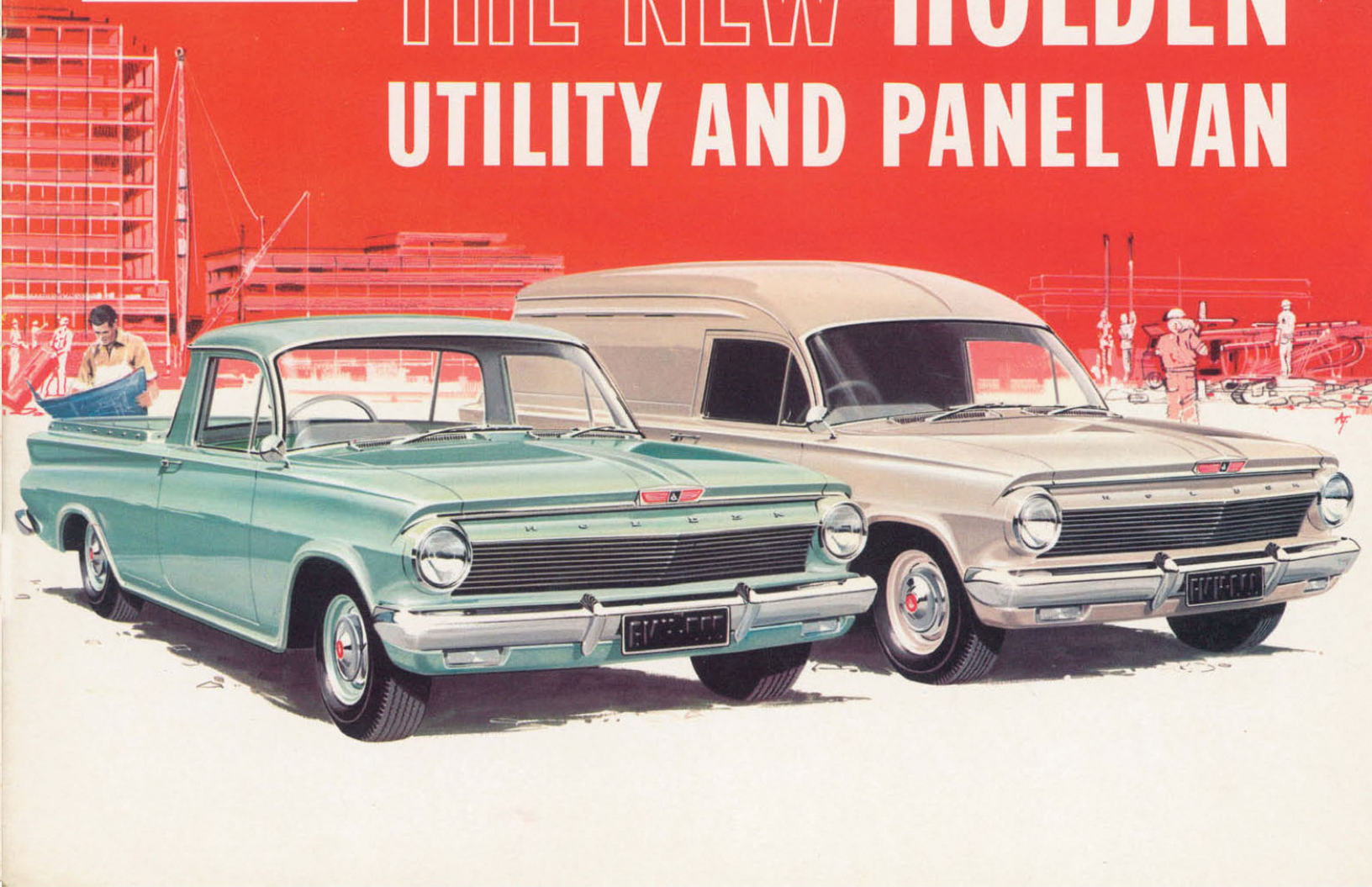
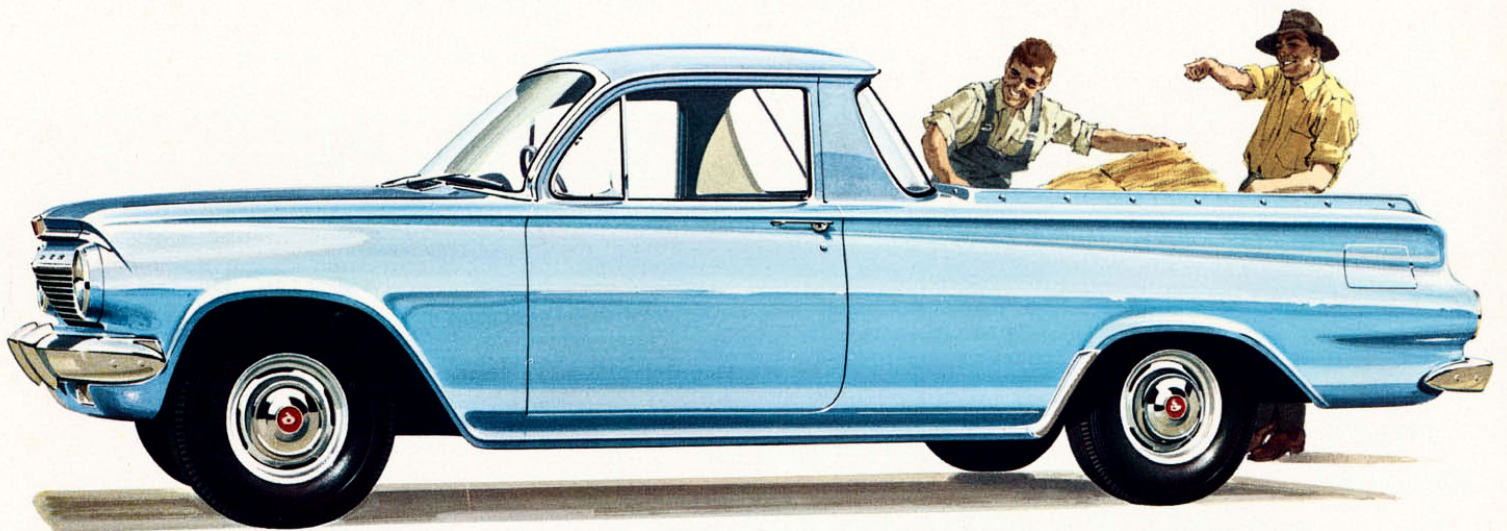


