

A LOOK
APART
- a leap ahead

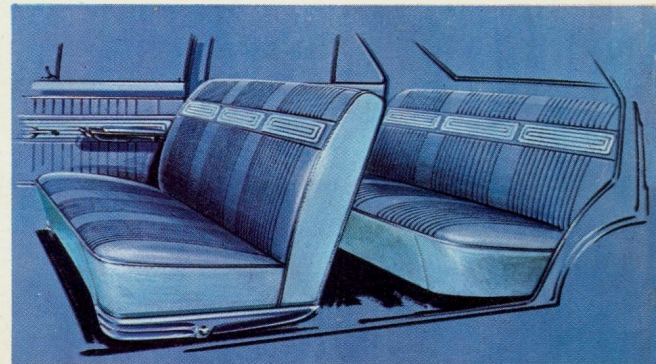
HOLDEN

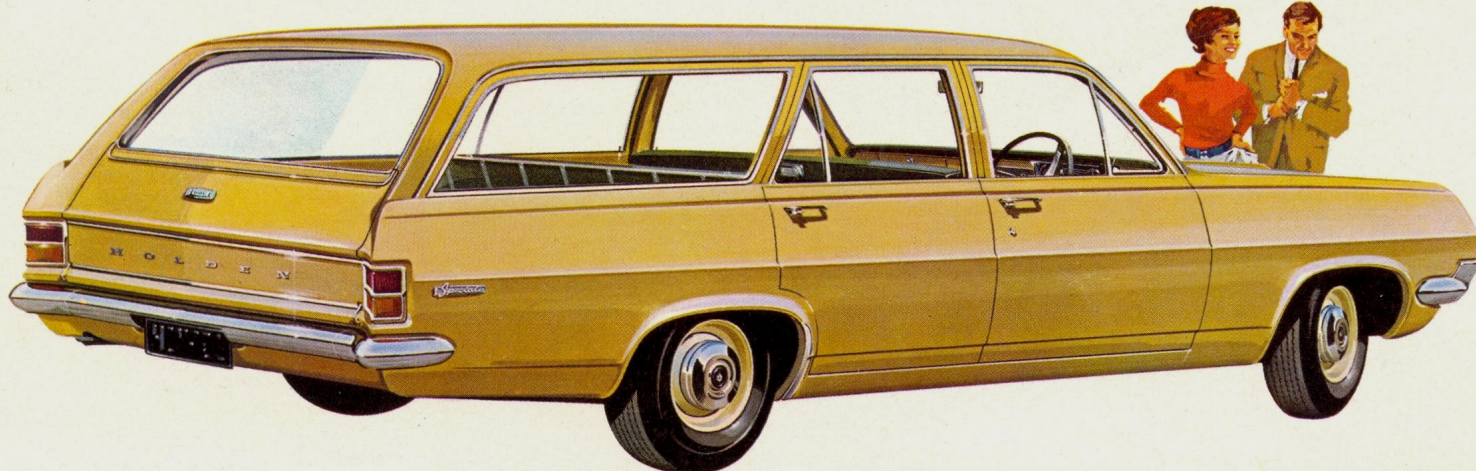




HOLDEN SPECIAL SEDAN

The all-new Holden Special Sedan is breathtakingly styled with a beautiful look apart, engineered to put it a *leap* ahead! New Space Curve styling with curved sides and windows . . . concave rear window . . . every daring line tells you it looks like the leader should. Inside, Holden is now the *roomiest* car of any near its price — almost 5 feet wide! And a new, flatter floor gives you more legroom than ever. The result is extra stretch-out comfort and a completely new feeling of spaciousness. Behind the wheel you'll revel in a different, big-car feel, and in the power of Holden engines — your choice from three, including the fiery new 140-hp 'X2'. And that's not all . . . new, roomier boot, 30% bigger, self-adjusting brakes, battery-saving Alternator . . . these are only a few of the great things waiting for you in the new Holden. It's the best value ever!



