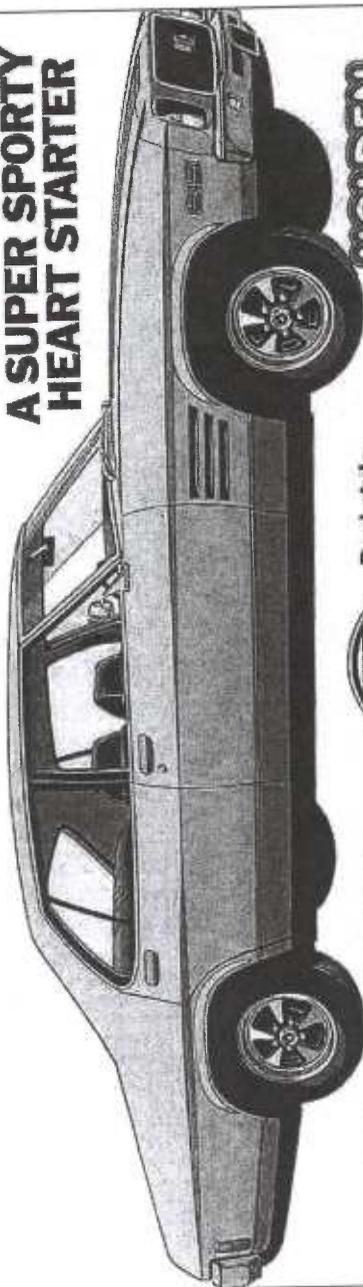
Regards

Ken

If you are looking for a Holden to drive every day there is a very nice Statesman for sale (see page 12) The advert is also on our website, under 'For Sale & Wanted' with some additional pictures.



A SUPER SPORTY HEART STARTER



Limited offer

This special model has been designed to Holden Dealer specifications. Only a limited number will be assembled. This will be your only chance to get so much sport car at such a cool low price.

Real authority

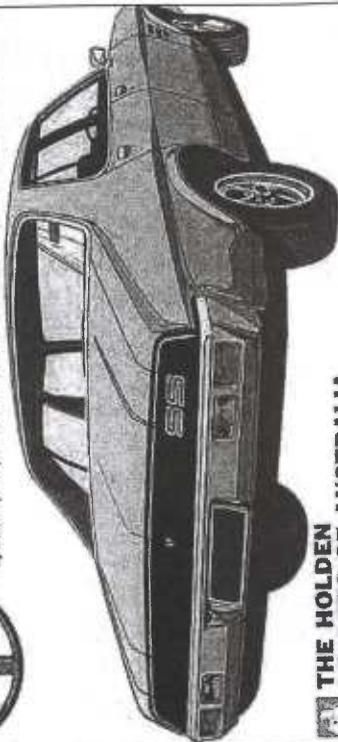
The Holden SS V8 — built strong. The high performance V8 engine links through a 4-manual gearbox to a low-ratio diff. In the dash, a full set of gauges. Padded sport steering wheel. And radial tyres on steel sport wheels.



Real style

Special treatment for a special model. Reclining bucket seats, all-over carpets, houndstooth check upholstery. On the outside, a bold black grille, vented front fenders, and special sport paint end to end.

HOLDEN SS V8



**THE HOLDEN
DEALERS OF AUSTRALIA**

All accessories and equipment are subject to change without notice.

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Specifications

- 253" V8 engine
- 4-speed floor shift
- 3.36:1 rear axle ratio
- 795SR 14 radial tyres
- sports suspension
- steel rally wheels
- twin exhaust system
- sports instruments
- sports steering wheel
- houndstooth cloth reclining bucket seats
- fully carpeted floor
- vented front fenders
- vented disc brakes
- exclusive sport paint

Indra red (Paint No. 1200)

Ultra violet (Paint No. 1202)

Leftface alone (Paint No. 1201)

Letters

From: Gordon Kett <gordon.kett@btinternet.com>
Subject: Holden owners South of London
Date sent: Wed, 18 Feb 2015 15:46:23 +0000
To: holdenuk@ndirect.co.uk

Hello Ken

With a Commodore loving daughter living in Perth WA, who previously lived in Adelaide and knew Elizabeth very well I have a slight leaning to these brilliant cars and Utes.