**RIGHT OUT AHEAD!**

# THE NEW HOLDEN UTILITY AND PANEL VAN



# HOLDEN HALF TON UTILITY

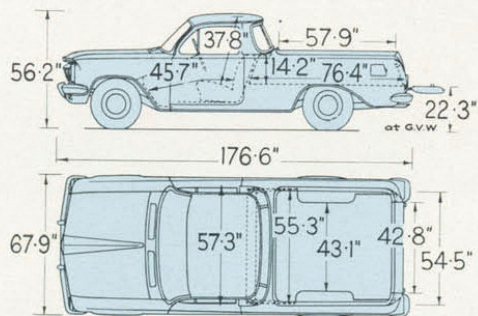
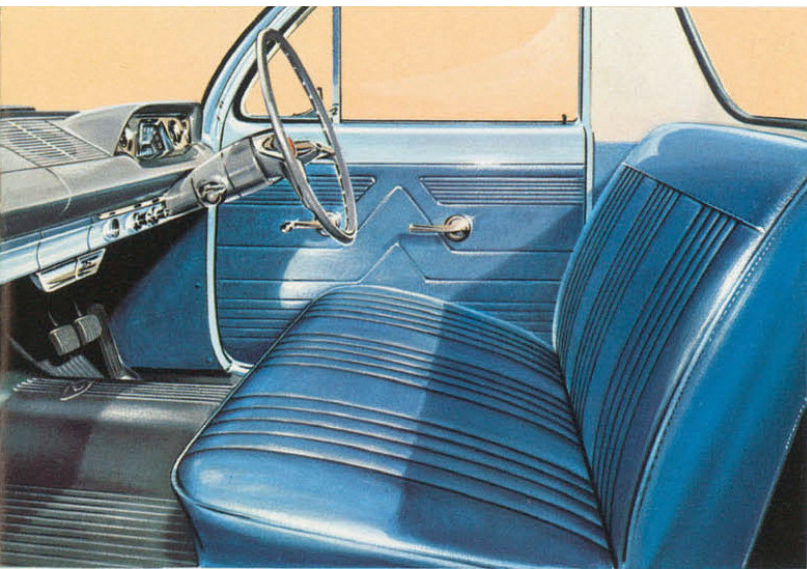


