

GMH **pointers**

For GMH Dealers and Staff

November
1978



GMH

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THIS IS IT!



— A NEW KIND OF CAR FOR AUSTRALIA



November 1978 marks a momentous occasion for General Motors-Holden's and its Dealers.

Right now you'll be in the midst of the General's biggest ever launch campaign — for the entirely new Holden Commodore range of vehicles.

You should be familiar by now with the product after an intensive round of conventions and in-dealership training programs conducted by GMH.

People have said the Commodore is such an impressive and complete motor car it will sell itself. But we must leave nothing to chance.

It's up to you to let your admiration and faith in the Commodore spread to the public.

Market research has shown that right now Australian consumers are ready and looking for a car with international styling, prestige and finish.

Commodore answers that need, but answers it in a very special way; because Commodore is a Holden — with sales potential to take over as Australia's top selling car in the months ahead.

A Commodore sales figure of more than 65,000 is predicted for the 1979 calendar year.

And most importantly GMH believes that more than 50 per cent of those sales will come from people who would otherwise have bought a non-GMH vehicle.

The addition of these new cars to the GMH range places you in the finest position in the marketplace.

To ensure that all deliveries of Commodore are effected as quickly as possible GMH has introduced a new strategy on options. Neither you, nor your customers, like waiting needless weeks for a car delivery.

So Commodore will be marketed with a selection of specific option packages.

You'll need a personal commitment to a complete features presentation and a demo drive for every Commodore prospect you talk to.

You are now in an outstanding position to steal sales from the Japanese, who — up until now, have been regarded as offering good value for money.

Commodore offers your customers a standard of quality, performance, design and equipment far greater than they ever thought possible for the price.

Although demand for Commodore will be heavy, and supply could be affected, a demo drive for each prospect is the key to sales.

GMH's highly publicised advertising and promotions campaign will be giving you a great start.

In the words of John Loveridge, Director of Sales, "Ahead of you lies a whole new range of exciting opportunities, opportunities to sell more cars, opportunities to reinforce sales leadership, and opportunities to earn more money."

"By maintaining your sales rate on other cars in the range I believe you can confidently plan on increasing your sales for 1979 by 20 per cent."

Holden Commodore — A New Kind of Car for Australia.



• Commodore SL/E fascia.



• Commodore SL/E goes through its paces at Lang Lang Proving Ground, Victoria.

Commodore marks GMH anniversary

The release of Holden's new Commodore range is a significant event in itself.

But the occasion also marks the 30th anniversary of the very first Holden, the legendary 48/215.

It was on November 29th, 1948 that the first production 48/215 rolled off the assembly line at Fishermen's Bend.

It was introduced to an excited Australian

public by the then Prime Minister, Ben Chifley, and was an instant success.

Commodore is General Motors-Holden's most important, and publicised, event since that historic day in 1948.

Now, Commodore provides an appropriate milestone to mark GMH's 30 years of automotive production.

And the Australian automotive public couldn't wish for a finer birthday present.



• Commodore SL/E.

Commodore . . . A New Kind of Car for Australia

V-car meant years of planning

Early in 1975 an assessment of marketing trends indicated GMH would be well advised to start planning a car aimed at reshaping the whole structure of the Australian passenger car market.

A car to suit the unique Australian conditions of long distance travelling, under all weather conditions, and with the proviso of accommodating family groups.

The vehicle would have to at least equal present family car interior dimensions.

GMH required a modern, versatile product which

would meet the needs and lifestyles for the majority of Australians in the 1980s.

In particular it had to be a refined vehicle giving top value, quality and service.

Finally, it was decided that the new V-Car program already well underway at Opel and timed there for introduction in August 1977 would admirably suit Australian requirements.

UNIQUE

Naturally enough, the total design was not ready made and would be subject to modifications in many design areas to suit unique Australian road and climate conditions and local vehicle and emission regulations.

To confirm the belief in V-Car, research clinics, involving members of the public, were held in November 1975 and July 1977 and the last in August this year.

Apart from a few reservations at the initial clinic, all research confirmed GMH thinking. In fact, expectations were far greater than first thought.

We really have a great deal to offer in the Commodore models which are the finest vehicles to be introduced to Australia since the original 48/215.

CHANCE

Nothing has been left to chance in developing the Commodore. GMH has combined the skills and

resources of Australia's number one automotive manufacturer with the basic knowledge of GM European passenger car operations. The result is a vehicle which will comply with the highest level of sophistication and technology now demanded by the Australian motoring public.

In order that it would appeal to the widest possible range of customers, GMH drew up a stringent set of objectives during the early design stages.

It had to have:

- A roomy interior, yet space-saving exterior.
- A high degree of comfort in seating and driving positions.
- Excellent all-round visibility.
- A level of ride and handling even better than the existing Radial Tuned Suspension system.
- Light steering with a minimum turning circle.
- Good performance AND fuel consumption.
- A low level of noise and vibration.
- And finally, it had to meet the traditional Holden requirements for reliability, serviceability and durability.

Let's look at a summary of the model line up: The sedans will be marketed in three luxury levels — base, SL and SL/E.

A Commodore wagon is to be announced at a later date.



The Top 30

GENERAL MOTORS-HOLDEN'S DEALERS AUSTRALIA'S AUTOMOTIVE LEADERS CUM. SEPTEMBER, 1978

			PREVIOUS POSITION		
			Aug.	Jul.	Jun.
1. Reg Hunt Motors Pty. Ltd.	Elsternwick	Vic.	1.	1.	2.
2. Suttons Motors (Arncliffe) Pty. Ltd.	Arncliffe	N.S.W.	2.	2.	4.
3. United Motors Limited	Adelaide	S.A.	3.	2.	1.
4. John A. Gilbert Pty. Ltd.	Camperdown	N.S.W.	4.	5.	5.
5. Motors Pty. Ltd.	Hobart	Tas.	5.	4.	3.
6. Freeman Motors Limited	Adelaide	S.A.	6.	6.	6.
7. Zupps Motors Pty. Ltd.	Mt. Gravatt	Qld.	9.	13.	15.
8. Sydney Atkinson Motors Limited	Perth	W.A.	7.	7.	7.
9. City Motors Pty. Ltd.	Perth	W.A.	8.	8.	8.
10. Preston Motors Pty. Ltd.	South Melbourne	Vic.	10.	9.	9.
11. Bill Patterson-Ringwood Pty. Ltd.	Ringwood	Vic.	11.	10.	12.
12. Eagers Retail Pty. Ltd.	Newstead	Qld.	13.	11.	13.
13. Boyded (Bankstown)	Bankstown	N.S.W.	12.	11.	14.
14. Leach Motors Southside	Stones Corner	Qld.	14.	14.	10.
15. Melville Motors Pty. Ltd.	Melville	W.A.	15.	16.	16.
16. Boyded (Wollongong) Pty. Ltd.	Wollongong	N.S.W.	16.	17.	17.
17. Kevin Dennis Motors (Sunshine) Pty. Ltd.	Sunshine	Vic.	17.	15.	11.
18. W. H. Lober and Co. Pty. Ltd.	Miranda	N.S.W.	18.	18.	18.
19. Suttons Motors (Homebush) Pty. Ltd.	Homebush	N.S.W.	19.	19.	20.
20. McLeod, Kelso & Lee Pty. Ltd.	Newcastle	N.S.W.	20.	21.	20.
21. Robert Sturgess Pty. Ltd.	Auburn	N.S.W.	28.	—	—
22. Beazley & Bruce Pty. Ltd.	Canberra	A.C.T.	22.	23.	24.
23. Dustings Pty. Ltd.	Burwood	Vic.	21.	22.	21.
24. Sundell Motors Pty. Ltd.	Chatswood	N.S.W.	26.	25.	26.
25. Fair Deal Car Sales Pty. Ltd.	Parramatta	N.S.W.	23.	24.	22.
26. Garry & Warren Smith Pty. Ltd.	Oakleigh	Vic.	25.	26.	25.
27. Smith Motor Co. Pty. Ltd.	Port Adelaide	S.A.	27.	27.	22.
28. H. & G. M. Nyhuis Pty. Ltd.	Hurstville	N.S.W.	24.	20.	19.
29. Suttons Motors (Chullora) Pty. Ltd.	Chullora	N.S.W.	29.	30.	28.
30. Dwyers Pty. Ltd.	Wollongong	N.S.W.	30.	28.	28.

