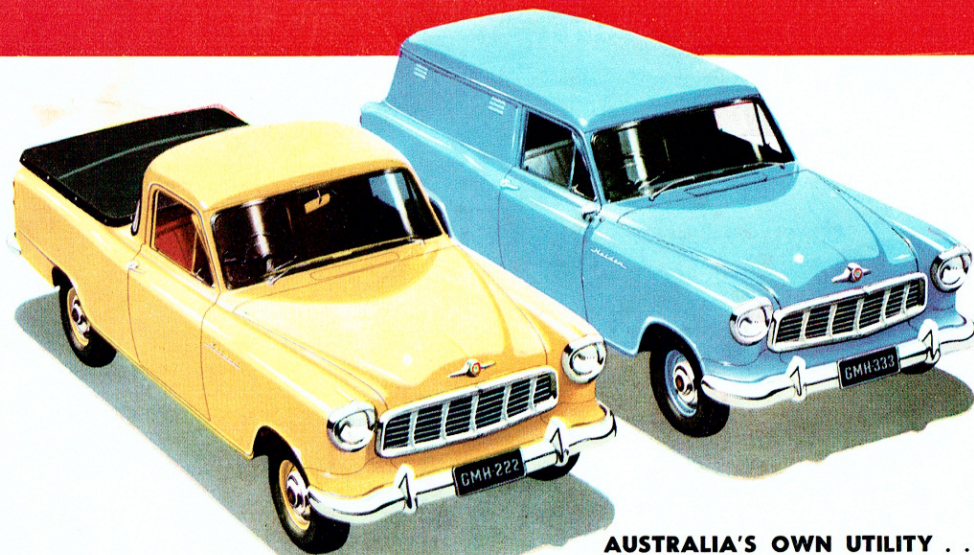
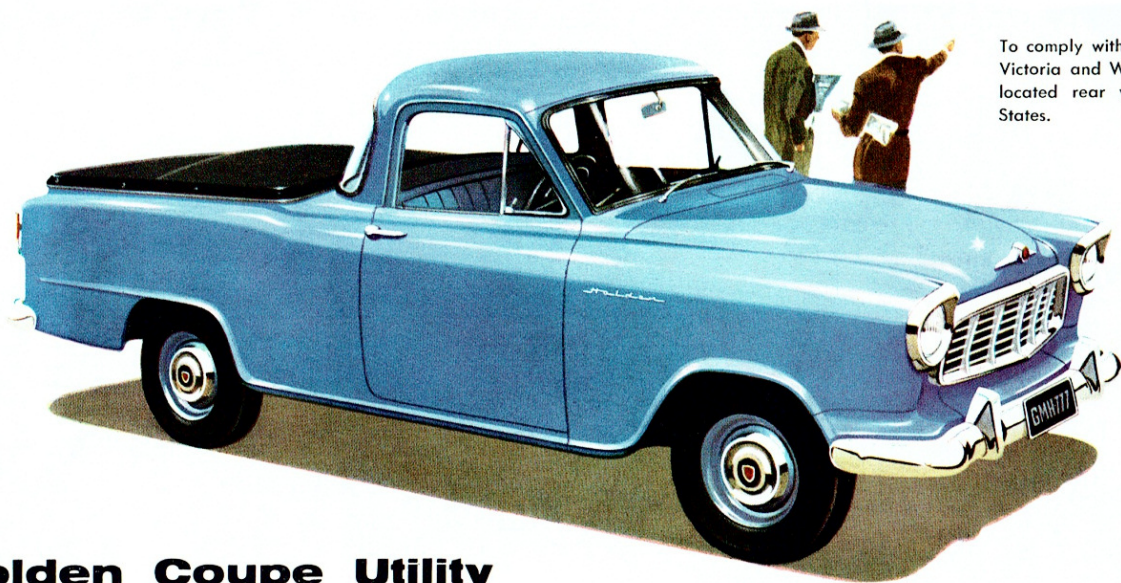


The new **HOLDEN**



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



To comply with State regulations operative in Victoria and Western Australia, an externally located rear view mirror is fitted in these States.

Holden Coupe Utility

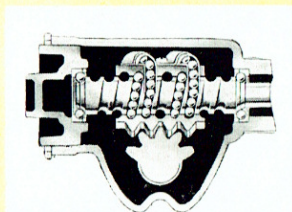
A handsome helpmate combining sparkling good looks with a readiness for daily work, the Holden Utility offers two passengers and the driver the comfort and high styling of to-day's sedans.



