



*Australia's Own Car...*

**HOLDEN**





The first Holden—November, 1948

# HOLDEN\*

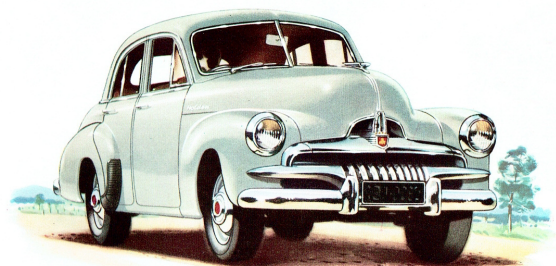
A LINK IN THE CHAIN OF AUSTRALIA'S PROGRESS

Holden won the immediate approval of Australian motorists when the first model was announced. Quickly, Holden became the most popular car in Australia. With increased production, this sales leadership has become even more pronounced. Holden gained the position of sales leader because it was **designed and built** for Australia and because in the judgment of most car buyers it offered the best combination of appearance, power, economy, dependability, comfort and safety. But a position of leadership brings responsibility. In the case of General Motors-Holden's this responsibility has been interpreted in two dramatic ways. First, GMH has invested £11,000,000 in plant expansion to lift Holden production to 250 vehicles a day. Today, more than 12,000 men and women are employed by GMH; factory areas total over 81 acres. Second, GMH has developed Australia's most outstanding automotive engineering organisation—an organisation staffed and equipped to keep Holden always in the forefront of engineering progress; worthy of its slogan, Australia's Own Car!

Now, in this catalogue, GMH presents Holden's greatest improvements yet—three beautiful Holden Sedans with important styling and mechanical improvements—establishing beyond doubt that Holden is not only the most graceful and attractive car in Australia today, but, in addition, outstandingly the best value for money.

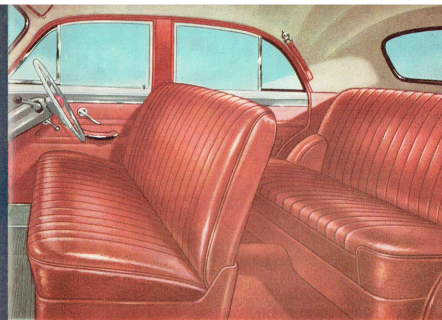
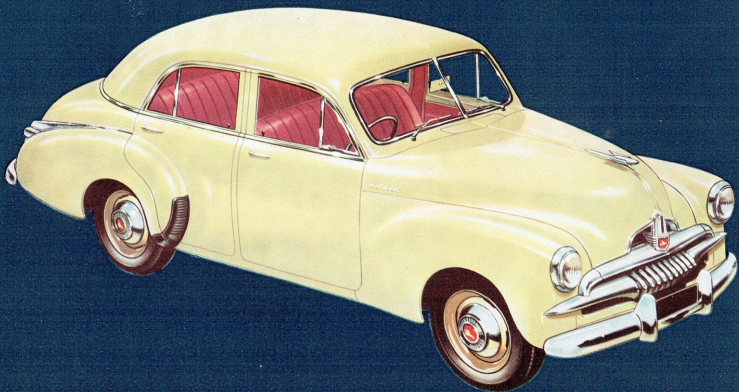
\* Registered trade mark.

The 100,000th Holden—May, 1953



Holden gives you the choice of three beautiful sedans—the de-luxe Special, the Business Sedan and the economy model, Holden Standard. There's a Holden Sedan to suit every purpose, every family, every taste. All three Holden Sedans incorporate more than 30 improvements made progressively since 1949 as a result of the Holden policy of constant improvement. Styling improvements include the new radiator grille, new streamlined tail lamp assembly, new hub caps and new appointments inside. Outstanding mechanical improvements are new pistons, new torsional type piston compression rings, new flexible radiator mounting, new rear axle assembly including new rear wheel bearings and new increased hand brake leverage. Riding comfort and driving ease have been improved by re-designing of front and rear seating and the introduction of a ball-bearing type seat adjuster. Right down to the last detail, the three Holden models are fresh, sparkling, graceful—they represent all that's best in modern car engineering and styling.