## RIGHT OUT AHEAD IN GOOD LOOKS ★ ★ IN NEW PRACTICAL FEATURES

The new Holden Utility! Latest model of the only utility specifically designed for Australia. No utility has ever been better to look at; or better to drive; more thoroughly practical; more dependable; or more durably built. And because these qualities are combined with low list price, outstanding operating economy and the promise of a bigger return on your investment at trade-in time, the new Holden Utility is right out ahead in the value it gives you for your money.

In appearance, the new Holden Utility is completely modern, completely functional. It is more than four inches lower, yet it has the same ample ground clearance and there's full head room in the cabin for three 6-footers. Thanks to Holden's new, low-slung profile and longer rear springs, its riding, road-holding and handling are better than anything you've experienced before in a commercial vehicle. And Holden brings you many other new features for more

efficient operation. Improved manufacturing methods make the famous Holden six cylinder engine even smoother, even more responsive. The brakes are completely new, easier-acting and more powerful. The new electric windshield wipers have a parallel action to eliminate the centre blind-spot. And now Hydra-Matic automatic transmission is available at moderate extra cost as a factory-fitted option.



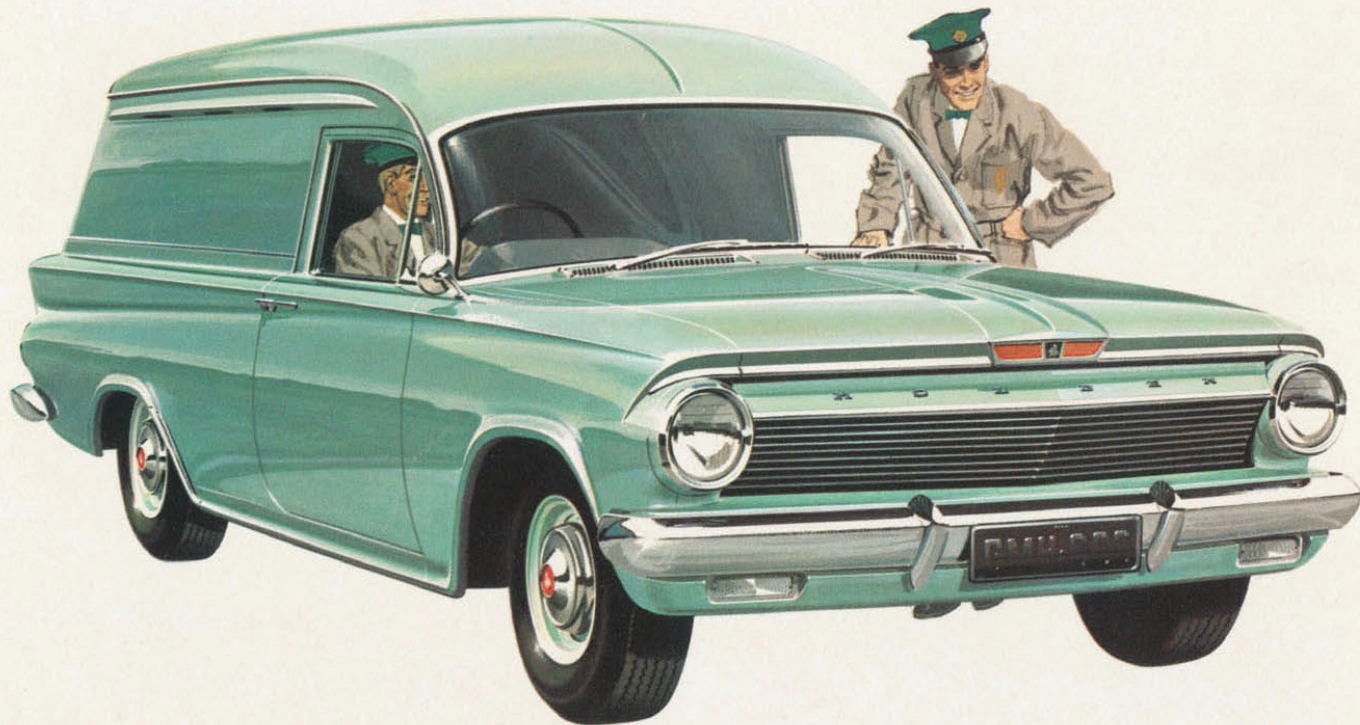
Holden has the space and capacity—10 cwt. for payload and driver—that you need for profitable loads. And it has the strength, too. With its double floor structure throughout the entire load area length, Holden Utility is without doubt the most rugged vehicle of its type. The load floor itself is completely replaceable and protected by steel skid strips. The load area walls are lined with replaceable steel panels. The tailgate is supported by Vinyl-covered, flexible steel cables that can be adjusted to allow the tailgate to hang vertically for easy loading in awkward positions. A heavy-duty tonneau cover is provided as standard equipment at no extra cost. Chrome-plated rear bumperettes wrap around for added protection to rear fenders.