NOTE: Positions are based on the total number of new vehicles sold by dealerships, excluding Commonwealth Government sales.



Newsmen stand by Sunbird

Holden's new Starfire 4 engine and coincidental release of Sunbird SLE has had the motoring press on its side.

In the national motoring magazines and city daily press they found much to commend the all new 1.9 litre engine and luxury SLE addition to the Sunbird range.

Introduction of the engine caps four-years of intensive design, development and testing.

Apart from substantial engineering development costs, the project has involved manufacturing capital investment of more than \$17 million.

The Starfire will power Holden's Sunbird models, replacing imported engines of Opel design.

GMH Managing Director, Mr. C. S. (Chuck) Chapman told the press that the new engine was further evidence of how seriously GMH was committed to meeting the demands of a continually changing market environment.

Mr. Chapman said it also signified the company's con-

tinuing confidence in the future of motor vehicle manufacture in Australia and Holden's ability to maintain leadership of the industry.

CONVERSION

Integration of the production of the new engine into GMH's existing engine manufacturing plants at Fishermens Bend required conversion of some existing facilities and installation of considerable new equipment.

Of the total equipment expenditure of more than \$17 million, 80% utilised the resources of the Australian machine tool manufacturing industry.

Current planned annual capacity of the four cylinder plant is 50,000 units a year. However, this could be raised to 80,000 by the addition of two machines and additional tooling.

If required this additional capacity could be used to supply other vehicle manufacturers.



• New Sunbird SLE

Here's what some of the motoring press had to say about Starfire 4 and Sunbird SLE:

MOTOR MANUAL:

"First impressions were that it permits a far better package. On starting, the tickover was smooth and quiet — more so than most four cylinders. And that mechanical clatter we have come to expect from the overhead cam versions was missing!

"With the torque converter, much of the noise and vibration that is natural to manual boxes was gone. Overall the car felt much smoother and quieter than the four speeders while providing plenty of feel to permit kick down changes at the drop of a hat.

"The gearbox is such that it permits almost sole use of top and third while in motion. Indeed this seemed to be the pattern, it being hardly ever necessary to drop in

Magazines' thumbs-up

second in anything but the thickest traffic.

"Altogether, the SLE Sunbird steers a little better, has a lighter wheel, and feels a more complete entity than the old car.

MODERN MOTOR:

"The SLE is an enjoyable car and its engine a real surprise package.

"The Starfire 4 is a winner. We tried the engine at a special pre-release drive of Sunbird SLE, and were more than impressed.

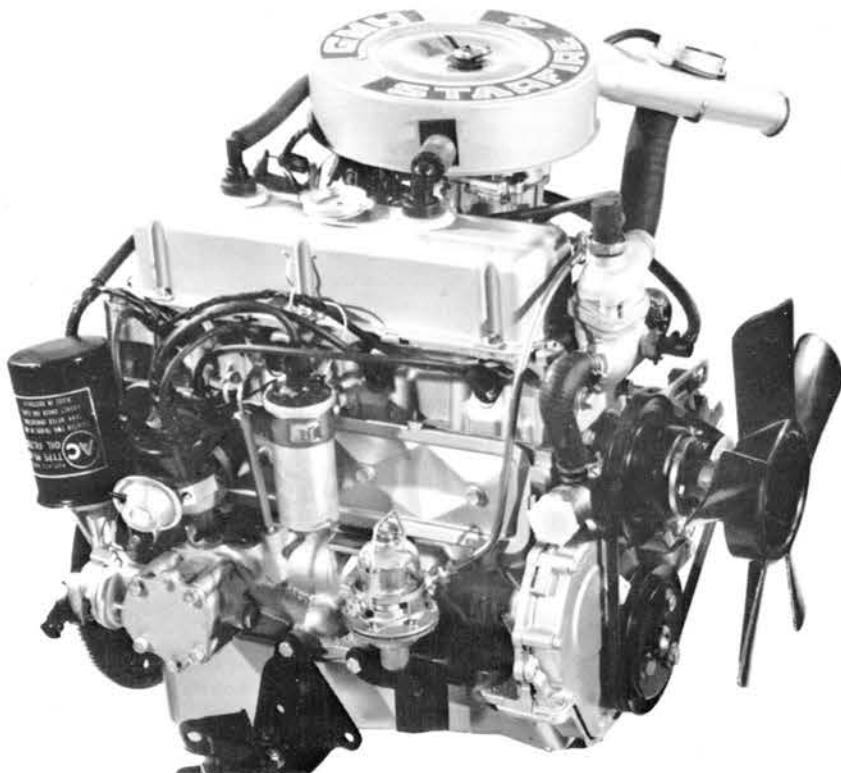
"It combines a very strong low end with a high revving

top end to provide a good performance in suburban or high speed conditions.

"It is tractable, smooth and quiet, doesn't balk at hills even in top gear, and will maintain a high cruising speed in comfort.

"It is very light at 143kg (18kg lighter than the Opel unit it replaces) will rev cleanly to 6400rpm, and is one of the strongest engines in the world.

"It is noticeably more powerful and has better driveability than the Opel, yet offers a seven per cent economy improvement."



• Starfire 4

HOLDEN STARFIRE 4

The Starfire is a robust overhead valve engine designed for good fuel economy, ease of service, durability, low noise and vibration and good power response at all engine speeds.

GMH's own test programs indicate that Starfire's fuel consumption is lower than the Opel engine it replaces — with improved performance.

In the interests of serviceability and simplicity, components from Holden's well-proven six cylinder engines are used wherever they meet Starfire's operating requirements.

In all, 56 per cent, of the new engine's components are common to the company's six cylinder motors.

However, major components such as the cylinder head, block, manifolds, connecting rods crankshaft and carburettor are specific to Starfire.



The gift wrapped Torana — Melbourne Motor Show 1978

Will it be three in a row?

It need not be repeated that the General will be pulling out all the stops in an attempt to carry off the Major Manufacturers Award for the third successive year when Melbourne's International Motor Show opens in March next year.

The International Motor Show, Melbourne, has earned the title of being one of Australia's premier motor shows, and improving each year.

When the 1978 show was

staged in Melbourne, in March, at the Exhibition Buildings, GMH once again provided the finest exhibition in stimulating public interest.

A judging panel of Australian Automobile Dealer Association members awarded the Major Manufacturers prize to GMH for the second successive year.

The opening of the Melbourne Motor Show was given full press coverage and officiated by Prime Minister, Malcolm Fraser.