Holden Panel Van

Perfect combination of beauty and efficiency, the brilliant new Holden Panel Van has sweeping new lines and handsome styling that will add a distinctive touch to your business activities.

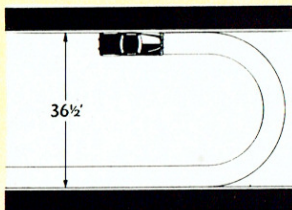
**NEW
DRIVING
EASE AT
EVERY TURN**



The new re-circulating ball-bearing steering system provides maximum driving ease and minimum friction and wear. Pick ups and deliveries in tight parking places are simpler with the ease and precision of this new steering.

NEW TIGHTER TURNING CIRCLE

A new turning circle of only 36½ feet means quicker, easier manoeuvring in narrow streets and confined spaces.



**Holden Utility and Holden Panel Van
ABRIDGED SPECIFICATIONS**

ENGINE: Six cylinder, O.H.V. design; Bore 3"; Stroke 3½"; S.A.E. or R.A.C. rating 21.6 h.p. Max. gross brake H.P., 70 at 4,000 r.p.m. Max. gross brake torque, 110 lb. ft. at 1,200 r.p.m.
COMPRESSION RATIO: 6.8 to 1.
PISTONS: Alum. alloy, two taper faced torsional type compression rings and one oil control ring with expander, all above piston pin.
OILING SYSTEM: Full pressure system and lubricating camshaft bearings, main and con. rod bearings, timing gears, crank pins, bores, rocker gear, tappets, etc.
CRANKCASE VENTILATION: By air intake through filter in valve cover.
FUEL SUPPLY: Stromberg down draught type Carburettor. Hand choke, 9½ imp. gal. tank. Oil Bath Air Cleaner and Silencer.
ELECTRICAL SYSTEM: 12-volt 7-plate battery. Headlamps incorporate parking lamps. Dome lamp. Combined dual tail and stop lamps. Licence plate light. Single wind-tone horn.
TRANSMISSION: Three speed with Synchromesh for second and high speeds.
WHEELBASE: 105". Overall length, 175-45/64 ins.; overall width, 66-29/32 ins.
CLUTCH: Single plate, dry disc, diaphragm type spring. Clutch hydraulically controlled.
COOLING: Cellular type radiator with pressure cap. Centrifugal water pump. 4-blade fan.
REAR AXLE: Taper roller adjustable pinion bearings. Taper roller adjustable side bearings.
GEAR RATIO: 3.888 to 1.
BRAKES: Four wheel hydraulic semi-huck type.
HANDBRAKE: Operates mechanically on rear service brakes through cable control.
WHEELS: Size 13 x 4.50J. Stainless steel caps.
TYRES: Tubeless low pressure balloon, 6.40-13 x 6 ply. Chain clearance provided.

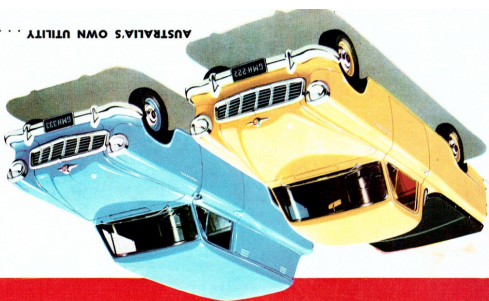
STEERING: Recirculating ball type. Gear ratio, 14 to 1.
TURNING CIRCLE: 36.5 feet.
FRONT WHEEL SUSPENSION: Independent Coil Spring-ing S.L.A. assembled to front end frame as complete unit.
REAR SUSPENSION: Heavy duty semi-elliptical springs — 48 ins. long, 2 ins. wide, 6 shot peened leaves.
SHOCK ABSORBERS: G.M.H. Delco direct-acting tubular telescopic front and rear.
BODY STRUCTURE: All-steel "Aerobilt" integral construction. Load area floor supported by series of strong box section members welded to evenly distribute the load. Alligator type engine hood with counterbalanced hinges.
EQUIPMENT: Dual windshield wipers. Front bumper with guards. Rear Bumperettes. Two sun visors. Ashtray. All safety glass windows and windshield. Rubber mat floor covering in front. No-draught ventilators with locks. Cowl ventilator. Seat fitted with "Z" type springs and is adjustable fore and aft and, by use of shims, can also be adjusted up or down. Scuff plates. Door locks include safety interlocking feature and anti-rattler. Concealed hinges. Externally operated door lock L.H. front door. Hold-open door checks on both doors.
KERB WEIGHT: Utility, 2,345 lbs. (approx.); Panel Van, 2,360 lbs. (approx.).
G.V.W.: Utility and Panel Van, 29 cwt. (max.).
CUBIC CAPACITY: Panel Van, 67 cu. feet.
The well-known General Motors-Holden's Ltd. warranty protects you against defective workmanship or materials for 90 days or 4,000 miles of operation. Through the G.M.H. dealer-owner Service Policy you are also entitled to two thorough inspections and adjustments of your Holden without charge. Holden spare parts and expert service available throughout Australia. Specifications and equipment subject to change without notice.

