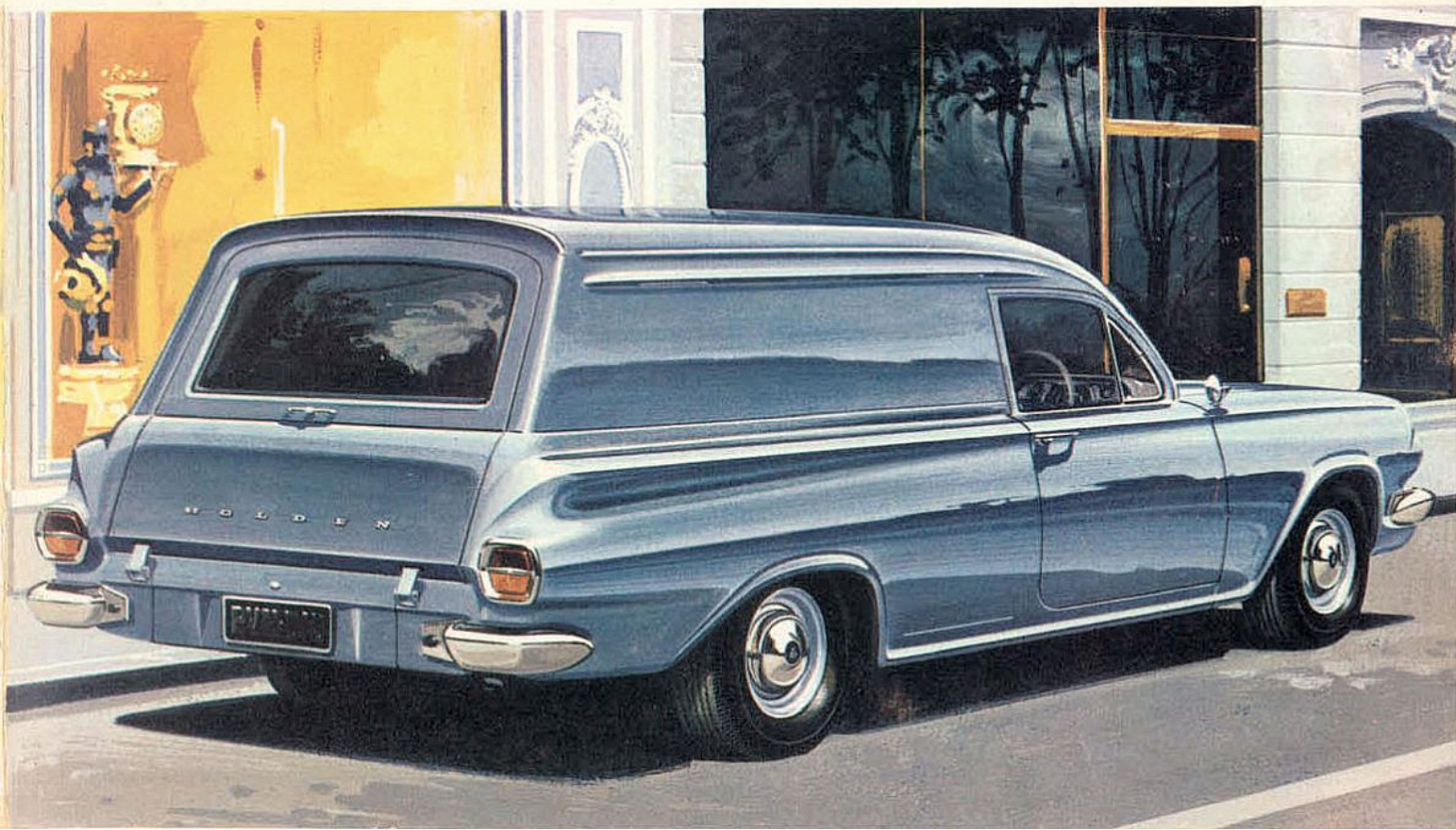


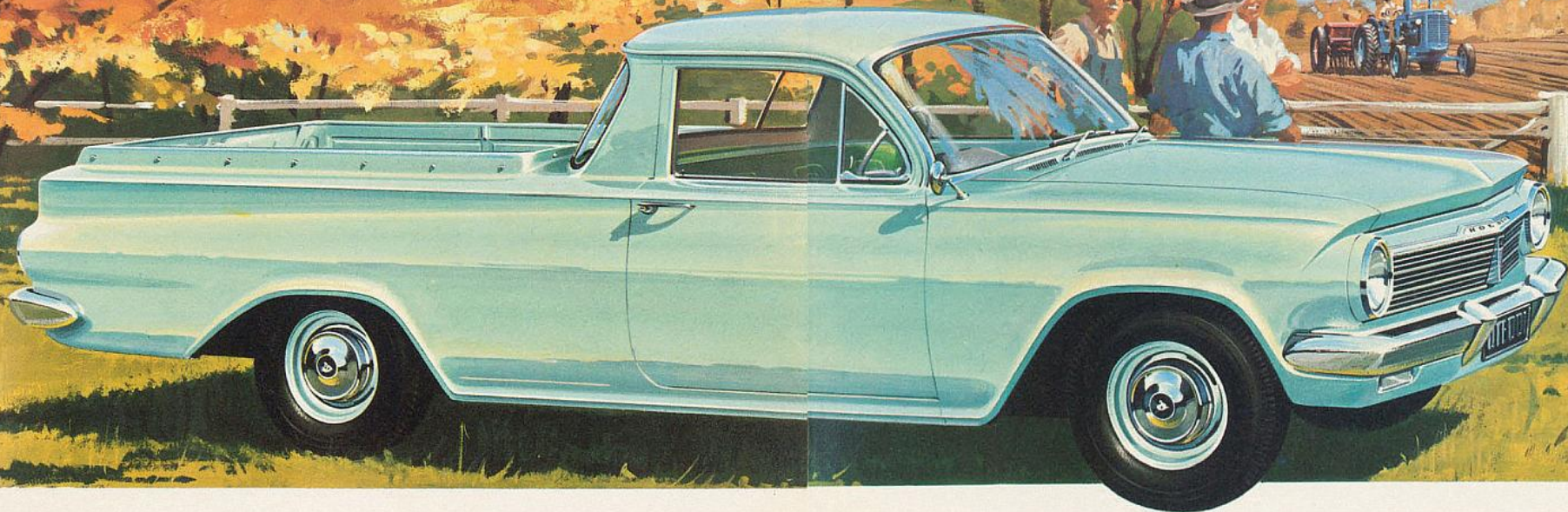


POWERED FOR PROFIT!

THE NEW HOLDEN



HOLDEN HALF TON UTILITY



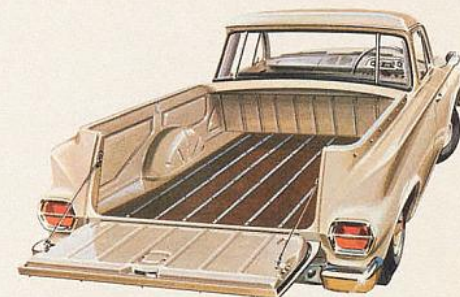
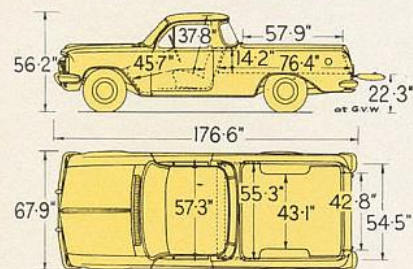
Great new looks, great new power, great new economy, great new value!