Exhibited with an original display created by Peter Hutchison Display Industries, of Mentone, was a total range of GMH products including Gemini, Sunbird, Torana, Holden HZ Regular, Statesman, and Light Commercials.

The feature turntable carried a large, gift wrapped box enclosing a UC Torana as this was UC launch time.

The General's prize-winning display featured mural designs on all walls, red carpet, a television bank consisting of 24 sets generously loaned by Philips on a rental basis and the Marlboro Holden Dealer Team competition car.

MHDT drivers Peter Brock and John Harvey were present to sign autographs.

The Sunbird corner featured a full colour, larger than life photograph. A selection of car seats for the public to try out were arranged on the floor.

GMH Dealership salesmen once again contributed to the continuing success of product sales at the show with 1978 figures setting another record.

Looking forward to seeing more records broken at the 1979 Melbourne Motor Show, March 8-18.

Ideas from Vauxhall

To promote the Queen's Silver Jubilee Appeal (it could be any of Australia's major charity appeals) a G.M. Vauxhall Dealer ran a 'Hunt the Crown' promotion in conjunction with a local newspaper.

The promotion ran for six weeks, cost the Dealer \$400, and offered a prize of \$250 to the winner of a competition.

Entrants were asked to locate — by means of a sticker — the spot a local celebrity had placed a jubilee crown on the body work of a Chevette GLS. The spot was pinpointed on a template of the selected panel and the template was then locked away in a local bank.

COMPETITION

The competition began on Jubilee Saturday with the eye-catching red Chevette in one of the town's shopping centres.

Then followed a hectic 400 mile tour with visits to: two industrial estates, a stately home, a cattle market, a city

library, all the central car parks, the Guildhall and the central market.

None of these locations had previously permitted the commercial display of motor-vehicles.

Each issue of the local newspaper carried stories and pictures of the car's travels and entry forms and details of the following week's schedule.

The competition ended at

the Dealership's home town Jubilee Show where more than 2000 people visited the GM Dealer stand having listened to hourly reminders over the public address system.

CHARITY

Around \$7,000 was raised for charity and 7,000 names and addresses were taken, from the entry forms, for subsequent prospecting. Additionally the local MP, Mayor and city dignitaries loaned their names, and publicity, to the drive.

Add that to six weeks free publicity and immeasurable goodwill, and you have a pleasing return on a \$400 outlay.

CHEESE

Another Dealer attracted 350 guests to a cheese and wine party and a competition to estimate the mpg recorded by GM's leading Dealer Team drivers over a 35 mile drive earlier in the day received rave results.

Sydney banquet was the 'tops'

The Dominate '78 Banquet in Sydney turned out to be an outstanding success — according to those who attended.

Dealers and Sales Managers acclaimed it as 'one of the best ever' celebration dinners they had attended.

Highlights of the evening included the presentation of the Managing Director's Challenge Shield, by then Director of Sales John Bagshaw, to Zone Manager Geoff Davies.

Geoff scored a first with his zone's wholesale performance in an interzone wholesale competition run in conjunction with the retail campaign.

GMH extend their thanks and congratulations to Dealers who supported Geoff Davies in his Zone's bid for the Challenge Shield.

Caltex deal

GMH recently completed its largest single export shipment — worth \$1.3 million.

Caltex Pacific Indonesia has taken delivery of 314 specially fitted HZ Holden utilities for use in the developing oil refinery and port complex and Dumai, Sumatra in the oil rich Indonesian hinterland.

The utes were manufactured at GMH's plant in Elizabeth, SA.

And to help cope with the extreme conditions of the equatorial jungle, all the utes were equipped with limited slip differentials, special oil resistant tyres and full instrumentation.

The utes will be used on the winding, timber sleeper roads linking the pipelines and oil fields.

Regular heavy rainstorms and a layer of crude oil on the road surface makes the going very difficult for heavy traffic.

The new utes join a fleet of 320 Holden utes, sedans and wagons already operating in Dumai.



Claridge Motors showroom change

Go-ahead *Claridge Motors*, of Malvern, South Australia, make no secret that business is brisk, in announcing a major expansion to their showrooms.



They have opened an extra 750 square feet of floor space to produce a split level effect in the showrooms having knocked down the interior wall.

Further additions to the Dealership included a new air-conditioned waiting room for service clients together with offices for the two joint Managing Directors, Jim and Len Claridge.

Builders have also added a new administration office.

And to complete the improvements, garden display

areas were built at each end of the showroom.

Retail clients, fleet owners and VIPs were invited to the official opening and given the opportunity to test drive the new Gemini range, UC and HZ models.

Claridge Motors have a long association with General Motors Holden's dating back to 1929 and now employ more than 100 people.

The pictures illustrate the new carpeted section of the showrooms in comparison with the original showroom area covered by floor tiles.

Pic (1) The new garden display and administration office.

Pic (2) Among the 250 people attending the official opening were (L to R) Ald. Southern (Mayor of Unley); Ald. Morris (Mayor of Mitcham); Gilbert Langley, (MP, Unley); Robin Millhouse (Aust Democrat Party); Colin Myers (Sales Manager, *Claridge Motors*).

Pic (3) Sales Manager, Colin Myers and Charles Annett, GMH Met. Dist. Manager, promote the product.

Pic (4) The new split level showroom of Claridges.

A client of *Claridge Motors* — W.D. & H.O. Wills Aust. Ltd. supported the evening by supplying the guests with their company's latest brand of cigarettes aptly named 'Claridge'.



Balmoral Holden growing fast

"Because so many Holden buyers have discovered Balmoral Holden", read the advertisement, "they've had to expand into bigger premises after only 16 months!"

The GMH press announcement ad. featuring a picture of Managing Director Cliff Arnold, was outlining the Dealership's expansion to new premises a short distance away on the same highway.

The move marked *Balmoral Motors*, rapid expansion since they originally gained the franchise in March 1977.

NEW

The new facilities are those previously occupied by *Men-*

tone Motors for 20 years and used vehicles will operate from the old Dealership several doors down.

The corner display area of the new site will be devoted to light commercial sales, and service facilities will now be located at the main premises.

The Dealer opening was celebrated at a function at the new premises with then GMH Director of Sales John Bagshaw in attendance.



Sunbird for S.A. footballer

For seven years, Adelaide G.M. Dealership, *John H. Ellers Pty. Limited* has been responsible for providing the richest football prize in South Australia — ADS 7's 'Footballer of the Year'.

This year's winner, champion ruckman Rick Davies of the Sturt Football Club, is the lucky owner of a new Holden Sunbird Hatchback.

Rick was presented with the car by Adelaide Dealer Principal, John Ellers of Somerton Park.

John, President of Glenelg Football Club, has had one of his own Club's players "runner up" almost every year since inception of the prize.

REMEMBER!

Remember! 'Pointers' is the Dealers' magazine. It's YOUR magazine.

And to make it work for you we need your editorial contributions.

If your Dealership is conducting a promotional activity, or appears in the local press — we'd like to know.

Your Dealership stories and pictures keep 'Pointers' alive.

Get yourself some mileage — and be the envy of other GMH Dealers.