G.M.A.C.'s CONFIDENTIAL PLAN is available for your convenience.

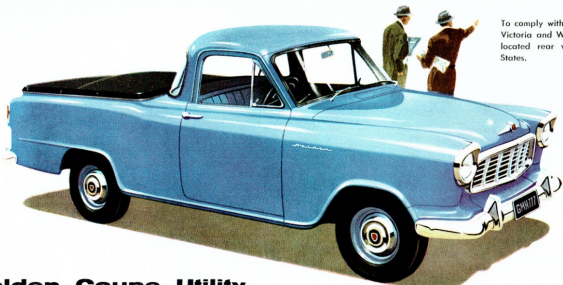
GENERAL MOTORS — HOLDEN'S LIMITED
BRISBANE SYDNEY MELBOURNE ADELAIDE PERTH

D.W.P 2/57 75M

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



The new HOLDEN



Holden Coupe Utility

A handsome helpmate combining sparkling good looks with a readiness for daily work, the Holden Utility offers two passengers and the driver the comfort and high styling of to-day's sedans.

To comply with State regulations operative in Victoria and Western Australia, an externally located rear view mirror is fitted in these States.



Holden Panel Van

Perfect combination of beauty and efficiency, the brilliant new Holden Panel Van has sweeping new lines and handsome styling that will add a distinctive touch to your business activities.

Holden Utility and Holden Panel Van
ABBREGED SPECIFICATIONS

ENGINE: The 4-cylinder O.V. engine, 2171 cc. displacement, 77.7 horse power at 3000 r.p.m. has been tested to meet the requirements of the S.A.E. and B.M.C. rating 21.5 h.p. Max. gross torque 14.5 lb-ft. at 1700 r.p.m. The engine is fitted with a 1.5:1 compression ratio and a 9.5:1 compression ratio.

TRANSMISSION: 3-speed manual transmission with synchromesh, floor shift, 1st gear 3.5:1, 2nd gear 2.0:1, 3rd gear 1.3:1. Over-drive gear available as optional extra.

CLUTCH: Single-plate clutch, 11.5 in. diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter.

STEERING: Rack and pinion steering, 11.5 in. diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter.

DRIVE SHAFT: Front-wheel drive, 11.5 in. diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter.

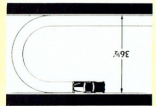
AXLES: Front axle, 11.5 in. diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter.

WHEELS: 15 in. wheels, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter.

TIRE: 15 in. tires, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter, 175-65-14 in. over-diameter.

SALES: The Holden Utility and Holden Panel Van are available in all States and Territories.

GENERAL MOTORS - HOLDEN LIMITED
 BRISBANE, SYDNEY, MELBOURNE, ADELAIDE, PERTH
 O.A.C.'s CONCESSIONARY PLANT



NEW TIGHTER TURNING CIRCLE

A new turning circle of only 36.1 feet means quicker, easier maneuvering in narrow streets and confined spaces.

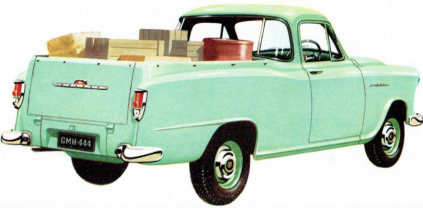
The new recirculating ball-bearing steering system provides maximum driving ease and minimum friction and wear. Pick ups and delivers in tight parking places are simpler with the ease and precision of this new steering.