Long sweeping lines, graceful body contours, a new grille with distinctive wedge-shaped emblem, new engine hood and air vent design, plus rich new interiors, make the new Holden the best-looking utility yet! There's an all-new, 100 h.p., 149 cu. in. engine to give you outstanding new performance and load-hauling ability. And not only does the new Holden Utility work harder for you . . . it cuts costs, too. You'll get *more miles per gallon*. You'll save on less frequent oil changes. And you'll benefit from even greater dependability and longer engine life. Inside the spacious cabin, everything about the new Holden Utility is designed to give you real comfort. The full-width bench seat is upholstered in rich new Elascobac . . . the exclusive GMH fabric that stands alone for good looks, long wear and easy care. The padded instrument panel has a new look with a new instrument cluster surround. Twin sun visors, flashing turn indicators and two-speed electric windshield wipers — with parallel action — are standard equipment. Outside, gem-hard Magic-Mirror acrylic lacquer protects and beautifies Holden. As well, there's a chrome windshield surround and heavy rear bumperettes that wrap round to protect the rear fenders. A new and important feature is the "modified zone" windshield, which provides for safe vision in the event of windshield breakage.



With its 10 cwt. capacity for payload and driver, the new Holden Utility has the space you need for profitable loads. A heavy-duty tonneau cover is provided as standard equipment at no extra cost. With its new, higher steering ratio, Holden handles better than ever, and its smooth but rugged suspension

gives you real comfort on all road surfaces. Finally, Holden's resale value — traditionally the highest — makes sure you'll get a bigger return on your investment at trade-in time. In every feature, the new Holden Utility is designed to give you more value . . . powered to give you more profit.



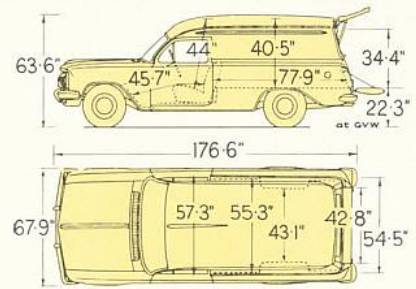
HOLDEN PANEL VAN



...handles loads in a great new way!