Getting even

The farmer had been taken in so many times by the local car dealer that when the dealer wanted to buy a cow, the farmer priced it to him like this:

	Suggested List
Basic cow	\$200.00
Two tone	45.00
Extra Stomach	75.00
Product Storage	
Compartment	60.00
Dispensing Service	
4 spigots at \$10.00 each	40.00
Genuine Cowhide	
Upholstery	125.00
Dual Horns	15.00
Automatic	
Fly Swatter	35.00
Total Price	\$595.00
Plus Holdback	11.00
Plus D & H	35.00
Total Exclusive of Local Taxes	\$641.00

GMH TRUCKPOWER.

Chevrolet. Isuzu. Bedford.

NEWS

MILLIONTH ISUZU EXPORT ARRIVES



ABOVE: Goodbye 1,000,000th Suzy! The Isuzu Export Sales Division general manager cuts a ribbon to allow the vehicle to drive onto the Margaret Maru.

BELOW: The special SPG 540 rolls off the vessel at Melbourne.



GMH Truckpower's big display at the Gunnedah "Ag-Quip 78" show stands out a mile.

Isuzu has exported its one millionth vehicle — and Australia has the honor of receiving it.

The special vehicle, an SPG 540 twin steer, has a commemorative medallion on the instrument panel.

The truck — no doubt to become the prized possession of some lucky Australian operator — could have gone to any one of the 100-plus different countries to which Isuzu exports.

Because Isuzu exports 30 different models, at an average rate of 19,600 a month!

Its major markets include the United States (40 per cent, predominantly LUVs and passenger vehicles), Thailand, the Philippines, South Korea, Australia and South Africa.

The company first began to

look at the export potential of its trucks in 1949.

At that time, Isuzu talked to dozens of overseas entrepreneurs, before they managed to land an order from Hong Kong for one diesel dump truck.

That truck, called the TX 61, showed such amazing capability in mining work in Kowloon that an additional 11 trucks were ordered, bringing Isuzu's total export order to 12 for that year.

Isuzu gradually expanded its markets. One of the biggest was Thailand.

After years of steady, but low-profile, growth, Isuzu tied up with General Motors. Exports went from a few thousand a year straight to 50,000 plus.

Today, Isuzu vehicles are a familiar sight on roads all over the world.

But the export of the one millionth vehicle meant a great deal to Isuzu, and the SPG 540 pictured has already enjoyed an important ceremony at Yokohama.

Export sales division manager cut a white ribbon on Daikoku Pier, allowing the driver to take it up the ramp onto the delivery ship, the Margaret Maru.

Isuzu wired congratulations to GMH.

"We highly appreciate GMH's substantial contribution to the achievement of this export record," said Mr. K. Kato, manager of Isuzu's export sales.

TRUCKPOWER AT "AG-QUIP"

GMH Truckpower really showed the flag at Gunnedah, New South Wales, recently.

Fourteen flags, in fact.

Flown from tall white poles, their bright colours attracted thousands of people to the GMH display area from all over the grounds of the "Ag-Quip 78" field days.

The show itself, the largest "Ag-Quip" to date, drew an estimated 100,000 people, and a particularly bold Truckpower presentation won more than its fair share of the limelight.

The GMH stand covered a display area of 75 x 20 metres filled with seven Isuzus large and small, eight Holdens, a Chev C20, a 4 x 4 K20, a Bedford ELR 3 and even a Gemini van.

The K20 won appreciative audiences on its own with timely demonstration spins around a special four-wheel-drive track made available.

And the two to 10-tonne models in the truck range were popular. Focal point for the display was a smart lock-up office painted in Truckpower colours and manned by five sales staff from *Clitons of Gunnedah*, and *Tamworth*.

Many prospects were recorded, and a good sales rub-off is certain.

And, according to Tim Love and John Arthur (NSW Zone commercial vehicle staff) the GMH presentation is going to be bigger and better next year. Plans are in the pipeline already.



Impossible? No. The amazing clearance of the Zone's demonstration K20 took it through this big-dipper stretch of four-wheel-drive track at the show again and again — without putting the Chev's nose out of joint.

GMH
TRUCKPOWER. NEWS
Chevrolet. Isuzu. Bedford.

NEW TWIN-STEER SUZY HAULS HEAVIER LOADS

GMH Truckpower has introduced a second twin-steer Isuzu for operators who need to carry heavier loads.

The SPH 710 has a 27,000 kg GVM and a GCM of 36,000 kg.

The tandem rear axle is rated at 21,000 kg, and each front axle, 6000 kg.

The new Isuzu is an 8 x 4 version of the existing SPG 540 twin-steer, which has a 18,450 kg GVM and a 34,000 GCM with its 6 x 2 axle configuration.

FEATURES

The new truck features a 13-speed RTO 9513 Roadranger gearbox to get optimum performance from the Isuzu E 120, 12-litre, six-cylinder engine.

To bring the vehicle to smart stops, there are full air/mechanical brakes rather than an air/hydraulic system.

There's also an exhaust brake, which conveniently washes off any excess speed with just a lift of the accelerator pedal, and a spring-operated parking brake at the rear.

HAUL WORK

(The SPG 540 is to get the Roadranger gearbox and new braking system too.)

Besides city short haul work, the SPH 710 is also suited to interstate runs as a truck and trailer.

But moving the heaviest loads in the city or country is never hard yakka for the driver. In town, the SPH 710 is a nimble metropolitan mover with power-assisted steering and a functional, roomy cab.

COMFORTABLE

Hour after hour at the wheel on the highway can be happy and comfortable with the optional Custom Cab appointments, including air conditioning, carpets, cloth seat covers, centre console, stereo cassette player and FM/AM radio.

The cab tilts and servicing is designed to be easier for the owner/operator who wishes to do routine maintenance himself. A detailed service book and comprehensive tool kit come with the vehicle.

And the Isuzu name of course gives the operator access to GMH's strong dealer network around Australia for the bigger maintenance jobs.



New Isuzu SPH 710 can cope with heavy loads, with tandem axle and twin-steer.



Winter & Taylor: The Winter & Taylor sales and service complex at Geelong. At left is Norm Jackson, truck manager, and Bruce Eden, salesman. Graham Ruby is at the wheel of the SPG 540.

GEELONG DEALER IS KEEPING A STEP AHEAD

When the good thing you're on becomes a thing of the past . . . leave!

That's the advice of Winter & Taylor's truck sales division at Geelong, which has moved from its successful city premises to grab some of that remaining wide open space just outside the busy city.

Winter & Taylor, always in the top 10 GMH dealers on truck sales, have been around since 1909.

But, says truck division manager Norm Jackson, you are

never too big or too old to move your operation at the right time.

While car sales remain in Mercer Street, Geelong, truck sales have moved out to Baxter Street, about 100 metres off the Melbourne road.

ADVANTAGES

The advantages include:

- Space for customers to park their rigs without problems with traffic.
- Acres of room to display the vehicles on sale.
- The chance to bring back together sales and service. Service had been split from sales for some time because of space shortage.
- A greater control over reconditioning.
- Greater room for service area.

Bringing sales and service back together may not be the most obvious advantage, but to Norm Jackson it's probably the most important one.

NOT EASY

"It's not easy to sell a truck these days," said Norm. "First, you must have precisely the right truck for the particular application.

"But when the owner comes back to service the vehicle, sales staff and management must be around to discuss its performance with him.

"And if necessary sales management needs to liaise with service to ensure that the truck is prepared and tuned each time the way the operator likes it.

"Then he'll come back for another one."

VAN MAKES BABY BUS

Aussie ingenuity has solved the problem of running small gangs of staff around Tullamarine and Brisbane airports.

If you can't find a mini bus to suit, why not tailor-make precisely what you want out of something else?