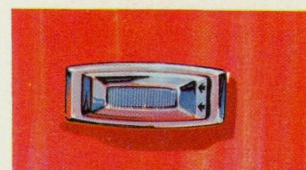
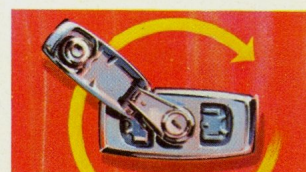
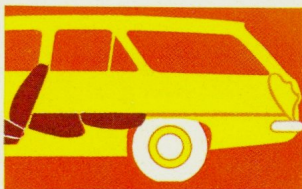


HOLDEN SPECIAL STATION SEDAN

From its new curved sides and windows and slim roofline, down to its new wind-down rear window and neat folding handle, the new Holden Special Station Sedan is a beautiful look apart. And inside that sleek new shape is more comfort, more room and sleeping space than any car near its price—five inches extra shoulder room, thanks to those curved sides and doors, and a four inches longer load space! This one's as lively as it looks, too, with a choice of three engines all the way up to 140-hp in the sizzling new 'X2', matched to your pick of manual gearshift or silky new Powerglide* automatic transmission. Among new features you'll appreciate is Holden's improved Red Carpet Ride that comes from a longer, 106-in. wheelbase. See Holden for yourself—you'll agree it has all it takes to put it *more* than a leap ahead!



With six passengers seated Holden now has a load space 47½ in. long—4 in. extra! With rear seat folded flat there's 7 ft. 2½ in. sleeping space with tailgate closed—the longest at anywhere near the price.

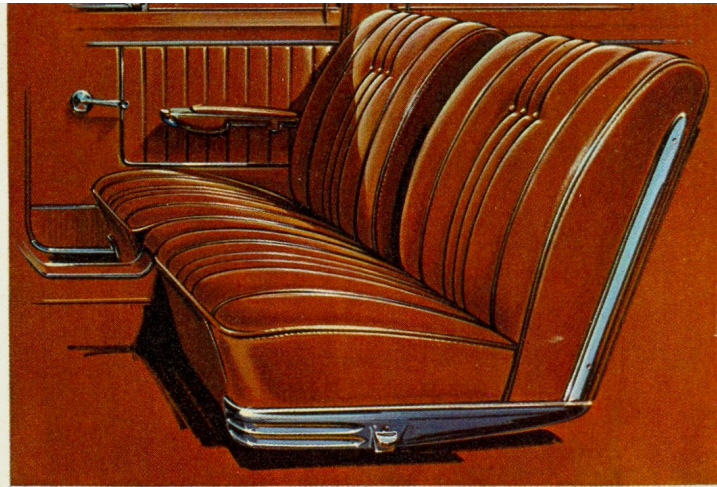


This neat hide-away handle winds the new curved rear window into a counter-balanced tailgate. From any position the handle folds into a chrome escutcheon plate.

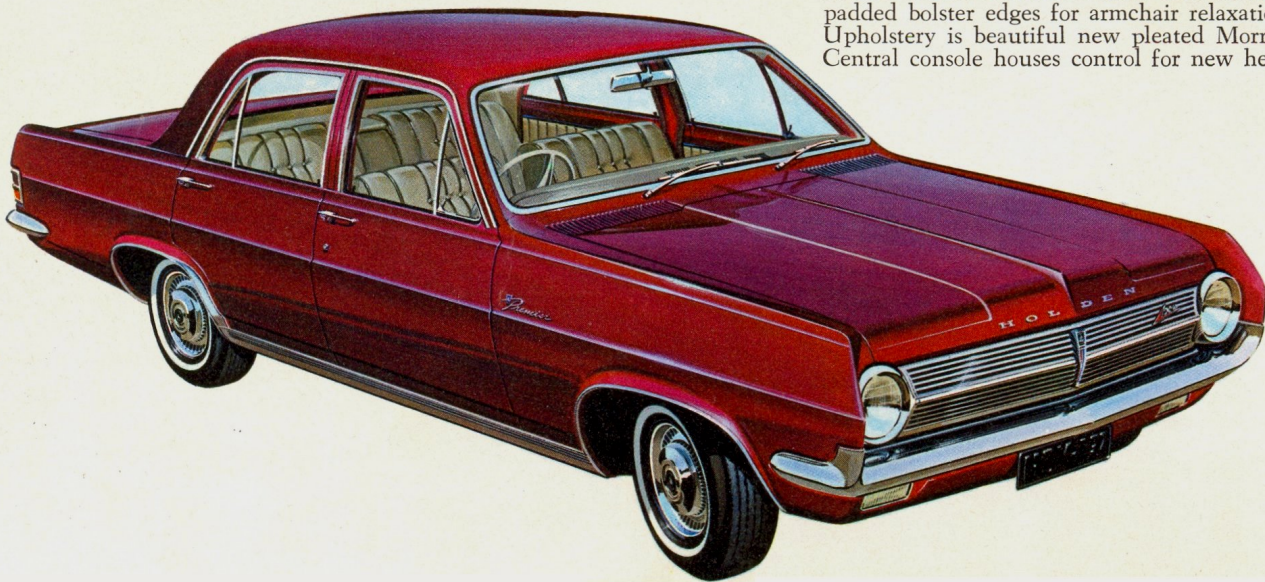
* REGD.