## RIGHT OUT AHEAD IN COMFORT ★ ★ ★ THE LOAD SPACE YOU NEED!

Inside the spacious cabin, everything about Holden Utility is new. And everything is designed to give real comfort—with ample leg room, head and hip room—for three big people. The sloping windshield pillars and high, wide doors make getting in and out easier. The big area of safety glass and the three-piece rear window give almost complete all-round vision from the driver's seat. Hard-wearing PVC upholstery is luxuriously pleated. The handsome new instrument panel is padded with sponge rubber and the recessed-hub steering wheel has new-design horn pads on each spoke, replacing the conventional horn-ring.

Holden Utility gives you a plenum chamber for draught-free, fresh air ventilation. A fitted rubber floor mat with wide ribs for easier cleaning. Direction indicators. Inside-operated engine hood locking catch. And built-in anchor points for low-cost seat belt installation. Outside, there's gem-hard Magic-Mirror acrylic lacquer finish, a stainless steel windshield surround and a concealed fuel tank filler. Inside or out . . . from every angle . . . the new Holden Utility is right out ahead—giving you greater usefulness, more pride of ownership.

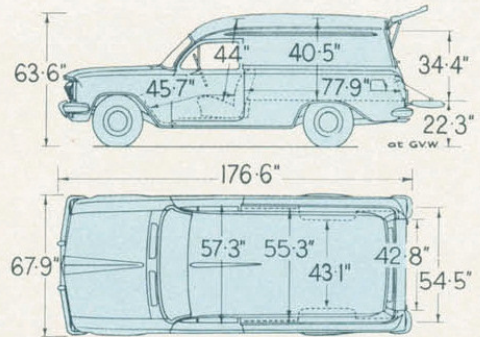




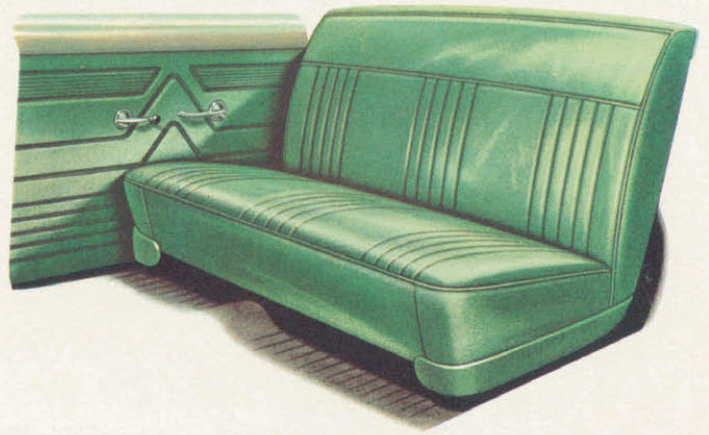
## **HOLDEN PANEL VAN HAS BRAND NEW STYLING** ★