Enter the Bedford CFS van, with the Holden "202" (3300 cc) six. And a body which is converted to a 12-seater airport staff bus with a minimum of fuss, by Russell Mee of Heidelberg, Victoria.

Russell, who has been building full-size bus bodies for 37 years, has now converted more than 50 Bedford CFS vans to give economical mobility to airport workers, Telecom teams and rural school children around Victoria.

The Bedford suits so well that it is worth the conversion cost of around \$2500.

Briefly, this is how Russell does it.

The first step is to fit a step . . . in front of the standard cargo area door.

Over the corrugated floor inside he puts a firm flat surface, topped with durable rubber, to make it pleasant to walk on.

Handsome fibreglass mouldings go around the inside perimetres of the windows for big-bus finish and appeal.

The roof is then insulated and lined to cut noise and heat, and is fitted with two rotating extractor vents.

The seats and seat belts are fitted with swing-down facility on the rear seat for emergency escape. Room under the rear

seat allows for .33 cu metres (12 cu ft) of luggage.

And for the school children, bless their little hands, he fits an electric doorlock which is operated from the driver's position only.

Bedford van/bus: How small can a bus be? This 12-seater has comfortable room for airport staff.



GMH
TRUCKPOWER. NEWS
Chevrolet. Isuzu. Bedford.



This VPR 290 has logged more than 310,000 reliable kilometres.

310,000 KILOMETRES HAULING TIMBER

The Stroud district, some 220 kilometres north of Sydney, is a thriving centre for the milling of hardwood.

And getting the timber out is one of the major contracts for local carrier, Mr. C. Godwin, his four-man team — and a fleet which includes "Big Suzie".

The Isuzu VPR 290 is just over three years old, and it's already clocked more than 310,000 kilometres.

"We usually do five trips a week to Sydney and back," Mr. Godwin says.

"But in one busy period recently we did the return trip every day for 30 days straight, carrying some 19 to 20 tonnes each time."

Mr. Godwin started in business at Stroud more than 20 years ago, and he bought his first truck from Newcastle Truckpower dealer, Young & Green.

"I've had a lot of Bedfords from Young & Green since then," Mr. Godwin recalls.

"The VPR 290 I bought three years ago is a beauty. The fellow who does my mechanical work reckons it's got the best engine of the lot.

"Considering it's done almost 320,000 kilometres it's given very little trouble. We burned out a clutch, and had to have the alternator repaired.

"But she's still going strong, and has no trouble handling the hills between Stroud and Sydney with a big load of timber.

"We usually carry about 20 tonnes, and if we have to change down on some of the hills we know we're overloaded."

Mr. Godwin's trucks don't only go to Sydney, and he doesn't only carry timber.

He takes loads to Bathurst and other parts of New South Wales and has a cattle crate which he can fit to the Isuzu to transport livestock.



The latest addition to the Suttons bus fleet, built on an Isuzu KS21 chassis.

BUS FLEET PICKS UP SALES— NOT PASSENGERS

One of Australia's most unusual bus fleets "operates" in the Sydney suburb of Arncliffe.

It's unusual because the buses — are all brand new — don't carry passengers — range in size from 22-passenger models to 57-passenger models.

The idea of the bus fleet began about eight years ago when Suttons Motors decided to market buses.

"Buying a bus is much the same as buying a car", says Neville Fieldus, New Truck and Bus Sales Manager.

"The customer likes to touch it, feel it, look at it, and drive it. He doesn't want to have to ask for one to be built and then wait three or four months for delivery.

"When we started in the bus business we took the bit between our teeth and produced buses before we had any orders.

"Our first bus was blue and white, and it sold very quickly. So the next six were blue and white, too.

"Now we have them in a variety of colours, and they cover the Isuzu and Bedford range. We usually have about a dozen in stock.

"Obviously the customers like to be able to buy what they see because I think we sell more buses than any other GMH dealership in Australia."

The latest addition to the Suttons' fleet is a 23-seater on a Isuzu KS21 chassis and cab. (see photograph)

The bodybuilders, Nambucca River Engineering of Macksville, deleted the cab but used the existing dash layout and driver's seat.

"A lot of smaller buses don't give sufficient headroom," Neville Fieldus says. "But this one is built to New South Wales Motor Omnibus standards, so it has good headroom and adult passenger seats.

"It is fitted with internal parcel

racks, a one-piece rubber floor, and internal lining of scratch-proof vinyl on a steel base."

Judging by recent sales the new bus won't last very long in the Suttons' fleet.



Ocean racer Midstar, and a well-and-truly tricked up Chev C30 tow vehicle.

SOME BOAT —SOME C30!

If you saw this huge racing boat (foot of page) sailing down the street on its tri-axle trailer, you'd be forgiven for not paying much attention to the tow vehicle.

The 135 kmh, 12.5-metre vessel Midstar is a sight to see in or out of the water.

Its two Chevrolet 482 cu. in. motors have just pushed it from Brisbane to Cairns, at racing speeds all the way.

But for those who know their trucks it's the Chevrolet C30 tow vehicle which really deserves the lion's share of the attention.

A Shepparton picture theatre owner got the idea for a rather special C30 Chev in America.

When he came back home he bought a standard C30 from Goulburn Valley Motors and began to "spec" it up like a prime mover.

In went:

- A 454 Chevrolet V8 engine tuned to produce 372 kW (500 bhp).
- An Allison four-speed automatic transmission with dashboard shifter.
- Locking differential.
- Integrated air into the dashboard.
- Tachometer (fuel gauge was relocated).
- Re-shaped custom seats, and head rests and sunvisors from Mercedes Benz.
- And some special features for towing and repairing the boat.

CB RADIO

There's a CB radio to keep contact with the boat when it is racing.

A special electric generator is fitted, with two heavy duty batteries, to power a mobile welding set.

In the body are two 250-litre fuel tanks, and the built-in side lockers contain such things as a portable lighting plant, Porta Power, chain saw and comprehensive tool kit.

The truck tare weight is three tonnes, the trailer weighs the same, and the boat nine tonnes.

There is a locker set aside for fan belts, service tools and so on.

"But the owner did take the precaution of picking up just one extra piece just in case it was needed," said Goulburn Valley Motors Salesman Ray Mathieson.

"Yep. Another C30!"



V.I.P. VAN A 'MINDBURSTER'

This Bedford show van was built to carry very important cargo . . .

... Very Important People!

The single rear-wheel long wheelbase CF model — a configuration scheduled to come to Australia — stretches the mind even of those used to luxury.

On the inside of those one-way windows is the comfort of an executive jet airliner cabin for five.

The privileged sit in swivelling velour-covered armchairs, and pour a drink from the bar they face. There's also a dictaphone, stereo tape player, multiple speakers, concealed strip lighting in the roof, and directional reading lights and air-conditioning nozzles.

If the vehicle is being used as a stationary base (engine off) a petrol-powered heater warms the cabin, while transparent panels in the roof cheer the interior by flooding it with pleasant light.

On the move, there's self-levelling, no-roll, gas suspension adapted from working ambulances.

The chauffeur communicates through a sliding panel, and on his left is a luggage-bay, London-taxi-

style, with provision for hanging dinner jackets.

MORE ZING FOR ISUZU

GMH is capitalising on the strong sales of its versatile Isuzu SBR 422 with one important improvement — and two valuable options soon to be released.

The quick, durable four-tonner now has a 5-speed direct-drive gearbox which gives closer ratios for faster pulls on hills.