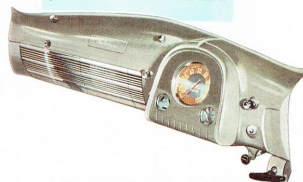
## Holden Special



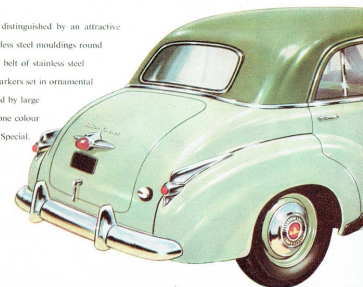
### The Interior of Holden Special.

De-luxe appointments include artistic colour treatment harmonising with your choice of exterior paints; patterned door trims set off with chrome strips; wide, deep-cushioned seats and squabs richly upholstered in high-grade leather; arm rests in front; assist grips in the rear and an automatic dome lamp. Wide-opening doors and low-built floors make for quick, convenient entry. Excellent vision heightens your motoring pleasure and contributes to driving ease and safety.

**Holden Special Instrument Panel.**  
The rich gleam of chrome sets off the beauty of this instrument panel. De-luxe details include built-in cigarette lighter, radio grille extended over glove box door and chrome trim rings set into the instrument panel dials. A new note in styling is provided by black plastic control knobs with chrome inserts.



Externally the de-luxe Special is distinguished by an attractive hood ornament, by gleaming stainless steel mouldings round the windows and windshield, by a belt of stainless steel encircling the car, by twin reflex markers set in ornamental chrome fins on the rear fenders and by large 5.90 — 15 tyres. Beautiful two-tone colour combinations are available on the Special.

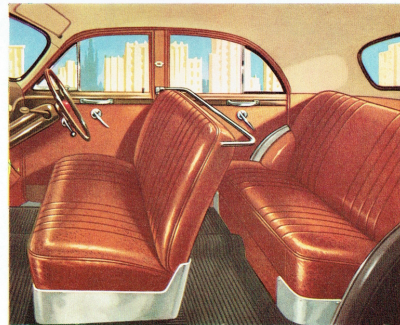




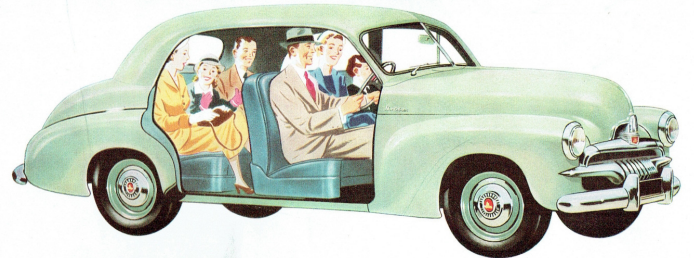
## 12 Special Features of the Business Sedan

With 12 carefully planned additional features, Holden Business Sedan is the only passenger car in Australia specially equipped to meet the particular needs of business and country users located in arduous country or whose vehicles are engaged in heavy work. It is particularly suitable for Municipal and Shire work ; for Government, Defence, Police and other public authorities' operations ;

for fleet usage ; hire car and taxi services ; for farmers ; real estate and stock and station agents' activities ; and for commercial travelling. In the Business Sedan you get Holden's proved superiority in overall performance, economy and reliability plus the 12 additional features described below. Interior trim is in attractive P.V.C., specially selected for its durability.



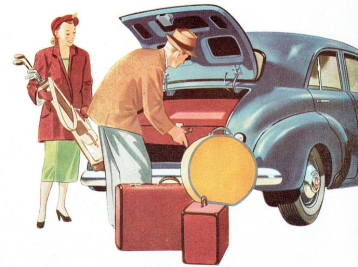
1. Larger battery and stronger mounting to suit.
2. Special pocket for driver's log or business papers in right hand side cowl trim.
3. Headlining in imitation leather.
4. Door pull handles on all doors.
5. Dome lamp switch located on right hand side centre pillar.
6. Windhose covered with P.V.C. and protection plates fitted to the wheel arch pillars.
7. Boot lid handle latch, operable without leaving key in lock.
8. Cushions and seat backs are reinforced. Sponge rubber pad on rear seat cushion.
9. Rubber mats on front and rear compartment floors and on trunk compartment floor.
10. Steel kick plates round bottom of front seat and corners of rear seat risers.
11. Handrail above front seat back.
12. Heavy-duty rear springs.