HOLDEN PREMIER SEDAN

Long, lively, more luxurious than ever, with Space Curve styling — that's the new Holden Premier Sedan! Magic-Mirror metallic finish, tasteful new Premier badges, new stainless steel mouldings . . . every distinctive detail says you're driving the leader! Sit inside, feel the extra width and air of spaciousness that those elegant new curved sides and windows give it. Bury yourself in the soft new pleated seats, take in the appointments such as the new driver's personal glovebox between the front seats, improved heater-demister, door-to-door wool carpet, and you'll see that craftsmen have lavished great care on this car. Add to these the comfort and pleasure of Premier's improved Red Carpet Ride, the exhilaration of its big 115-hp '179' engine, or the optional new 140-hp 'X2', and you'll realise that Premier luxury is also gilt-edged value!



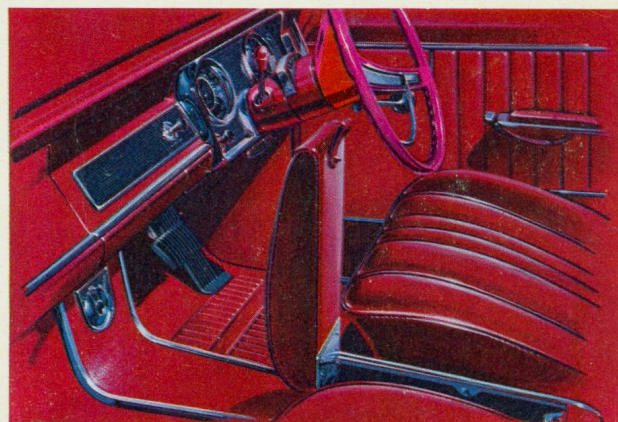
Premier's new individual front seats feature softly padded bolster edges for armchair relaxation. Upholstery is beautiful new pleated Morrokide. Central console houses control for new heater-demister.





HOLDEN PREMIER STATION SEDAN

Functional, fabulously good-looking, the all-new Premier Station Sedan is one up wherever it goes—with its bold new front and shrouded headlights, rakish profile and swept-back rear end. Exclusive Premier ornaments and mouldings give it proud distinction. Open a door, and you discover more luxury and room than in any model near its price . . . including individual front seats with body-hugging bolster edges, and wool carpet. Out back, there's a new wind-down rear window with a neat hide-away handle. A new extra-cost option on Station Sedans is a power-operated window with controls front and rear. Behind the wheel you get super performance with Premier's lively 115-hp '179' engine, or the new 140-hp 'X2'. If luxury with station sedan versatility is for you, you can't go past Premier!