What I am after, if any of your members down here in the deep South are interested, is having some Holdens at our annual rally at the Weald & Downland Museum at Singleton near Chichester on Sunday 14th June. I have seen some Utes at the Amberley Museum Vintage car shows and I think they hail from the Horsham area.

I also run the Classic Car Show at Ashington Festival (between Horsham and Worthing) on Sunday 15th August.

If any of your members are interested could they please contact me.

Our Morris Minor Rally is a static show, but the Ashington Festival involves taking part in the Festival Parade for anyone who wants to do more than just show their vehicle.

Best regards

Gordon Kett
Chairman West Sussex Branch
Morris Minor Owners Club
t. 01903 265258

e. chairman@westsussex.mmoc.org.uk

Here 'for the long term'

Seventh Holden boss in a decade, Bernhard to lead through transition period

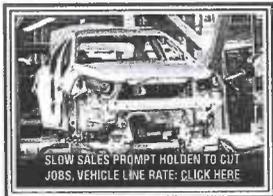
By RICHARD BERRY

GENERAL Motors has announced the appointment of Australian-born Mark Bernhard as Holden's new chairman and managing director, making him the seventh person to take on the role in the past 10 years.

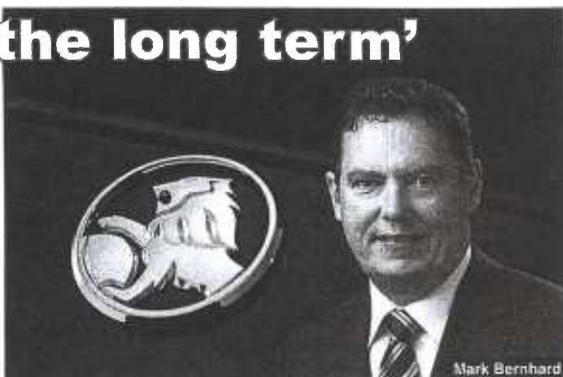
Mr Bernhard currently holds the role of vice-president and chief financial officer of Shanghai GM in China, and the move marks the 51-year-old's return to Holden where his career started in 1986 in finance.

Speaking at a press conference in Sydney last Friday, General Motors executive vice-president and president of General Motors International Stefan Jacoby said Mr Bernhard's Australian background and his experience with Holden and in overseas GM posts made him ideal for the role.

"We took our time to choose the right candidate," he said.



SLOW SALES PROMPT HOLDEN TO CUT JOBS, VEHICLE LINE RATE: [CLICK HERE](#)



Mark Bernhard

"We had a global search, we looked internally and externally. I think Mark brings all the knowledge about Holden and the Australian specifics in this market here.

"He also has global knowledge about General Motors – he has worked in China, he has worked with the Asia-Pacific operation and he also has knowledge, of course, about GM's head office in Detroit.

"So that combination of being an Australian, who started his career here, had various management positions in Australia but also global experience in Europe, in China and in the US truly qualifies him for this very important role."

Mr Jacoby said it was important to him to choose the candidate personally.

"We are very aligned," he said.

"We have the chemistry, we understand the challenges of this market, we want to win with Holden here. He's passionate about Holden and having success in New

Zealand and Australia."

Mr Jacoby dismissed suggestions that Mr Bernhard's finance background and limited marketing experience could work against him as Holden ends local manufacturing and transitions to a national sales company.

"Mark's background is of course finance but I think he has much more skills than just finance," he said.

"I think he understands the market, he's had various general manager assignments during his career and I'm truly convinced that he has all the skills necessary to run a marketing and sales company in Australia."

Mr Bernhard's appointment follows a quick succession of six different Holden chiefs within the past decade. His predecessor Gerry Dorizas quit in October last year, just seven months into the job.

FULL STORY: [CLICK HERE](#)
Holden sticks to Spark – next page

Feb 11, 2015

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- Breakdown Cover
- Cover for Modern and Classic Holdens
- FREE Legal Cover
- Limited Mileage Discounts
- Modifications Cover
- Commercial Policies for Utes



Holden ad campaign looks beyond local production

By DANIEL GARDNER

HOLDEN is painting a bright future for itself with a new multifaceted advertising campaign that the company hopes will keep the lion badge roaring beyond 2017 when local production ceases.