**6 Passenger Roominess.** There's roomy comfort here for a full-sized family—the actual dimensions being: Leg room: front 42-5 1/2 in., rear 40-3 8 in.; seat width: front 54 in., rear 55 1/2 in.; head room: front 35 1/2 in., rear 36 1/2 in.

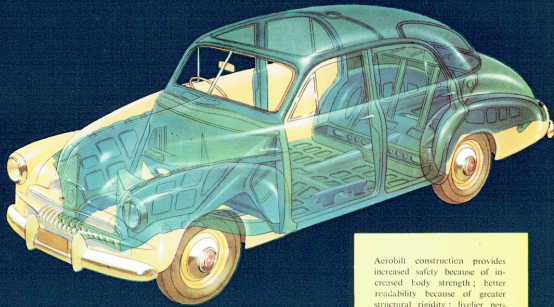
To appreciate how roomy Holden really is, compare these dimensions with those of your present car. On all three Holden sedans, progressive improvements to seat springing have resulted in a more cushioned ride. Excellent driving vision is provided—particularly for petite lady drivers—by careful positioning of the front seat. A ball-bearing type seat adjuster helps you adjust the front seat quickly and easily to a comfortable driving position. The upholstery of seats and squabs in the Standard is P.V.C.—a recently developed plastic coated material with exceptional durability and a finish simulating antique leather. A variety of attractive colours is available to harmonize with the range of exterior finishes.

**Family-sized luggage compartment.** The three Holden models offer you substantial luggage space. To protect your travel cases, the compartment floor is covered with a rubber mat on the Business Model and P.V.C. coated jute in the Special and Standard Sedans. Loading level from the ground to the floor is only 16 inches. A seal is fitted between the rear bumper and the stone shield to prevent mud and gravel being thrown up on to rear body paint.



## The famous Aerobilt body

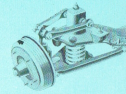
In Holden, the body and chassis are designed and built as one strong, rigid unit. Millions of miles of owner driving have proved the advantages of Holden's all-steel Aerobilt body.



Holden front and rear seating, with proven Z-type torsion bar springs, gives a soft, comfortable ride. The front seat is designed to give excellent vision.

Aerobilt construction provides increased safety because of increased body strength; better reliability because of greater structural rigidity; better performance and greater operating economy, because unnecessary weight is eliminated.

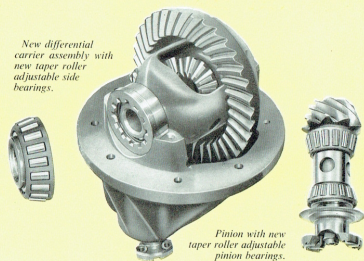
On the highways and byways of Australia, Holden has won unstinted praise with its "air cushion ride". Engineering highlights which contribute to the smooth, stable comfort of this ride are independent front wheel springing, telescopic shock absorbers and long, wide rear springs. Not only comfort results from these suspension features. Steering, cornering and braking are also improved. Silent, safe and strong, Holden is a joy to drive on long trips. The Z shaped seat springs give perfect body conformity and support, keeping you free from stiffness and weariness even after hours of driving. Aerobilt body construction ensures lasting freedom from squeaks and rattles; thorough insulation absorbs road noises!



Holden's independent front springing, with telescopic shock absorbers inside the coil springs, gives you road hugging comfort and roadability. The rear springs are slanted upwards towards the rear and attached to the axle off centre. This design adds to Holden's safety and stability.



Holden's hydraulic brakes have one piece brake backing plates. Slightly greater braking force is exerted on front wheels to ensure maximum safe braking power. Leverage of the hand brake has been increased 60% by re-positioning of the new actuating lever strut.



