

HOLDEN
Best taxi buy! First taxi choice!



**Big changes wherever you look...
but the same name you can depend on.**

The new Holden is a completely different car from road to roof. It is bigger all round, stronger all through. There are dramatic improvements in ride and handling. More comfort for driver and passengers. Big advances in safety. And a longer list of special taxi items and custom features than even Holden has ever offered you before.

In the 20 years since Holden first appeared on Australian roads, there's never been a model with so many important changes. And every one of these changes makes real sense in terms of rugged taxi service — and bigger taxi profits.

There are three new models. Belmont, Kingswood and the luxury Holden Premier. Whichever you drive, its clean new beauty and longer, lower styling will attract attention — and passenger preference — at every stop. But good looks alone don't make a taxi, so let's start from the ground up. The wheels are bigger, track more than 2 ins. wider, wheelbase 5 ins. longer, centre of gravity lower. Suspension is huskier, weight distribution more to the rear. Net result of all these changes is an improvement in ride and handling that's nothing short of miraculous. Brakes are bigger, the petrol tank goes up in size from 11 to 16½ gallons. And there's so many features in the famous Holden taxi package, we've had to give

this subject page 4 of this booklet all to itself.

Now let's talk economy. Well-known features like 'Magic-Mirror' acrylic lacquer, inner fender skirts, battery-saving alternator — to name but a few — are there to keep your Holden in the pink and you out of the red. And now, brake linings are bonded to last longer; and bigger wheels will add extra miles to the life of your tyres. A dramatic move against corrosion is the new 'Rustgard' process which beats body rust before it starts, with new zinc-rich primer coating of key panel areas . . . a one-piece aluminium grille that can't corrode or rattle . . . an exclusive new 'Dur-Ni' electroplating process that virtually triples corrosion resistance on chromework . . . and a heat-insulated muffler resonator with aluminized steel components.

Whether you're operating one car or the largest taxi fleet in the land, you've never had so many good reasons to standardize on Holden . . . Australia's Own Car.

**Holden saves you money three ways.
When you buy. When you drive.
And when you trade.**

Low first cost. Holden's price has always been way down with the lowest. But long after you've forgotten how much you saved to start with, Holden continues to make an economy run out of every trip you make.

Proven dependability, unbeatable service. You can take Holden's toughness for granted — for the simple reason that GMH engineers don't. Long before any Holden model reaches the production lines, prototypes are tested and tortured for hundreds of thousands of miles at the GMH Proving Ground. So, when you buy a Holden, you know for sure that it's right. And wherever you drive there's a Holden Dealer near at hand to keep it that way. Holden's needs in the way of spares and repairs have been proved less than other cars. And they cost you less when they are needed.

Top Resale Value. The longer you've been driving Holdens, the more you'll know how true it is. Holden hands back more of its purchase price at trade-in time than any other car. And here's a safe bet: the extra value built into this latest model is going to increase Holden's lead still further.

Engines proved reliable by millions of taxi miles. Nowhere is Holden's engineering superiority more evident than in these famous 6-cylinder engines — already proved reliable by millions of miles of profitable taxi operation. Special features include a seven-bearing crankshaft for smoothness and long life . . . a water-heated induction manifold . . . and hydraulic valve lifters to eliminate tappet adjustment.

How much power is up to you. The choice begins with Holden's famous '161' engine — a lively performer notwithstanding its economy. In its standard form this engine delivers 114 hp — or you can specify a low-compression version with 108 hp. Next comes the 126 hp '186'. The fiery 145 hp '186S'. And finally, a new 5 litre V8 with all of 210 hp at your service.

Choice of Transmissions. Apart from Holden's standard 3-speed column gearshift you can now order a heavy duty 3-speed transmission with synchromesh on all forward gears. Also available is an all-synchromesh four-on-the-floor. And, of course, there's 'Powerglide', the world's most proven automatic transmission.



**A Taxi Package nobody else can match.
It includes everything but the meter...
and fitting that couldn't be simpler.**

Holden's special low-cost Taxi Package, designed to meet your most rugged needs, can be ordered with Belmont or Kingswood sedans fitted with '161' or '186' engines. Every item has been engineered especially for Holden taxis, and is installed at the GMH factory before it reaches your Dealer. The package is offered at special savings, and will more than pay for itself in extra durability and improved economy. There's no need to specify a long list of individual items. Simply tell your Holden Dealer that you want the Taxi Package. Here's what it includes:

Economy Carburettor, designed expressly for taxi service, delivers greater economy under idling and stop-go conditions.

Heavy-duty Air Cleaner, two stage, with special outer polyurethane element for easy servicing.

Heavy-duty Radiator for extra cooling, ideal for heavy traffic conditions.

Heavy-duty springs, front and rear, increase durability and allow greater load-carrying capacity.

Heavy-duty Clutch employs thicker linings, built to meet the stop-go demands of taxi service.

Magnetic Gearbox Chip Collector (on manual models) to minimise wear in the gearbox.

Heavy-duty Battery, 61 amp./hr., provides a bigger power reservoir for operating a roof sign, radio and other special taxi equipment.

Heavy-duty Rubber Floor Mats, front and rear, will stand extra wear and are easy to clean.

Heavy-duty Seat Cushions and Backs, front and rear, are reinforced for greater durability.

Pull-to Door Handles, chrome-finished, on all four doors.

Wiring Lead fitted in roof all ready for your taxi sign.

Courtesy Light Switches are fitted to all four doors.

Boot Light goes on automatically when you lift the lid.

Provision for Meter Installation. Provision is made for meter installation in the dash panel, with eventual replacement of the panel section when the meter is removed.