Using a concerted combination of television, cinema, outdoor and digital media, the 'Let's go there' campaign heralds "a wave of exciting new models" and a focus on the next generation of Holden owners.

It is the latest building block in a strategy to get Australians looking to the future of Holden and follows an announcement last week that the esteemed Commodore name would live

on beyond the closure of the Elizabeth and Port Melbourne production plants.

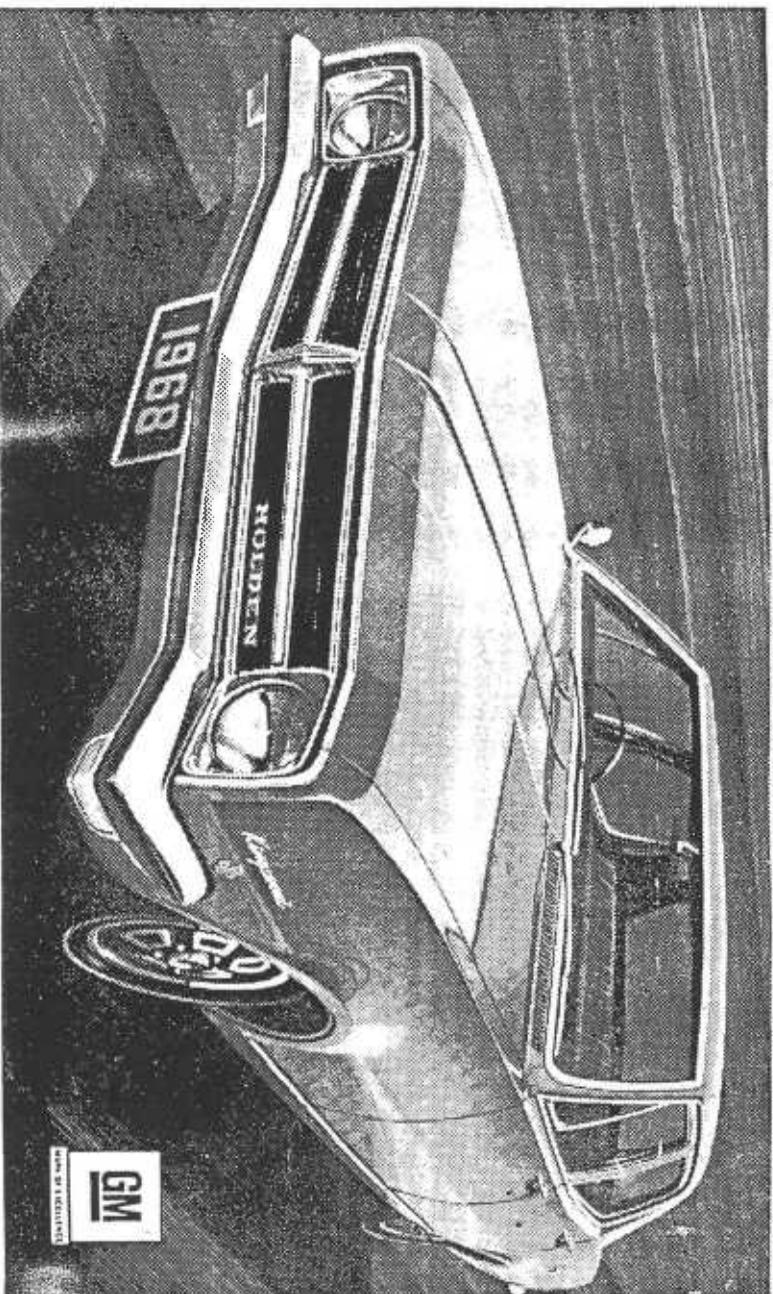
The first TVC depicts continued testing of Holden-badged vehicles at the Lang Lang proving ground in Victoria while a second advertisement features a selection of children explaining their vision of the next Commodore.

Exact details of the forthcoming and largely European-derived range are yet to be released including which model will carry the Commodore name into the next decade, but a TV advert points to the already confirmed Astra hatchback, Cascada convertible as well as existing Colorado and Captiva.