The new gearbox is standard. The options are an automatic transmission, and a six/seven man crew cab.

GMH believes that the change of manual gearbox and the two options will give the SBR 422 an even tighter grip on sales in its class.

The automatic transmission and the crew-cab can be had together if desired, to make an ideal short haul truck where gangs of men need to be moved as well as materials.

The new gearbox will give the vehicle, already known for its quick point-to-point highway times, a shattering performance on hills and grades under heavy load.

Top speed of the vehicle is slightly reduced to a still-satisfactory margin above speed limits.

The new transmission is the same as is currently fitted to Isuzu's bigger JBR (single speed) models.

For local short-haul work, the optional Allison AT 540 automatic gearbox will not only make it easier on the driver, but the engine as well.

The automatic will relieve drivers of endless gear changes on start-stop city work, and smooth out the revving and jolts that can be dealt out to engine, clutch, and transmission.

It is believed that automatic transmission will be a natural choice with the crew cab, where maintenance or construction gangs will have to be moved about with a still sizeable quantity of materials.

The tare weight of the truck with an auto alone rises only slightly, to 2710 kg. Crew cab takes tare to only 2840 kg.

With only marginal load penalties, the crew cab can now offer comfort and safety to workmen who in earlier times had to put up with a dangerous, exposed ride in the truck's tray — or the expense to the employer of sending another vehicle to the job.

Tribute to a trusty friend...

When Doug Ashworth of Gunnedah decided to retire, after "messing around with trucks for about 20 years", he placed the following advertisement in "Truck & Bus Transportation":

"ISUZU VPR 290 AND McGRATH SEMI-TRAILER"

The Honourable Bedford is for sale. Here is an opportunity for someone to purchase a well-maintained Isuzu VPR 290 and 36' McGrath Semi-Trailer. The unit has been owner-driven since new, has no known faults, and has travelled 337,680 km. Over the past two years loading has been one way averaging 7/89 tonnes per load. Registration covers a bogie trailer until 27th April, 1979. The truck has been operated as a single axle for two years and the second is included in the sale. Tyres 75%. The truck has never been in an accident, damaged or rolled... the only mishap was hitting a kangaroo (rest his soul)."



TOP: — Here's looking at you . . . VIPs inside can see out of this luxury personnel carrier while they pour a drink.

ABOVE: — Here's what you can't see from outside in the cold . . . swivelling seats, and executive-jet comfort.

FROM BULLOCKS TO SUZIES

James Wolstenholme & Co. Pty. Limited Metford Road, East Maitland, can claim more years of experience in transportation than most other organisations in Australia.

James Wolstenholme started the family business in 1842 milling timber in the Maitland district and used bullock teams to haul the hardwood 40 km to the ships in Clarence town on the Williams River for export to New Zealand.

Today George Wolstenholme runs the company. He took over in 1949 and his son George recently joined the company as manager.

There were three generations of Wolstenholmes who pioneered the early development of the family business.

They bought their first truck, a Carrier, which had solid rubber tyres, well before World War 1.

After five generations the company is still in timber but to a minor degree and the business has concentrated more on transport, particularly in the last 15 years.

As carriers and transport contractors the company operates all over Australia and is particularly active with its own vehicles in Northern Queensland.

Apart from long-distance hauling the company also specialises in daily runs with a fleet of four Isuzu SBR 422 four tonners between Maitland, Newcastle, the coalfields and Sydney.

The company brought its first Isuzu trucks five years ago from Young & Green and traded them on a new Isuzu diesel fleet 18 months ago.

Managing Director, George Wolstenholme said this week: "The four Isuzus are the best thing I've ever bought.

"The six cylinder diesels are averaging 14-15 mpg, including city work in Sydney.

"Economy-wise they are fantastic.

"Downtime is an unknown factor. These four trucks have never been off the road because of mechanical problems.

"All they have is their regular

service and a grease and oil change.

"Each truck is averaging 500 km per day and in the 18 months since they have been in the fleet each has notched up 160,000 km.

"It's not bad when your records show that downtime is nil and just doesn't exist.

"We have a Bedford four-tonner as a backup just in case but it has never been needed, and we send it to places like Rockhampton.

"If there was any possible criticism that I could make it would be to say that they could do with a larger fuel tank — but that's all.

"As Isuzu owners we could not have had better value for money."



It made it, of course! This Victorian Zone Chevrolet K20 four-wheel-drive delighted the zone staff who tried the new model out before presenting it to dealers.



Con Kriticos, of Kriticos Motor, Caboolture, Queensland, has taken a bold step into the coach-travel industry.

Weekend golfing tours and a four-night fishing tour to Fraser Island are already arranged. Soon to come is a trip to Ayers Rock and a skiing holiday

All these good times are to be had, amazingly, from an Isuzu JBR 420 truck chassis, converted into a 27-seater luxury bus.



● At the central office debriefing meeting are l. to r. *Bob Lewis* (Sales Manpower Development Manager), *John Crennan* (Merchandising Manager), *Steve Markwell* (Dealer Development Manager), *Kevin Cox* (Conference Leader), District Managers *John McLachlan*, *Norm Smith*.

We strive for better field relations

The challenge to improve field communications is a continuous and important part of the overall GMH improvement programme for its field staff.

Towards this end, an in-Dealership training programme for District

Managers is currently in operation.

The ultimate aim is to raise the standards of GMH service to Dealers by subjecting the District Managers to the day-to-day

pressures of operating a Dealership.

GMH District Managers Norm Smith (Victoria), and John McLachlan (New South Wales), and Conference Leader, Kevin Cox,

recently completed such a training programme.

Messrs. Smith and Cox operated in N.S.W. while John McLachlan worked out of Victorian Dealership.

New Car Sales Managers' Conference

New Car Sales Managers and GMH District Managers gathered in Melbourne recently for one of four 1978 Conferences for New Car Sales Managers.

The conference, at the Melbourne Town House, took the form of a three-day 'teach-in'.

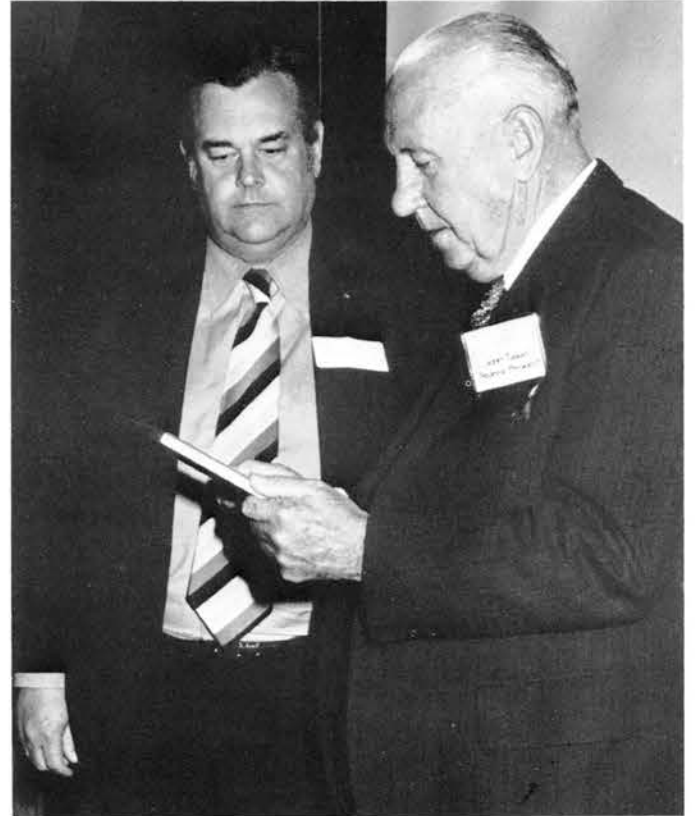
They were exposed to the Grid Approach to Conflict Solving as applied to salesmen, customers and sales managers. Talking on the sales management grid was Mr. Bob Jolly from Organisation and Personnel Services.