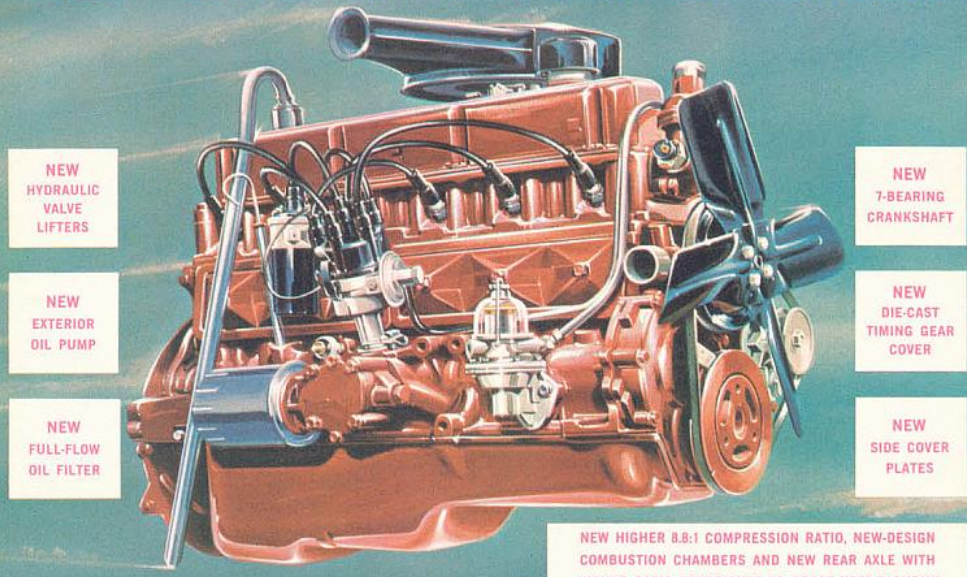


There's stylish newness about Holden Panel Van's crisp new grille with its wedge-shaped emblem, its new engine hood and air vent grille, its handsome new interiors. You get smooth new power, new driving ease and *more miles per gallon* with the new 100 h.p., 149 cu. in. Holden engine. And you get the space you need for profitable operation, plus exclusive "Double Life" body construction for long, trouble-free service. The new Holden Panel Van has big load area side panels with plenty of room to display your trading name or advertising message. There is real sedan-type comfort from the full-width bench seat. And like all Holden models, you get such refinements and appointments as a fitted rubber floor mat, padded instrument panel with new instrument cluster surround, two-speed electric windshield wipers — with bigger blades to sweep 16% more area — twin sun visors, seat belt anchor points and a "modified zone" windshield. Holden's outstanding features, together with low list price and assurance of the highest resale value, all combine to give you unmatched value in a panel van.



The new Holden Panel Van gives you a cargo space of 79 cu. ft., and a capacity of 10 cwt. for payload and driver. You can carry tall loads because there's a height of 40.5 ins. inside the load compartment. Deep-section roof bows and a full-length double floor in the load area are good examples of the way Holden — only panel van specifically designed for Australia — is quality-built for extreme durability under the most rugged conditions.

NEW 149 cu.in. 6-CYLINDER ENGINE



NEW
HYDRAULIC
VALVE
LIFTERS

NEW
EXTERIOR
OIL PUMP

NEW
FULL-FLOW
OIL FILTER

NEW
7-BEARING
CRANKSHAFT

NEW
DIE-CAST
TIMING GEAR
COVER

NEW
SIDE COVER
PLATES

NEW HIGHER 8.8:1 COMPRESSION RATIO, NEW-DESIGN COMBUSTION CHAMBERS AND NEW REAR AXLE WITH HIGHER RATIO CONTRIBUTE TO GREAT NEW ECONOMY

Engineered and proved for livelier acceleration, longer life, more m.p.g., even greater dependability!

This completely new 100 h.p. engine is standard equipment on the new Holden Utility and Panel Van. Also available as an option is a lower 7.7:1 compression ratio, 95 h.p. version of the engine.

Specifically right for Holden

The new 149 engine has been specifically designed for Holden and Australian conditions. It has been proved at the GMH Proving Ground for the equivalent of nearly a million miles of owner-driving. As well, it has been subjected to thousands of hours of bench testing and in actual road tests to the back of Bourke and beyond.

Great new performance

This new 100 h.p. engine gives 33% more power — for surging acceleration — than the engine it replaces. With 145 lbs./ft. torque at 2,000 r.p.m., it gives you great new "lugging power" for heavy loads.

More miles per gallon, too

New, highly efficient combustion chamber design, higher compression ratio and a higher rear axle ratio give you greatly improved petrol economy.

New smoothness, even greater dependability

The new 7-bearing crankshaft and hydraulic valve lifters give a big advance in smooth, quiet operation. These features, together with the new oversquare design and the high quality

of the materials used, make the new engine even more dependable than its famous predecessor. On manual transmission models, gears are now shotpeened for greater durability and strength.

Ease and economy of service

Servicing is easier. The oil pump is positioned outside the engine for easy access. There's a disposable full-flow oil filter and oil changes are needed only at 4,000 mile intervals. The hydraulic valve lifters need no periodic adjustment. Side cover plates make engine overhaul easier. Timing the engine ignition is simpler, with the timing mark now at the front.

Choice of transmissions

Smooth, three-speed manual transmission is standard equipment on the new Holden Utility and Panel Van. If, however, you want the extra convenience and driving ease of automatic transmission, world-famous Hydra-Matic transmission — the most automatic automatic of them all — is available as an option at moderate extra cost.

Unmatched value

In savings, in long life and rugged reliability, in power for performance and profit, Holden Utility and Panel Van — with their new 149 engine — are right out ahead of any light commercial vehicles you've ever driven before . . . right out ahead in value for your money.



