



HOLDEN

THE MARKET

The Australian automotive industry is one of the most complex, competitive and exciting environments, employs thousands of Australians and reaches millions of consumers.

Holden manufactures locally and distributes motor vehicles, engines, components and parts for a diverse range of domestic and export markets. In addition to the 120,000 vehicles Holden produces in a year, the company also markets an exciting range of vehicles sourced from overseas General Motors operations.

Within Australia, Holden vehicles compete in the passenger, light commercial and heavy truck markets. Commodores are exported to markets in New Zealand, Fiji and Brunei. Left hand drive versions of the Commodore are sold in the Middle East and Latin America, badged as Chevrolets. Exports of Australian-built Holden Vectra sedans and wagons to the Asian and Pacific markets began in 1998, intended to establish Holden as the regional source for one of the mainstream GM models.

Holden also manufactures and exports a range of Family II four cylinder engines and components to a diverse customer base including South Korea, Japan, Taiwan, Indonesia, the United States, the United Kingdom, Germany, Poland, Belgium, Egypt and South Africa, making the company Australia's foremost exporter of manufactured goods.

ACHIEVEMENTS

In 1998, Holden's 50th Anniversary year, Commodore began on a high note by taking out the highly prestigious 1997 *Wheels Magazine* Car of the Year award. During the year, the Society of Automotive Engineers - Australasia presented Holden with its Golden Automotive Engineering Excellence Award for the safety systems of the VT Commodore.

Many other awards marked Holden's 50th



year. Commodore was voted Best Family Car by the RACT, the RACQ and The Age and even became the most admired car at the Sao Paulo Auto Show. Vectra was named Best Medium Car by both the NRMA and The Age, and Best Buy in its category by the RACV. Astra was Car of the Year for radio station 2CH, the Best Car of '98 at the Canberra Times and voted Best Small Car by the RACT, the RACQ and The Age.

HISTORY

"She's a beauty!" Australia's Prime Minister Ben Chifley launched the first Holden with those words back on 29 November, 1948, and nobody could have expressed it better. This was the first car fully built by Australians for Australians, and it rode a wave of national pride into the showrooms and the roads of this country.

Not that Holden's history begins in 1948. It is nearly a century older, dating back to the arrival of James Alexander Holden in Adelaide and the opening of his leather shop in 1854. It was a natural move from providing

saddlery supplies to repairing and then manufacturing horse-drawn carriages, and then to the motor vehicle industry. In 1905, after James' grandson Edward joined the business, now called Holden and Frost, it established a motor trimming department. The next move was to custom-built motorcycle sidecars and car bodies.

As Holden Motor Body Builders, the firm was well placed to benefit from the government's decision in 1917 to restrict the importation of complete cars. By 1923, Holden's produced more than half of the national output of cars using Buick and Dodge chassis. Business continued to go well until the advent of the Great Depression, when the rapid downturn of business caught Holden's unaware. In 1931, General Motors acquired the firm and formed a new company, General Motors-Holden's Limited (GM-H).

Business once again began to flourish and by 1934, under the direction of the dynamic Englishman Laurence Hartnett, GM-H was booming. Plants at Fishermens Bend in Melbourne and Pagewood in Sydney joined the Woodville, Adelaide factory and by the time war interrupted production, 374,073 Holden bodies had been built since 1917.

In September 1944, the Commonwealth Government invited proposals from local





manufacturers for the production of a complete car. GM-H was the first to respond, and the company's proposal was accepted. The result was the first 48-215 Holden, received enthusiastically by Ben Chifley, and by the time that first car rolled off the assembly line Holden dealers already held more than 18,000 firm orders.

The company has never looked back since then. The production of Australian classics such as the FJ Holden in 1953, the Torana in 1967, the Kingswood and the Monaro in 1968 and the Commodore in 1978 saw Holden's name maintained at the forefront of automotive manufacturing in Australia.

Now, more than fifty years after the first 48-125 rolled off the line, the VT Commodore continues Holden's proud traditions of value, trust and leadership.

THE PRODUCT

Holden buyers today have a wider choice of models than ever before. Customers can choose from more than 60 model variants.