Mr. Jolly was conducting the programme on behalf of Scientific Methods (Aust.) Pty. Ltd.

The course content was aimed at making salesmen more professional in handling customers and making sure customers got what they wanted.



● Midways Holden showrooms on the Pacific Highway.



● GMH National Sales Promotion Manager John Gittus accepts the award from O.A.A.A. Federal President, John Tyquin, on behalf of Midways Holden.

Midways Holden take display award

A GMH Dealer *Midways Holden* of Springwood, Qld., has taken out first prize in the Open Section of the Outdoor Advertising Association of Australia awards in Melbourne.

Dealer Principal, Jan Woelders, was unable to be at the awards as he was participating in an overseas study tour.

GMH National Sales Promotion Manager, John

Gittus, accepted the award on behalf of his company and the Dealer.

The award speaks highly of the corporate signs Claude Neon have been installing for GMH Dealers over the past five years.

SAFE, SECURE

The GMH corporate programme, adopted by the Dealers, is designed to achieve a uniform, familiar

presentation for GMH's 500 Dealerships throughout Australia.

Accepting the award from O.A.A.A. Federal President, Mr. John Tyquin, Mr. Gittus said the Dealer identification program has given GMH a safe, secure image.

"A recently conducted survey", he said, "has shown we have the most effective notation as a result of these signs".

Commenting on the entries, was professional designer, Arthur Leydin of Arthur Leydin & Associates, Sydney.

Mr. Leydin commended the *Midways Holden* signs as "... extremely well done from a facia point of view".

EYE-CATCHING

Midways Holden Acting Dealer Principal, Mr. Hank Woelders, said many

customers had commented favourably on the eye-catching neon display of the Springwood showrooms on the Pacific Highway.

"An attractive neon display can attract potential customers", said Mr. Woelders.

"People like to see a substantial commitment by the Dealer and believe it reflects his professionalism".



The Ten

The Master Salesmen's Guild celebrated its tenth birthday in grand style when 42 salesmen, and their wives, attended the Melbourne 'party'.

GMH flew the Guild founder members — including nine Guild Sales Leaders — in from the four corners of Australia to treat them to an unforgettable September weekend and say 'thank you' for a decade of support.

They came from Perth and Tasmania, from Queensland and just round the corner to mark this auspicious occasion.

Some were early, some were late and some got lost en route but all agreed it was worth it to play guests to the General who had arranged a busy, versatile programme.

They began jetting into Melbourne's Tullamarine Airport on the Thursday — none of them knowing what to expect over the ensuing four days.

They were soon to learn and an informal dinner at the Hilton the same evening helped acquaint the guests.

Friday the salesmen climbed onto a bus which headed for Lang Lang Proving Ground. And while they were treated to a glimpse behind the curtains their wives tripped back in time at historical Como House and viewed the treasures of the National Art Gallery.

GMH Lang Lang staff laid on an extra special programme for the salesmen who, after a bus ride round the durability track and the speed loop, sipped coffee in a marquee near the skid pan while Director of Sales, John Loveridge, addressed them.

It was Mr. Loveridge's first official function in his new capacity ... "and I couldn't think of a more suitable milestone to mark the occasion," he said.

"Membership of the Guild for just one year does not come easily," he continued, "membership for ten consecutive years is an outstanding achievement."

"Your sales results are tremendously impressive," he said, "Since the foundation of the Guild you, the Ten Year Guild members, have sold a total of almost 100,000 units, 82,000 new vehicles and more than 16,000 used — a great achievement."

Mr. Loveridge then turned to present issues involving the company and announced to the salesmen they were to be given "an

1. Ron and Joyce Pudig — Gosford, NSW.

2. Trooper Dave Evans wants no trouble from Ted and Meyrna McLachlan, Inverell, NSW, and Mavis Phelan, Sylvania, NSW.

3. Mine shaft, Fred Heitzmann and wife Laurel, Cumberland Park, S.A.

4. Entering the underground mine for a guided tour.

5. 'In the name of the Queen I arrest Jennifer Coen, Bateman, WA, on a charge of horse-stealing.'

6. The 'prisoners' are handcuffed to

the horserrail. Jenny Coen and Charlie Landro, S. Coogee, WA. (drunk & disorderly.)

7. Ted Britt, Beaumaris, Vic., enjoys the fruits of good health at Sandown.

8. Alan and Mitzi Webster, Mt. Gambier, S.A., at Sandown.

9. Bob Bartlett, Wollongong, NSW, Rhonda and Jim Uglow, Lurline Bay, NSW.

10. Ian Campbell, Bar Beach, NSW, enjoying Sandown hospitality.

11. Leo Phelan, Sylvania, NSW.

Year Guild

absolutely confidential sneak preview of the all new Holden — the V-Car."

And with a crescendo of taped music the marquee entrance peeled open for a sparkling Commodore SL to make its entrance — complete with an equally attractive hostess at the wheel.

Following Mr. Loveridge's speech was Hugh Videon, Manager, GMH Lang Lang Proving Ground who spent a few moments extolling the virtues of Commodore — 'a new kind of car for Australia.'

The salesmen were given a specially staged 'performance' on the skidpan with GMH test drivers demonstrating the type of durability tests the Commodore had to endure before production.

They were given the opportunity to test drive the new SLE Sunbird the HZ and the Ford Falcon — with updated suspension.

They teamed up with the ladies back in the city and went en bloc to the GMH Technical Centre, Fishermens Bend, for what was for many of them, an eye opening guided tour of the ground floor.

The occasion was to be the ladies' turn to view the Commodore and listen to accompanying addresses from the Chief Engineer Joe Whitesell and Director of Styling, Leo Pruneau who introduced everyone to an array of colour combinations — many of them never before seen on Holden cars.

Friday night meant dinner in the Hilton Ballroom at which a speech was given by GMH Managing Director, 'Chuck' Chapman.

Saturday was a day of leisure. Half the group went on an unforgettable day trip to Sovereign Hill, Ballarat — a replica 19th century Australian gold mining town, while the football fans tripped across the road to the MCG.

Barry Humphries entertained in the evening at a city theatre.

The last day of the convention was spent at Sandown race circuit to witness the Australian Anniversary Grand Prix — the Hang Ten 400 victory for the Marlboro Holden Dealer Team and a whole host of vintage race cars both on and off the track.

The presence of Juan Manuel Fangio — the legendary Argentinian race ace — Jack Brabham and Prime Minister Malcolm Fraser drew capacity crowds.

But despite the large volume of people, the 42 salesmen and their wives suffered no discomfort in the especially rented Ascot Room.