NEW DRIVING EASE AT EVERY TURN

Ample capacity for hard work...

With a wheelbase 2 in. longer and an overall length 3.67 in. longer, the new Holden Utility offers you generous payload space for profitable carrying. A series of welded channel-section members, and a flooring of laminated plywood and masonite with steel skid strips ensure the hard working durability of the cargo space.

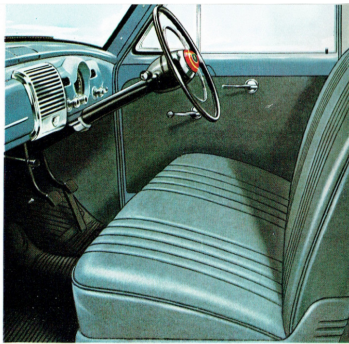


Fresh new styling...

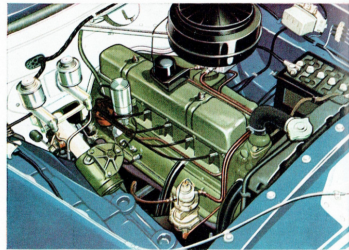
Both the Coupe Utility and the Panel Van combine every detail that is smart, modern and practical... from the distinctive radiator grille to the neat, efficient tail-light assembly. Note how the Panel Van rear entrance doors* are specially designed to allow easy loading and unloading in narrow spaces.



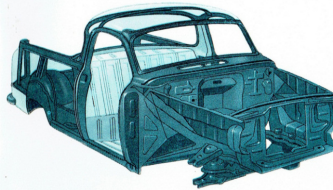
*A Safety-glass window is available as an optional extra for the rear upper door.



New wider seating... new interior beauty: There's nearly three inches more hip room in the new Holden Coupe cabin. Upholstery is in rich, tough P.V.C. plastic-coated fabric, with harmonising headlining of the same washable material. And there's new beauty in the well-grouped instrument panel and graceful steering wheel.

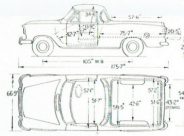


Money-saving performance... The famous Holden O.H.V. engine develops 70 gross b.h.p. with a compression ratio of 6.8 to 1, giving lively acceleration, with fine top gear and hill climbing performance and remarkable economy. A new 12 volt electrical system provides more efficient lighting, starting and ignition performance.

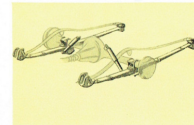
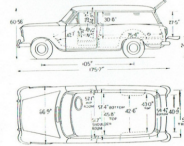


Aerobilt Construction

Holden has earned a great reputation for the strength and long life of its single unit body and frame construction, where the whole of the welded all-steel structure carries its share of the load stresses. New box section cross members in the front end structure now add further toughness and durability to this Aerobilt construction.

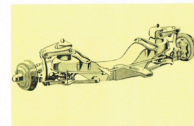


Profit-making capacity... These plans show just how much load area there is in the new Holden Utility and Holden Panel Van. Low loading heights make it easy to handle goods.



NEW REAR SPRING SYSTEM

Rear wheel shocks are now deeply cushioned by six spring leaves, giving even greater strength. Rear springs are attached off-centre for added stability.



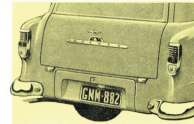
NEW FRONT SUSPENSION

New front suspension with new stabiliser bar and longer 105 in. wheelbase give a superlative ride. New sized wheels — 13 in. with 4.50J rims—are fitted with tubeless tyres for added driving safety.



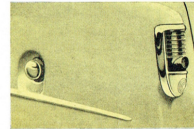
NEW HYDRAULIC CLUTCH CONTROL AND PENDANT PEDALS

The new hydraulic clutch control ensures smooth, cushioned operation. Pendant type brake and clutch pedals, pivoted above, leave the cab floor clear.



TWIN TAIL LAMPS

Holden's new styling extends right to the rear of the vehicle. The modern new tail lamp assemblies have provision for fitting reversing lamps and flashing directional signal indicators, available as accessories.



NEW RECESSED FILLER CAP

The petrol tank filler cap is in a moulded recess in the left rear fender—there is no projection to mar Holden's flowing lines.