Exclusive "Double Life" body construction stands up better to wear and tear

Thanks to "Double Life" body construction, the structure of the new Holden Utility and Panel Van is the strongest you can buy. For instance, Holden's double floor gives double life. An all-steel panel extends the full length of the load compartment. The load floor itself is of durable, laminated hardwood protected by steel skid strips. It resists denting and chipping to a remarkable degree and is completely replaceable. Then, every Holden has a jewel-like exterior finish in Magic-Mirror acrylic lacquer. Magic-Mirror finish is exclusive to GMH. Its gem-hard surface gives increased resistance to

chipping and cracking . . . keeps its showroom shine with a minimum of attention. And because everything about Holden is specifically designed for the toughest Australian conditions, its suspension (long, wide rear springs, big coil front springs, massive front cross-member) has the real ruggedness to give you extra durability. In every component and every design feature, the new Holden Utility and Panel Van are built better to last longer . . . to give you the assurance of highest resale value . . . to save you extra money all the time they're working for you.

Proved right for Australian conditions

Holden is the only utility and panel van specifically designed for Australia. And at the GMH Proving Ground, the new Holden Utility and Panel Van have been tested under every kind of Australian operating condition. Holden's suspension — with the 7.3 ins. ground clearance, so necessary in rugged going — its tough frame and transmission, its powerful brakes and precise steering have all proved they have the ruggedness and quality to stand up and serve you well in every situation. Holden's new 149 engine has been tested and re-tested over almost one million miles. Everything about the new Holden Utility and Panel Van is proved right for Australia. Proved to give you more profitable operation. Proved to give unmatched value for your money!



AUSTRALIA'S OWN UTILITY AND PANEL VAN... SPECIFICATIONS

MECHANICAL:

ENGINE: Six cylinders. Bore 3.25 ins. Stroke 3.00 ins. Capacity 149 cu. ins. Max. brake horsepower 100 at 4,400 R.P.M. Max. torque 145 lbs./ft. at 2,000 R.P.M. Compression ratio 8.8:1. Also available with lower compression ratio of 7.7:1, developing 95 brake horsepower at 4,400 R.P.M., max. torque 135 lbs./ft. at 2,000 R.P.M. **ENGINE FEATURES:** O.H.V. oversquare design. Modified wedge design combustion chambers. 7-bearing crankshaft. Hydraulic valve lifters. Tin-plated aluminium alloy pistons. **FUEL SYSTEM:** Bendix-Stromberg downdraught type carburettor. A.C. fluid-treated replaceable paper element air cleaner and silencer. Fuel tank capacity, 9.5 imp. gallons. **LUBRICATION:** Spur gear-type oil pump, camshaft driven. Full pressure lubrication system. A.C. full-flow disposable-type oil filter. **COOLING:** Pressurised cooling system with full-length water jackets around each cylinder. Thermostat control. Centrifugal water pump. **ELECTRICAL SYSTEM:** 12-volt battery with 44 amp-hr. capacity at 20 hour rating. 25 amps generator. Aluminium housed distributor with integral centrifugal and vacuum automatic advance control. A new heavy-duty alternator, for use where greater electrical charging at low engine speed is required, is available as an option at extra cost. **MANUAL TRANSMISSION:** Three forward speeds and reverse. Synchronesh on second and high. Ratios: 1st — 2.99:1, 2nd — 1.59:1, 3rd — Direct, Reverse — 2.99:1. Gears fully carburised and shotpeened. Hydraulically controlled clutch. **AUTOMATIC TRANSMISSION:** General Motors Hydra-Matic†. Three planetary gear ratios and controlled coupling, with multiplier which provides for four forward ratios and reverse. **REAR AXLE:** Semi floating. Spiral hypoid final drive. Ratio 3.55:1. **BRAKES:** Four-wheel hydraulic, duo servo. Handbrake operates mechanically on rear wheels. **SUSPENSION:** Independent front wheel springing with short and long arms. Stabiliser bar. Semi-elliptic rear springs, six leaves. Direct acting shock absorbers front and rear. **STEERING:** Recirculating ball. Gear ratio, 16.8:1. 36½ ft. turning circle. **WHEELS AND TYRES:** Demountable disc wheels — size 13 x 4.50 J. Tubeless, 6.40 x 13 x 6 ply tyres. **LIGHTING:** Sealed beam headlamps. Dimmer switch. Dual stop and tail lamps. Rear licence plate lamp. Self-cancelling flashing turn signal lamps — front and rear. Parking lamps combined with front turn signal lamps. Passenger compartment lamp. Indirect instrument panel lighting. Back-up lamps standard on automatic models.