FULL STORY: [CLICK HERE](#)

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way out in front - with the look that leads



Kingswood Sedan

new-generation



GM Holden still intends to regain market leadership

By TIM NICHOLSON
THE head of General Motors' international operations says Holden can still achieve market leadership in Australia by 2020, despite sales slipping last year and another change of managing director.

The lofty goal was first mooted by former Holden chief Gerry Dorizas in April last year – just five weeks after he commenced the role – when he told Australian journalists that following the closure of all local automotive manufacturing in 2017, Toyota's market share would contract, giving other car-makers an opportunity to improve their own position.

Mr Dorizas quit the position in October, seven months into the job, while it took until earlier this month for

the company announce a replacement – Australian-born GM finance executive Mark Bernhard.

In confirming Mr Bernhard's appointment, General Motors executive vice-president and president of GM International Operations Stefan Jacoby reiterated the original goal, saying it was more than just sales the company was hoping to improve.



Stefan Jacoby

"I think it is a challenging objective and when we say we want to be the number one, we want to be the number one not only in respect of sales, but we want to transform this business into sustainable profitability," he said.

"And a perfect customer experience, with a really appealing product range in the market as well so there is more than just saying we want to be the market leader.

"I think we need to see this on a broader perspective. I think we are moving on all the elements of this business. We have initiated the brand campaign ... we are improving customer satisfaction, we are working on a product portfolio."



FULL STORY: [CLICK HERE](#)

HSV creates 'brooding' Senator SV special edition

By DANIEL GARDNER
HOLDEN Special Vehicles (HSV) is producing a strictly limited version of its Senator luxury sedan, dubbed the SV, with unique styling features for a "more brooding edge".

Priced from \$83,990 plus on-road costs and limited to a run of just 50 cars for Australia and two for New Zealand, the Senator SV is based on the Senator Signature but adopts a selection of "pitch black" exterior styling accents and a unique wheel design for a subtle but exclusive look.

The Senator SV's 20-inch forged wheels are a special 5x2-spoke design and, like the Signature version, sit over large disc brakes with AP Racing forged four-piston callipers.

At the front end is a black grille replacing the chrome Signature version, while side wing vents, mirror caps, window surrounds and boot-lip spoiler receive the same treatment. A set of "shadow chrome" exhaust tips complete the smoked-out look.

Performance compared to the regular Senator Signature is unchanged, with the familiar 340kW 6.2-litre LS3 V8 engine onboard.

Power is dealt with by a standard six-speed automatic transmission, but a manual gearbox with the same number of speeds is available for no extra cost.

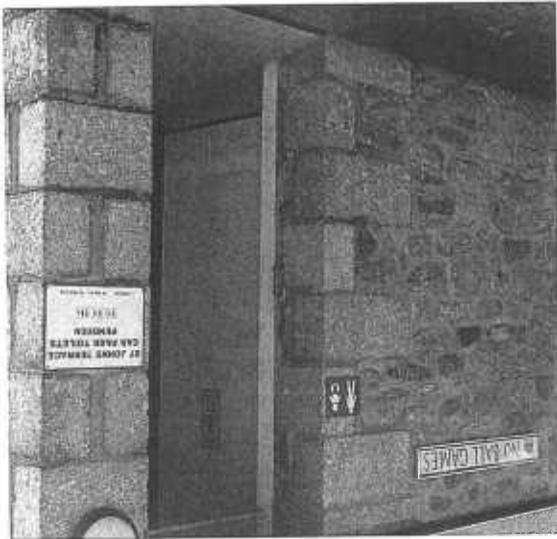
FULL STORY: [CLICK HERE](#)



Or as it should have read....'General Hand, Level 1 Job Vacancy'

General Hand job vacancy at Tavistock Town Council.
website for more information.

Your Guide To Tavistock, Devon
Yesterday at 10:25



Bits & pieces ...



For Sale 2002 Statesman WH Series II

Statesman WH Series II. 5.7L 350 V8 -- Cruise Control -- Immobiliser and Alarm with door dead lock bolts -- Sport Exhaust -- Full Leather -- Reversing Camera Built in SatNav with up to date UK and Europe Maps -- Onboard System with BlueTooth, DVD, iPhone, iPod Dock HMRC Import Certificate and Valuation Certificate -- EU Compliance Certificate

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