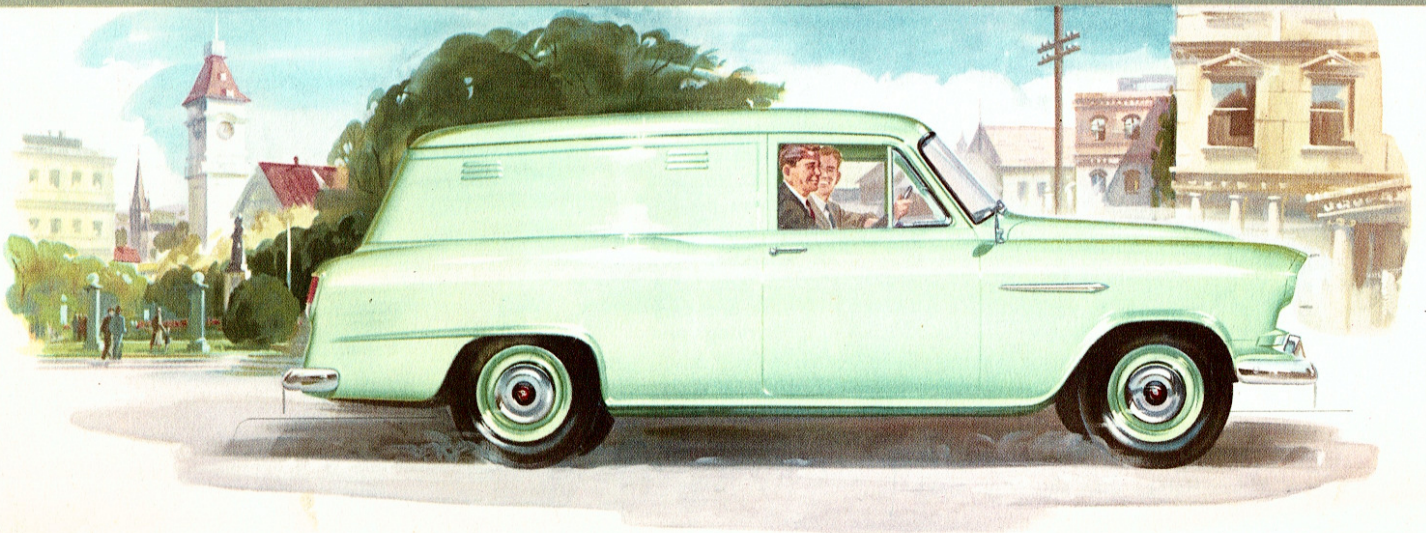


HOLDEN

*Australia's Own Utility
Australia's Own Panel Van*





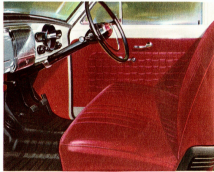
Here you see the fresh new styling that makes Holden more than ever the best looking utility on the road. Holden looks what it is . . . a handsome, roomy vehicle that has proved its ability to operate reliably and economically under the toughest Australian conditions.

HOLDEN COUPE UTILITY . . . rugged, handsome, thrifty

See the new beauty and impression of rugged strength you get from the completely new front end styling with inbuilt parking lamps . . . the way the ground-level line lines of Holden have been used to give ample load and passenger space. Open the door, slide behind the steering wheel with the new hand-cranked steering ring and you immediately become conscious of the magnificent all-round visibility of Holden Utility . . . vision to make your driving easier and safer. Inside, too, you will see the smart new hood surrounding the instrument cluster, the new pattern door trim and the build-up of available PVC. You will appreciate the 52" seat width, giving ample room for three people. The seat is trimmed with tough, PVC plastic-coated fabric.

And when you drive Holden you will discover the sparkling performance of the famous six cylinder Holden engine — now with higher 7 to 1 compression ratio. You will realise how sure and easy Holden ball-bearing steering makes your cornering, parking and highway driving.

Only Holden combines all the advantages you want in a utility . . . distinctive styling with spacious load compartment . . . wonderful performance with low operating costs . . . rugged strength with passenger car riding comfort. That's why, year after year, more utility buyers choose Holden than any other make.



Holden looks strikingly handsome in any company, yet gives you down to earth working ability as proved by years throughout Australia. The Aerabilt construction of Holden reduces weight in a way that means real economy of operation yet gives tremendous structural strength to carry full capacity payloads.

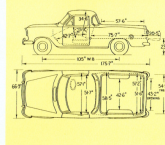
The wide rear window with wraparound corners and the curved, one piece windshield combine with extra wide door windows to give outstanding visibility in every direction . . . visibility increased by the shape of the Holden engine hood as it flows down to the massive new radiator grille. An externally located rear view mirror is fitted in Victoria and Western Australia to comply with State regulations.

Holden Utility's spacious load compartment is equipped with a tonneau cover of tough PVC coated fabric for complete weather protection of your payload. The tailboard is supported in the horizontal position by strong, non-rattle links which can be released quickly for lowering the tailboard to the full-drop position. Rubber buffers are fitted to protect the tailboard when it is fully lowered, and the wraparound kompartite on the rear fenders further protect the appearance of your investment.



ROOM FOR PROFIT

In addition to ample cub measurements for three, Holden Utility has all the room you need for profitable load carrying. These measurements give extra life to the way Holden can carry 7000 lb load of bulk. Holden rear clearance is 7.33 inches, which is ample for operation on the roughest roads, yet the loading height has been kept down to a low 23 1/2 inches that takes the strain out of loading and unloading.

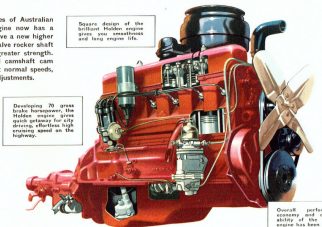


Exciting Holden styling runs right through to the rear — where modern tail lamp assemblies fitted into the fenders have provisions for optional extra reversing lamps and flashing light turn indicators.

The famous 6 cylinder 21 h.p. O.H.V. Holden engine

Already proved in millions of miles of Australian motoring, the famous Holden engine now has a modified combustion chamber to give a new higher compression ratio of 7 to 1. New valve rocker shaft supports have been designed for greater strength. A new camshaft is fitted; revised camshaft cam contour eliminates valve bounce at normal speeds, and reduces the need for tappet adjustments.

Superior design of the Holden engine gives more power, less vibration and longer engine life.



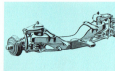
Overriding 20 cubic inch displacement and 21 h.p. output, the Holden engine is a true winner on all types of roads, giving more power and longer engine life.

Smooth performance, economy and superior riding ability of the Holden engine is the main reason for Holden's long success throughout Australia.



STEERS WITH BALL BEARING EASE

The new, non-rattling ball-bearing steering, gives you greater handling ease and assurance of control. The new steering and ball-bearing axle assembly is built over a heavy-duty frame in heavy traffic. The light, 8 1/2" tire, having direct fit Holden to get another factor helping meet your demands.



Holden front suspension with stabilizer bar and long 95 in. wheelbase gives you more road stability over every surface.



Patented pivots keep the four shock-well, hydraulically controlled coil springs centered, cushioned ride. No more uneven, cushioned ride.



Holden pistons before hand brake linkage give correct braking with minimum effort . . . greater mileage between adjustments.