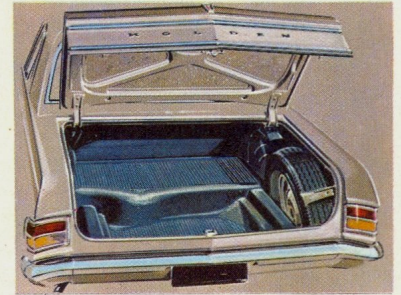
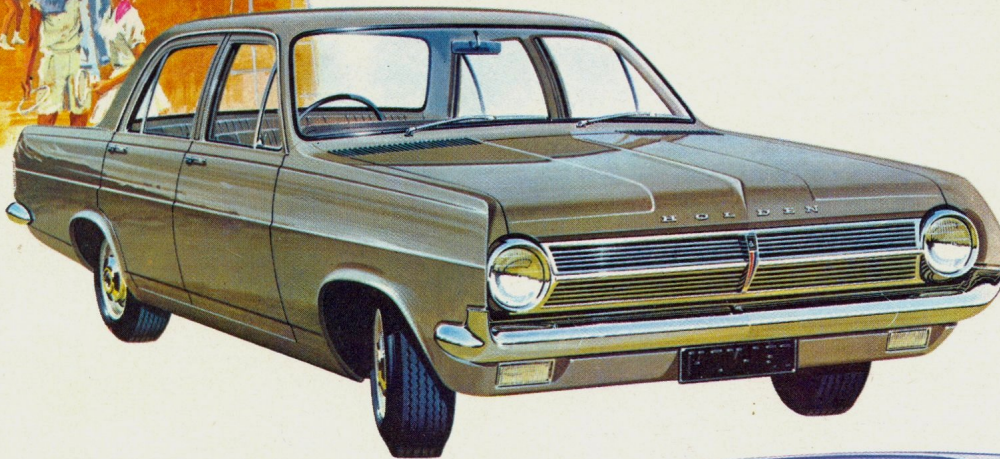


In the central console between Premier's sumptuous individual seats is a new driver's personal glove-box with hinged, padded lid. Instrument panel is also safety-padded and colour-keyed to interior.

HOLDEN STANDARD SEDAN

The low-price Standard Sedan gives you all the prestige that goes with Holden's great new good looks and brilliant six-cylinder performance. And it's built to save on running costs as never before. It needs less service. Lubrication is now necessary only every 2,000 miles.

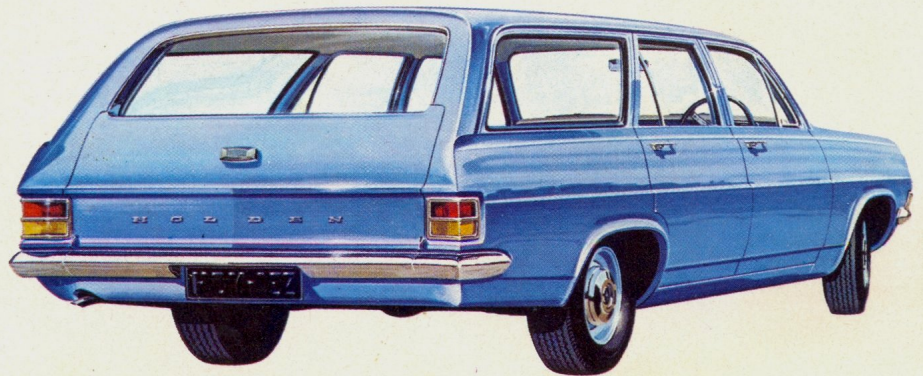
You go 6,000 miles between oil changes. New self-adjusting brakes cut maintenance. All three Holden engines have hydraulic valve-lifters which eliminate tappet adjustments. The Standard has everything going for you — economically!



Upright spare wheel and a new deep floor well increase Holden's boot space to a huge 26.4 cub. ft.

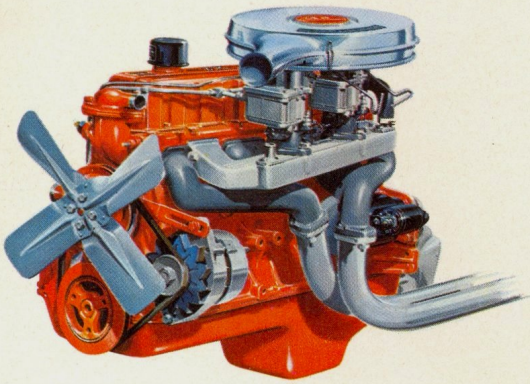
HOLDEN STANDARD STATION SEDAN

Holden's new look-apart styling and leap-ahead performance come with the savings you like in this roomy new Station Sedan. But when you look at that bold new shape, sparkling finish, and experience its interior comfort, you'd hardly guess it's the lowest-priced Holden of its kind. These features, plus Holden's bigger load space and practical wind-down rear window, make it better value than any budget car on the road!



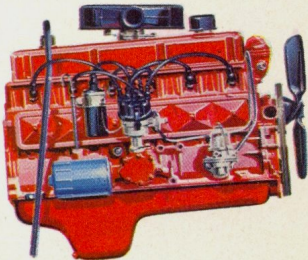
PICK YOUR POWER FROM 3 GREAT ENGINES — UP TO 140-HP!