12. Beverley and Perc Farrell, Wangaratta, Vic.

13. Part of the marquee presentation.

14. Hugh Videon, Manager, Lang Lang Proving Ground, speaks to Guild Members after the unveiling of Commodore.

15. Sue and Peter Anderson, St. Ives, NSW.

16. Alan Webster, Mt. Gambier, SA, admires V-Car's revolutionary styling.

17. Director of Sales, John Loveridge, addresses the Guild Members at the Lang Lang marquee.

18. Morrie Nolan, Petrie, Qld., Jim Bailey, Toowoomba, Qld., inspect a Sunbird SLE model with John Loveridge.

19. Jeff Coen, Bateman, WA, Sid Lynch, High Wycombe, WA., and Charlie Landro, S. Coogee, WA., cast a critical eye over VB.

20. Bill Terrill, Mt. Waverley, Vic, and Ron Pudig, Gosford, NSW, acquaint themselves with V-Car features. Everyone agreed. The Commodore can't fail to prove a winner.

21. GMH Managing Director, Mr. 'Chuck' Chapman attended the main Guild banquet.

22. Doug Mumford, Mt. Isa, Qld.



Mitchell Holden relocate — and please the press

Mitchell Holden has taken the first step to relocate its new and used car block in one area with the opening of a new premises.

The relocation was the first step by *Mitchell Holden*, of Wyalla South Australia, to consolidate its operations in one area.

Additionally this new yard will carry up to 100 new units for display against the previous block of only 35 units.

Although the new yard is not yet completed, a sign pylon, a solid construction style office and bitumen ground covering are just a few of the improvements to the yard.

The alterations are already proving highly successful.

The opening of the new premises was featured on the local radio station.

Regional newspapers highlighted the optimism shown by *Mitchell Holden*.

Christmas 'Pointers'

Watch for the next 'Pointers' issue in which we shall include news and pictures from Dealer activities during Commodore release.

We'll also be carrying reports from the Commodore Dealer Dinner and Salesmen's Conventions — plus all the regular features in the Christmas 'Pointers'.

Trevor cracks 4 year duck

For the first time in four years a GMH Dealer employee has taken out the GMH Apprentice Travel Award.

Trevor Chapman, of *W. H. Lober & Co. Pty. Ltd.*, Miranda, N.S.W., won the GMH award for 1978.

The award is presented annually by GMH Service Department to the six apprentices who achieve the highest marks in their final examinations at Technical College in each state of Australia.

Trevor met the other state winners in Melbourne at a special ten day function and were guests of GMH management.

They spent their time touring Engineering, Testing, Design, Manufacturing, sales and outside Supply facilities and also spent three days in South Australia at the Elizabeth Body Stamping and Automotive Transmission Plant.

The objective of the award is to provide the successful apprentice with a complete insight into the automotive industry in the Manufacturing and Merchandising spheres.

The award is open to all motor-mechanic apprentices and not only those employed by GMH Dealers.

BELOW: Trevor Chapman (centre) receives the award from GMH NSW Zone Service Manager, Mr. J. Hutton. Others from left to right are: Tony Wright (Service Manager, *W. H. Lober & Co. Pty. Ltd.*), Mr. S. J. Cornick (Managing Director, *W. H. Lober*) and Mr. Peter Pike (GMH Dist. Service Manager).



• This original design now adorns *Wyrus Brothers*, Ballarat Street frontage.

Surprising, really, what a little imagination can do!

And this Victorian Dealership has harnessed the imaginative flair of the Salesappeal Group to give their showrooms some eye-catching treatment.

John Trevenen, Dealer Principal, *Wyrus Brothers* in Ballarat, is one of several Dealers in Western Victoria utilising the services of the Salesappeal Group.

Salesappeal has been contracted to improve and maintain the merchandising image of selected Dealerships in rural Victoria.

Wyres Brothers —looking good!

As a result some unusual and striking themes have been developed giving the showrooms a refreshingly new appearance.

The local public, who have observed the progressive 'transformation' of their local GMH Dealership have commented

favourably on the new designs.

In this particular instance, the Dealer has succeeded in turning an otherwise plain facade into an eye-catching and individual identity.

Congratulations are in order for a very progressive and innovative policy!



• Pictured with some of the equipment are *Riley Motors* Dealer Principal Les Riley, Mr. De Vink and school principal, Mr. Mac McEwan.

Riley Holden aid technical school

The Automotive Department at Sale Technical School, Victoria, has received its biggest ever donation of vehicle equipment — thanks to a GMH Dealer.

Dealer *Riley Holden* has donated a total of 30 items.

Department Head, Mr. Bill De Vink said the donation was a great boost to the equipment at the school and would help train apprentices.

The donation included a four cylinder and six cylinder engine, five gearboxes, 18

carburettors, three starter motors, a power steering box and pump, hydraulic power braking pump and servo.

The school was especially pleased with the equipment as it was all for current 1977 or 1978 models.

Normally, equipment was older when donated to the

school.

The donation was arranged by *Riley Holden* Service Manager, Mr. Reg Boucher.

Before taking delivery of the scheduled parts and equipment the school agreed that the components supplied would be used for training purposes only.



● Bathurst '78 gets underway.

A Bathurst Brockbuster

"Brilliant Brock", "Jubilant Brock" and "Brock — King of the Mountain", acclaimed Australia's press after the 33-year-old Melbourne driver raced to his third Hardie Ferodo 1000 win at Bathurst last month.

The Marlboro Holden Dealer Team, along with thousands more at the Mount Panorama circuit, honoured Peter Brock, and his co-driver Jim Richards, after a display of fearless, determined driving.

For the team it means their first outright victory at the tricky, twisting circuit since 1972.

The 163 lap, 1,000 km marathon also marked another victory for the A9X Torana after taking out the Touring Car Championship, scoring an outright win with first and second at Sandown.

PRIZE MONEY

Team prize money — including lap awards — totalled \$55,000 and as the champion honours were bestowed upon Brock after the gruelling seven hour event he paid tribute to an immaculately prepared car —

"I just had to steer it," he told his audience from the winners' rostrum.

Brock grabbed the lead after about an hour of the race — and never let it go.

But he had a nightmare start and was only fourth as the 62 car field jammed into the first corner after starting on pole position.

However, that was the only mistake Brock made all day. The A9X gobbled up all the obstacles the mountain circuit presented, and blasted down along Conrod Straight at a heart-stopping 260km/h.

Brock had the race all figured out before it started and sat on the tail of Alan Moffat's Falcon Cobra — pushing him to the limits and waiting for something to happen.

On lap 34 Moffat pulled in for an unscheduled pit stop — his heavier, thirsty Falcon

had been gulping the fuel faster than planned owing to Brock's unrelenting pressure.

It was a stop that was to cost Moffat the lead — and eventually the race. On lap 81 the Moffat Falcon lost oil pressure and withdrew from the race fearing the engine might explode if asked to continue.

RELEGATED

Colin Bond, in another Falcon Cobra, was relegated to the pits with a broken valve guide on lap 59.

So Brock had to maintain his lead and back breaking pace to win. And win he did — in grand style.

A Cobra fan wearing the Moffat Dealer Team T-shirt summed everything up after Brock's resounding victory.

In red lipstick he had deleted the Ford emblem from the shirt and in an unsteady scrawl had inserted "SuperBrock, MHDT".

Pointers at the Trackside



● The Cobra and Camel — no match for Rory the Lion.



● Refuelling — MHDT Film Crew capture the action.



● Brock takes the Bathurst '78 chequered flag.



● Live television coverage kept pit personnel informed.



5 BROCK 
5 RICHARDS 



25M

3XY

AC SPARK PLUGS

GTX

AC SPARK PLUGS

GTX