BODY:

BODY STRUCTURE: All-steel Aerobilt construction. **DIMENSIONS:** Wheelbase 105 ins. Track — front and rear, 54.5 ins. Ground clearance 7.3 ins. Overall length 176.6 ins. Overall height at kerb weight: Utility 58.2 ins. Panel Van 65.9 ins. Overall width: 67.9 ins. **INSTRUMENT PANEL:** Safety padded. Speedometer. Petrol gauge. Water temperature, oil pressure and generator charging tell-tale lights. Turn signal tell-tale lights. High beam warning light. Five-position ignition/starter switch. Light switch. Windshield wiper switch. Choke control knob. Ashtray. Glove box with locking lid. Plenum chamber ventilation control lever. Internal engine hood lock control knob.

EQUIPMENT:

BOTH MODELS: Electric two-speed windshield wipers. "Modified zone" windshield. Provision for seat belt installation. Two-spoke dish-type steering wheel with horn blowing pad in each spoke. Fully adjustable front seat. Seats fitted with "Z"-type springs. Elascfab upholstery. No-draught ventilators with locks. Dual sun visors. Push-button door handles. Plenum chamber ventilation. Hold-open door checks — both doors. Front door locking key also operates ignition/starter switch, lock on glove box lid, tyre compartment, and lock on upper tailgate of Panel Van. Rear vision mirror (external where required by State regulations). Rubber mat floor covering. Load compartment floor boards of laminated hardwood with painted skid strips. Tonneau cover with Utility. Full-width window in upper tailgate of Panel Van. **ESTIMATED KERB WEIGHTS:** Utility (manual transmission) — 2,462 lbs. Utility (automatic transmission) — 2,538 lbs. Panel Van (manual transmission) — 2,534 lbs. Panel Van (automatic transmission) — 2,610 lbs. Payload: Utility and Panel Van — 1,120 lbs. (10 cwt.).

Through General Motors Acceptance Corporation, Australia, confidential finance arrangements are available for your convenience. GMAC finance facilities are only available through Authorised GMH Dealers.

The well-known GMH Factory Warranty protects you against defective workmanship or materials for 12 months or 12,000 miles of operation.

Through GMH Owner Service Policy, you are also entitled to two thorough inspections and adjustments of your Holden. *Specifications and equipment subject to change without notice.*

†REGD.

BETTER SERVICE

There are more than six hundred Authorised Dealers to give you quick, efficient service. Their factory-trained mechanics work with specialised equipment to service procedures laid down by GMH for every operation.

LOW COST PARTS

Genuine factory guaranteed Holden parts are lower in cost and more readily available. They are made to rigid GMH specifications, which means they give you longer, more efficient service . . . and save you money.

PROTECTIVE MAINTENANCE

The GMH Protective Maintenance Plan helps keep your Holden in top condition . . . guards resale value. With its book of tear-out coupons — showing fixed labour times — the Plan lays down a maintenance schedule for 30,000 miles.

GENERAL MOTORS-HOLDEN'S PTY. LIMITED — BRISBANE • SYDNEY • MELBOURNE • ADELAIDE • PERTH