Holden Panel Van is right out ahead with the best combination of the things you need for profitable operation. You get beautiful, modern styling, but with cargo space actually *increased*. You get exceptionally strong construction for very long life. You get all the sparkling performance of Holden's famous six cylinder engine. You get real sedan-type comfort and appointments for three passengers. You get a wonderful new feel at the wheel with better road-holding and cornering, plus

better, easier-acting brakes. Driving ease is yet further increased with world-famous Hydra-Matic automatic transmission, available as an option at moderate extra cost. And you get trouble-free, economical operation proved under Australian conditions. Holden Panel Van's low list price coupled with the highest resale value lowers your costs of ownership. Unquestionably, the new Holden Panel Van is right out ahead in the value it offers for your money.



Holden Panel Van gives you all the advantages of sedan travel, including pleated PVC upholstery harmonising with exterior finish in Magic-Mirror colours. Draught-free plenum chamber ventilation, direction indicators, fitted rubber floor mat, sponge-padded instrument panel, locking glove box, twin sun visors and built-in seat belt anchor points are all standard at no extra cost on Holden Panel Van.

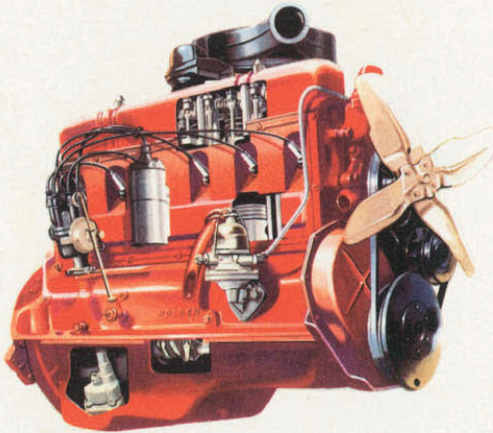


## ★ MORE SPACE INSIDE!!

In the new Holden Panel Van you get cargo space increased to 79 cubic feet. The upper tailgate, with its bigger, curved window of safety glass closes over the lower tailgate for more efficient sealing and more convenient access to the load area. The big load area side panels give excellent scope for the display of your trading name or advertising message. Air vents are located on each side of the load area, immediately below the drip gutter. Deep-section roof bows and a full length double floor construction are good examples of the way Holden—only panel van specifically designed for Australia—is quality built for extreme durability under the toughest conditions.

# BUILT TO LAST ☆☆ BUILT TO SAVE ☆☆ BUILT TO GIVE YOU MORE OF THE THINGS YOU WANT!

Beneath their gleaming good looks, everything about the new Holden Utility and Panel Van is built better to last longer . . . to save you money all the time they're working for you. And every feature of Holden is designed to give you maximum economy and driver comfort together with stronger construction than any other utility or panel van.



Holden's famous six cylinder engine has been proved by more than a million owners. It offers you the best combination in Australia of work-speeding performance with

economy, dependable lugging power with long, trouble-free life. With a 7.25 to 1 compression ratio, it's designed to give of its best on low-cost, standard-grade fuel. New manufacturing methods, together with a new ventilation and exhaust system have added further to efficiency, smoothness and responsiveness.

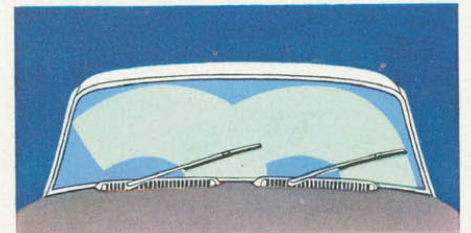
There's a new and more powerful generator to give greater electrical output at lower engine speeds. New, sealed-beam headlights are now fitted.

The deep-down beauty of Magic-Mirror acrylic lacquer finish protects your Holden as no other finish can. Magic-Mirror—which is exclusive to GMH—resists chipping, cracking and staining to a remarkable degree. It needs little or no polishing for years, yet it retains its showroom sparkle . . . makes your Holden worth more at trade-in time.