The Barina is the smallest member of the Holden range, and houses an economical 1.4 litre fuel injected four cylinder engine. The classy 1.8 litre Astra and the stylish Vectra, available with 2.0, 2.2 and 2.5 litre engines, complete Holden's small and medium line-up.

The famous Commodore range, which includes the Executive, Acclaim, Berlina, S and SS models, and the Calais carry 3.8 litre V6, 3.8 litre supercharged V6 and 5.0 litre V8 engines.

The luxury Statesman and Caprice long wheelbase models are also available with V6 or V8 engines. In addition, Holden Special vehicles (HSV) markets an exciting range of performance Commodore and long wheelbase models.

The Holden model lineup also includes light commercial vehicles consisting of the iconic Holden Ute, the Combo Van and the Rodeo range of cab-chassis and pick-ups. The four-wheel drive Frontera, Jackaroo and Suburban give the range its off-road capacity.

But the Holden 'product' does not end with cars. It also includes the more than 340 authorised Holden dealers throughout Australia and Holden's industry-leading Customer Care initiatives aimed at increasing the level of owner satisfaction and building brand loyalty.

Customer Care includes initiatives such as a 3 year or 100,000 km new vehicle warranty; 3 year/24 hour Roadside Assistance free with every new vehicle and Holden's Luxury Edge

program which provides guaranteed vehicle replacement if the customer is unhappy with a Statesman or Caprice. There is also the GM Card; Holden Financial Services and the toll-free Customer Assistance Centre telephone service. In addition, Holden By Design offers new car buyers the opportunity to individualise their vehicle with a wide range of genuine factory fitted options.

RECENT DEVELOPMENTS

Holden is determined to remain competitive and recognises that exports are the key to success. The company returned to volume exports in 1998 with left hand drive versions of the Commodore. Innovative manufacturing techniques allow the cars to be built on the same line as domestic vehicles. A second car line, inaugurated in 1998, builds the medium sized Vectra sedan and wagon for domestic and export distribution.

Holden stunned the automotive industry in 1998 with the surprise unveiling of its VT Coupe design study at the Sydney International Motor Show. The Coupe captured the public imagination so strongly that it has been included in future product planning.

Holden continues to develop leading-edge technology, especially for passenger and vehicle safety. The recently introduced side impact airbags, a first in an Australian-made car, are designed to protect against the most common side impacts, setting new safety standards.

Marking a whole new era for the company, Holden expects vehicle exports to account for up to a third of the company's annual vehicle production within five years, producing up to a billion dollars in export income. The first stage of the program involved the supply of left-hand drive versions of the VT Commodore to the Middle East. It has been followed by Commodore shipments to large markets in Latin America. There are other prospects as well for the LHD Commodores, and they will be joined in the next few years by the Holden Vectra, making its own assault on Asia-Pacific markets.

Opportunities in Asia revolve around the



flexible General Motors 'Asian Platform' that can be tailored to specific sub-regional needs. Holden has a key role in the development of this vehicle through the Holden Technical Centre.

PROMOTION

Holden's comprehensive advertising programs are augmented by selected sponsorship and endorsement programs. The most high-profile of these include golf sponsorship and endorsement by Greg Norman, as well as a major commitment to the 2000 Olympics. Naturally, Holden maintains the major presence in motor sport that the company has now had for 30 years.



BRAND VALUES

Holden is the icon among motoring brands in Australia. Everyone, young and old alike, feels a sense of affinity and affiliation with the Holden name.

The brand is trusted. It is part of Australia's personal and cultural history, a sociable, friendly brand which touches all sorts of people with all sorts of needs, united by their enthusiastic approach to contemporary Australian life.

Australians especially enjoy driving Holdens because of their style, exciting performance and outstanding value for money.

THINGS YOU DIDN'T KNOW ABOUT HOLDEN

- Between 1948 and 1998, 5.8 million Holdens were manufactured in Australia. Parked bumper to bumper they would reach twice around Australia on Highway 1.
- Holden cars have been exported to 75 countries, for total export revenue of \$8 billion.
- During the first 50 years of its existence, Holden employed a total of 241,000 Australians.
- The first small Holden, the Torana, took its name from an Aboriginal word meaning 'to fly'.
- Holden built its first panel van in 1953, four years before its first station wagon.
- Holden was the first manufacturer to offer side impact airbags in an Australian-made car.