NEW 'X2' 140 HORSEPOWER



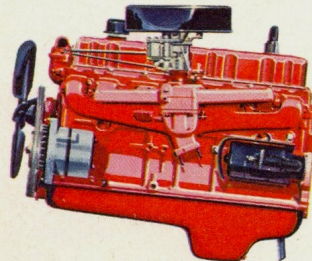
The fiery new 140-hp 'X2' engine, optional on all models at moderate extra cost, gives your Holden slingshot acceleration, climbs hills like a hare, turns highway cruising into a holiday. Based on the advanced '179' and '149' Holden engines proved in millions of miles of owner-driving, the 'X2' has all their great qualities . . . the exceptional smoothness of a seven-bearing crankshaft, the quietness of hydraulic valve-lifters and impressive all-round economy, including oil changes at 6,000-mile intervals. Included in the 'X2' option is a special instrument cluster with ammeter, oil pressure and water temperature gauges. A new battery-saving Alternator is standard on the 'X2', and on other Holden engines.

115-HP
'179'



The big 115-hp '179' engine is standard on Premier models and optional on all others. It offers an extra margin of high performance for quick getaways and high speed cruising, with remarkable smoothness.

100-HP
'149'



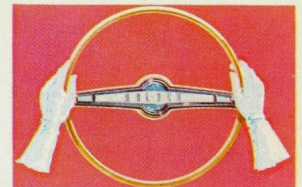
The 100-hp '149' is standard on all models except Premiers, gives you lively six-cylinder power with remarkable fuel economy. A seven-bearing crankshaft and hydraulic valve-lifters ensure quiet, silky-smooth running.



POWERGLIDE* AUTOMATIC TRANSMISSION

New Powerglide automatic transmission is an extra-cost option for all Holdens, with '149', '179' or 'X2' engines. This exceptionally smooth unit has been developed for Holden from the famous Powerglide transmission fitted to more vehicles throughout the world than any other transmission. It is simple, extremely reliable and requires practically no maintenance. On the road Powerglide transfers power to rear wheels so smoothly and effortlessly that you are virtually unaware of gear-changing. A special 'Low' ratio provides swift acceleration for passing, and extra engine braking on steep hills. An inbuilt parking lock is incorporated. Light weight, plus the simplicity of Powerglide's operation, assures you of excellent fuel economy.

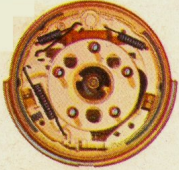
*REG'D.



POWER STEERING

Power steering designed specifically for the new Holden is available as a factory-fitted option. It cuts steering effort by up to 70%, makes tight turns and parking especially easy.

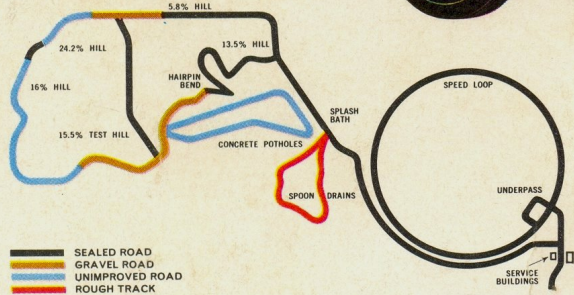
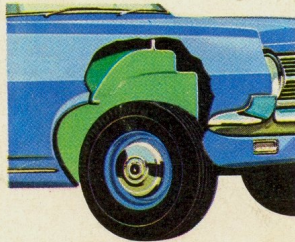
30% BIGGER BRAKES



Holden's brake lining area is now 30% bigger with exceptional resistance to fading. Brakes are always at full efficiency because they're now self-adjusting. A mechanism in each wheel takes up wear when you apply the brakes while the car is in reverse—a great service-saver!

NEW FENDER INNER PANELS

New Holdens feature new-design front fender inner panels with smooth contours to prevent build-up of mud and resulting corrosion. Panel surfaces are more accessible for easy cleaning.