The brakes on the new Holden Utility and Panel Van are of a more efficient, self-

energising design. The brake drums themselves are heavier to dissipate heat more quickly and to reduce wear. There's a significant improvement in braking performance, particularly in wet weather . . . yet less braking effort is needed.



The new Holden Utility and Panel Van's windshield wipers are electrically driven for steady operation at all engine speeds. The blades have a parallel action eliminating the central blind spot and improving wet weather vision.

If you want the ease of automatic motoring, world-famous Hydra-Matic automatic transmission—the most *automatic* automatic of them all—is now available at moderate extra cost as a factory-fitted option on the new Holden Utility and Panel Van. Back-up lights are standard equipment on Utilities and Panel Vans fitted with Hydra-Matic.

# ☆☆ YOU'LL GET THAT NEW HOLDEN FEELING FAST!

You'll get that wonderful new Holden feeling the minute you take the wheel of the new Utility or Panel Van! With its new, lower centre of gravity and longer rear springs, Holden corners, handles, hugs the highway as never before—yet it's still got the 7.3 inch ground clearance you need for Australian conditions.

Holden's recirculating ball steering and tight, 36½ ft. turning circle make manoeuvring in confined spaces easier. On the new Holden Utility and Van, the steering box is lubricated at the factory for life. The smooth responsiveness of Holden's famous six cylinder engine meets every demand you make on it.

All in all, the new Holden Utility and Panel Van are easier and more enjoyable to handle . . . better riding . . . more responsive than ever before.



## PROVED RIGHT FOR AUSTRALIA

The new Holden is more practical, stronger and more dependable too, because it is the only utility or panel van specifically designed, built and proved for Australia. At the GMH Proving Ground, Lang Lang, Victoria, the new Holden Utility and Panel Van have been exhaustively tested under every sort of Australian conditions. Every improvement and modification to Holden has been proved right for Australia at the GMH Proving Ground before it's incorporated in the vehicle you buy. When you choose Holden—Australia's Own Utility and Panel Van—you can be sure that it is completely proved for the job you expect it to do.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## BETTER SERVICE



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Wherever you drive in Australia, you'll find one of more than 600 Authorised Holden Dealers ready to give you quick, efficient service—with factory-trained mechanics working with specialised equipment to service procedures laid down by GMH for every operation.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## LOW COST PARTS



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

You'll cut repair bills with genuine factory guaranteed Holden parts. They are lower in price and more readily available wherever you drive. Genuine Holden parts save you money, too, because they're made to rigid GMH specifications. This means they give longer, more efficient service.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## PROTECTIVE MAINTENANCE



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The GMH Protective Maintenance Plan saves you money by helping to keep your Holden in top condition. With its book of tear-out coupons, the Plan lays down a protective maintenance schedule for 30,000 miles. It increases resale value by showing at trade-in time that your utility or van has been regularly serviced.