New differential carrier assembly with new taper roller adjustable side bearings.

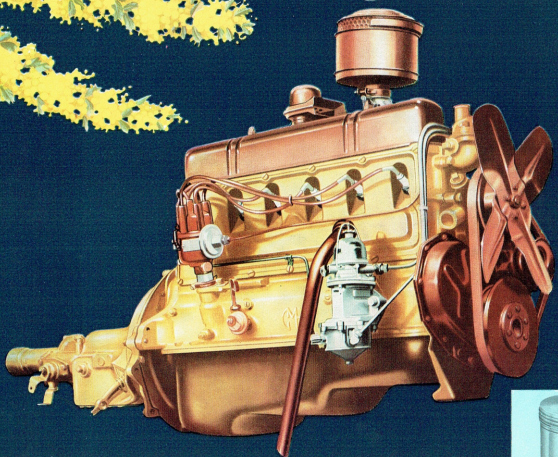
Pinion with new taper roller adjustable pinion bearings.

## NEW REAR AXLE ASSEMBLY

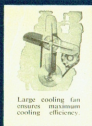
Holden's new rear axle assembly is easily serviced. It is engineered for long, trouble-free life. Improvements include—heavier gauge banjo housing for greater strength, taper roller pinion bearings lubricated through oil passages cast in the pinion housing, and taper roller differential side bearings with screw type adjustments for easier servicing. The ring gear has a heavier cross section for increased strength. The differential carrier and case are stiffer, stronger cast iron construction. Dust sealing of the drive pinion housing is improved.

Larger rear axle wheel bearings with enlarged bore have longer life and increased load-carrying capacity.

# Six Cylinder Engine



Overlapping bearings give maximum crankshaft rigidity.



Large cooling fan ensures maximum cooling efficiency.



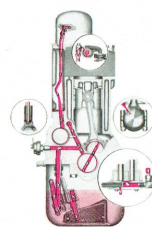
Maximum pistons for engine flexibility. Torsional type piston ring for economy.

Holden is powered by the six cylinder 21 h.p. overhead valve engine already proved by more than a hundred and twenty thousand owners.

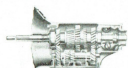
The layman never ceases to wonder how the Holden engine offers brilliant all-round performance with 30 m.p.g. petrol economy (as reported by owners) and dependability that has become a by-word.

Engineers point out that many factors contribute including high power-to-weight-ratio, the specially shaped cylinder head combustion chamber and 'square' engine design. This square engine design, with bore (3") and stroke (3 1/4") of almost equal dimension, results in these advantages: less engine weight, more rigid crankshaft, stronger big ends, lower piston speed (therefore less relative bore wear) and smoother engine power. Other factors which play a big part in Holden's over-all performance and economy are highlighted on these pages.

With new pistons, new torsional type piston compression rings, new flexible radiator mounting and new one piece radiator hose, Holden engineers have still further improved the engine that has given millions of miles of satisfying service in the hands of owners.



Full pressure metered-flow lubrication helps prolong Holden engine life. Oil is supplied to all bearings and is thrown in a jet from connecting rod big ends, to lubricate the cylinder walls and pistons. "Metered-flow" means that oil flow is controlled, avoiding over-lubrication.



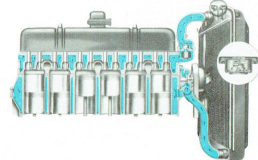
General Motors gear box—synchro-mesh in second and top gears. Gears are "crown shaved" for smooth, quiet operation.



Clutch with diaphragm main spring exclusive to General Motors.



The carburetor gives even petrol distribution—another reason for Holden economy.



Automatic, all-weather engine temperature control, with full length water jackets surrounding each cylinder, contributes to Holden's phenomenal economy and exceptionally long engine life.

Flexible mounting of the radiator on rubber bonded studs insulates the radiator from road shocks ensuring longer radiator life. A one piece radiator hose is fitted, considerably reducing the possibility of leaks.