NEW HOLDEN IS PROVED FOR AUSTRALIA

From the smallest to the largest component, Holden is proved right for Australian conditions at the most complete proving ground in Australia: GMH's 2,167-acre Lang Lang site in Victoria. To test each improvement and modification, Holden undergoes every conceivable punishment over rough tracks and high-speed surfaces, through dust, mud and water. The result is a car that's *right* for you, wherever you drive it. This is why you can depend on Holden. It's also one reason why Holden continues to bring the best resale value at trade-in time.

ABRIDGED HOLDEN SPECIFICATIONS

MECHANICAL

149 Engine: Six cylinders. Bore, 3.25 ins. Stroke, 3.00 ins. Capacity, 149 cu. ins. Max. brake horsepower, 100 at 4400 RPM. Max. torque, 145 lbs./ft. at 2000. Compression ratio 8.8:1. Also available with compression ratio 7.7:1. 95 horsepower at 4400 RPM. Max. torque, 135 lbs./ft. at 2000 RPM. SAE or RAC rating, 25.3 h.p.

179 Engine: Six cylinders. Bore, 3.563 ins. Stroke, 3.00 ins. Capacity, 179 cu. ins. Max. brake horsepower, 115 at 4000 RPM. Max. torque, 175 lbs./ft. at 1600 RPM. Compression ratio, 8.8:1. SAE or RAC rating, 30.5 h.p.

X2 Engine: Six cylinders. Bore, 3.563 ins. Stroke, 3.00 ins. Capacity, 179 cu. ins. Max. brake horsepower, 140 at 4600 RPM. Max. torque, 178 lbs./ft. at 2200 RPM. Compression ratio, 8.8:1. SAE or RAC rating, 30.5 h.p.

Electrical System: 12-volt battery with 44 amp.-hour capacity at 20-hour rating. 35 amps. alternator (generator). Integral centrifugal and vacuum automatic advance control.

Manual Transmission: Three forward speeds and reverse. Synchronesh on second and top. Gears carburised and shotpeened.

Automatic Transmission: Powerglide. Hydraulic torque converter with planetary gear system.

Brakes: Four wheel hydraulic, duo servo, reverse self-adjusting. Total effective lining area of 123.86 sq. ins.

Suspension: Front: Independent, with front wheel coil springing with short and long arms. Stabiliser bar. Rear: Semi-elliptic rear springs. Direct-acting shock absorbers front and rear.

Steering: Recirculating ball. Ratio, 16.8:1. 36½ ft. turning circle.

Wheels and Tyres: Demountable disc wheels, 13 x 4.50J. Tubeless 6.40 x 13 x 4-ply tyres. Safety rims.

BODY

Body Structure: All steel Aerobilt construction.

Dimensions: Wheelbase, 106.0 ins. Track—front, 53.9 ins.; rear, 54.5 ins. Overall length—sedans, 179.9 ins.; station sedans, 179.8 ins. Overall height at kerb weight—sedans, 59.1 ins.; station sedans, 59.3 ins. Overall width, 70.0 ins. Ground clearance, 7.3 ins.

Optional Equipment:

Powerglide transmission. Whitewall tyres. Tinted windshields. Power operated rear window (Station Sedans). Two tone paint finish with additional mouldings (Special and Premier models). 179 and X2 engines. Power steering. Vinyl top (Premier Sedans).

Estimated Kerb Weights:

Standard Sedan	2595 lbs.
Special Sedan	2603 lbs.
Premier Sedan	2681 lbs.
Standard Station Sedan	2745 lbs.
Special Station Sedan	2764 lbs.
Premier Station Sedan	2833 lbs.

Add 63 lbs. for Powerglide Transmission.

Specifications and equipment subject to change without notice.

GMH GUARDIAN MAINTENANCE PROTECTION PLAN GIVES SAVINGS . . . CONVENIENCE

You will receive with your new Holden a GMH Guardian Maintenance Protection Plan Booklet, with tear-out coupons up to 50,000 miles, setting out a maintenance routine and establishing fixed labour times. The Plan saves you money by keeping your Holden in top condition. It shows, at trade-in, that your car has been regularly serviced. As well, the GMH Factory Warranty protects you against defective workmanship or materials for 12 months or 12,000 miles. Expert Holden Service and a supply of low-cost factory guaranteed parts are available from over 600 Authorised Holden Dealers. General Motors Acceptance Corporation finance arrangements are available for your convenience.

GENERAL MOTORS-HOLDEN'S PTY. LTD.

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