# HOLDEN\* UTILITY AND PANEL VAN SPECIFICATIONS

### MECHANICAL:

**ENGINE:** Six cylinder. O.H.V. design. Bore 3 1/4 ins. Stroke 3 1/4". Capacity 138 Cu. ins. S.A.E. or R.A.C. rating 22.5 h.p. Max. gross brake H.P. 75 at 4,200 R.P.M. Max. gross torque 120 lb./ft. at 1,400 R.P.M. **COMPRESSION RATIO:** 7.25:1. **CRANKSHAFT:** Drop forged, heat treated, fully counterbalanced. Vibration damper. **PISTONS:** Aluminium alloy. **CAMSHAFT:** Four bearing. **OILING SYSTEM:** Full pressure system. **FUEL SUPPLY:** Bendix Stromberg double venturi downdraft type carburettor. **THROWAWAY A.C.** dry element filter type air cleaner and silencer. **COOLING:** Cellular type radiator with pressure cap. Thermostat control. Centrifugal water pump. **ELECTRICAL SYSTEM:** Distributor: automatic centrifugal and vacuum-type advance control. 12 volt, 9 plate battery, 42 amp-hrs. capacity @ 20-hour rating. 25 amps generator. **LIGHTS and HORNS:** Sealed beam headlamps. Dimmer switch. Parking lights. Combined tail and stop lights. Self cancelling flashing light turn signals incorporated into separate parking lamps at front and amber lights at rear. Back-up lights on automatic models. Rear licence plate light. Passenger compartment light. Instrument panel lighting. Horn blowing pad buttons located on steering wheel. **MANUAL TRANSMISSION:** Three speed with helical gears. Synchronesh for second and high. Ratios: 1st 2.99 to 1; 2nd 1.59 to 1; 3rd direct; reverse 2.99 to 1. Clutch—hydraulically actuated. **AUTOMATIC TRANSMISSION:** General Motors' Hydra-Matic.\* 3 forward speeds controlled by quadrant on steering column. Positions: R—reverse, L—low, S—special intermediate, D—drive, N—neutral, P—park. Vehicle can only be started in P or N positions. **REAR AXLE:** Banjo construction, semi-floating. Spiral hypoid final drive. Gear ratio—3.888 to 1. **BRAKES:** Four wheel hydraulic, duo servo type. **HAND-BRAKE:** Operates mechanically on rear wheels. **WHEELS:** Demountable disc wheels. Size 13 x 4.50 J. **TYRES:** Tubeless low pressure balloon. 6.40 x 13 x 6 ply. **STEERING:** Recirculating ball type. Overall ratio 16.3 to 1. 2.74 turns lock to lock. **TURNING CIRCLE:** 36 1/2 feet. **FRONT SUSPENSION:** Independent coil springing with short and long arms. Stabiliser bar. **REAR SUSPENSION:** 6-leaf heavy duty semi-elliptic springs. **SHOCK ABSORBERS:** Direct acting tubular telescopic shock absorbers front and rear.

### BODY:

**BODY STRUCTURE:** All-steel "Aerobuilt" body. **DIMENSIONS:** Wheelbase 105 ins. Length 176.6 ins. Width

67.9 ins. Height at kerb weight — Utility 58.2 ins.; Panel Van 65.9 ins. Track — front and rear — 54.5 ins. Ground clearance 7.3 ins. **INSTRUMENT PANEL:** Safety padded. Indirectly lighted. Hooded instruments. Speedometer. Petrol gauge. Water temperature, oil pressure and generator charging tell-tale lamps. High beam warning light. Direction indicator flashers. Combined ignition lock and starter switch. Choke control knob, air-intake control lever, light switch, windshield wiper switch. Glove box with locking lid. Ashtray. Internal engine hood lock.

### EQUIPMENT:

"Magic Mirror" finish. Two spoke dish type steering wheel. Dual electric windshield wipers — parallel in operation. Provision for seat belt installation. Fully adjustable front seats. No draught ventilators with locks. Dual sun visors. Door sill scuff plates. Chrome plated bumpers at front, chrome plated bumperettes at rear. Push button door handles. Seats fitted with "Z" type springs. Plenum chamber ventilation. Hold-open door checks. Front door lock operating key also operates ignition/starter switch, lock on glove box lid, tyre compartment, and upper tailgate — Panel Van. Rear vision mirror (external where required by State regulations). Rubber mat floor covering. Load compartment floor boards of laminated plywood with painted skid strips. Tonneau cover with Utility. Full width window in upper tailgate of Panel Van. Safety glass throughout.

### KERB WEIGHTS

Utility (manual transmission) 2477 lbs. Utility (automatic transmission) 2552 lbs. Panel Van (manual transmission) 2569 lbs. Panel Van (automatic transmission) 2644 lbs. Payload Utility and Panel Van — 10 cwt. — 1120 lbs.

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

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

Through the GMH Owner Service Policy, you are also entitled to two thorough inspections and adjustments of your Holden.

Specifications and equipment subject to change without notice.

\*REGD.

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

SEE US TODAY. LET US SHOW YOU WHY HOLDEN — AUSTRALIA'S OWN UTILITY  
... AUSTRALIA'S OWN PANEL VAN — IS YOUR BEST INVESTMENT.