**Choose from these custom features
to tailor your cab the way you want it.**

Here are some of the dozens of optional custom features you can add to make your new Holden even more to your liking.

COMFORT ■ SAFETY ■ APPEARANCE

Heater/Demister with booster fan to keep you cosy and make your cab more inviting to passengers. The unit is now fitted in the engine compartment to give you more inside room, less inside noise.

Radios — a type for every taste, 6 or 11 transistors, push-button or manual control. A rear seat speaker is also available.

Tinted Windshield to reduce glare. Laminated windshield also available.

Wheel Trim Rings (standard on Premier).

Luxury Upholstery in a new, cool nylon cloth available with Kingswood or Premier.

Protective Screen behind driver.

Hand-rail behind front seat for passengers' convenience.

Weathershield on driver's door.

Special Colours in exclusive GMH 'Magic-Mirror' acrylic finish cost no extra if they conform to the standard 'cut off' pattern.

PERFORMANCE ■ MECHANICAL

Engines. '186' and '186S' optional on Kingswood and Belmont models. '186S' optional on Premier. 5 litre V8 also available (with automatic transmission) on all models.

'Powerglide' Automatic Transmission reduces fatigue in day-long driving and cuts wear and tear on the driveline.

Limited Slip Differential directs power to the wheel with grip, not the one that's spinning, so you get better traction in the rough, more control on corners. (Mandatory with the new V8.)

Performance Rear Axle, ratio 3.90:1 available, with 6 cylinder engines and standard 3 speed transmission.

Front Wheel Disc Brakes with power assist and new low pedal, for even greater stopping ease, no brake fade.

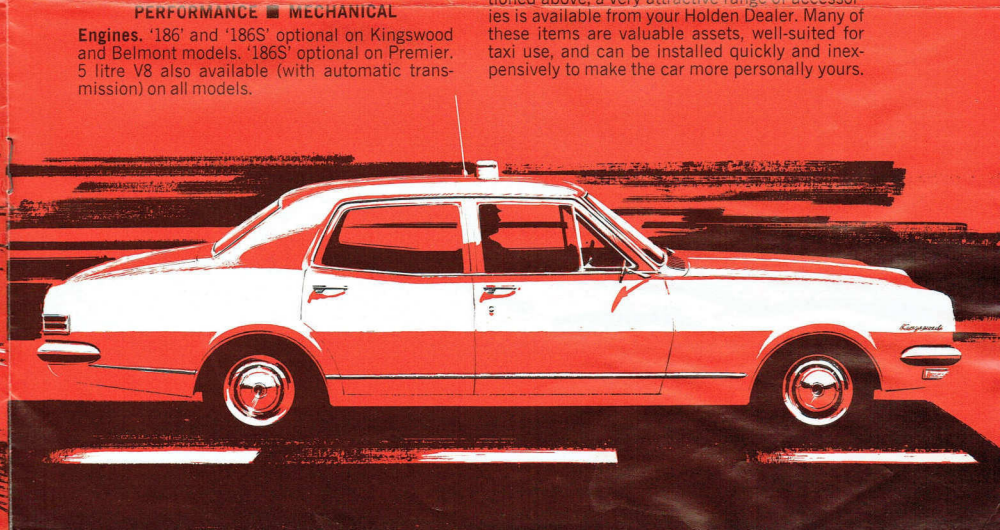
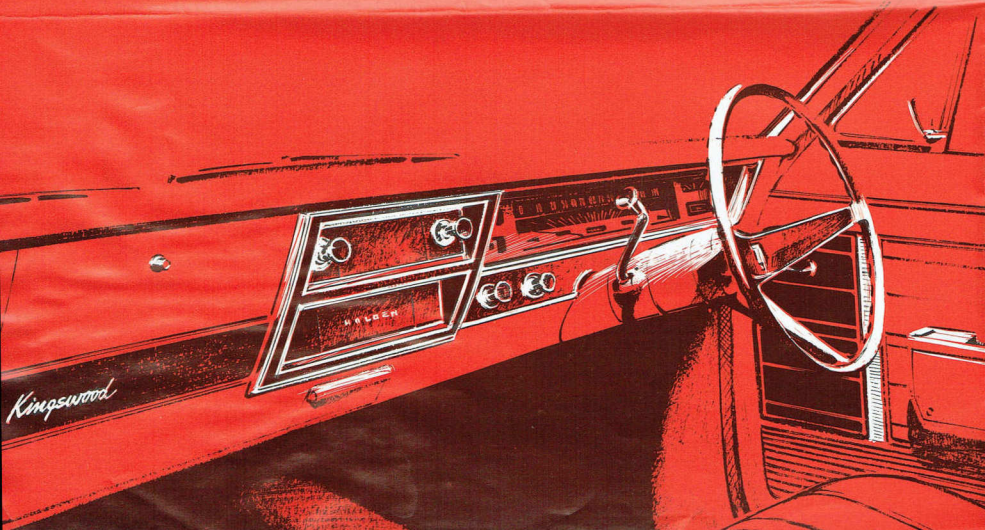
Power Brakes with new low pedal for extra stopping power with less effort.

Fast-ratio Steering, 16.7:1 for more direct control.

Power-Steering (fast ratio mandatory).

Tyres. Because varying conditions call for different types of tyres, we suggest you discuss this subject with your Holden Dealer. Various types of tyres can be fitted, including whitewalls or red-walls, 6 ply tyres, nylons or radials, depending on your needs.

Note: In addition to the factory-fitted items mentioned above, a very attractive range of accessories is available from your Holden Dealer. Many of these items are valuable assets, well-suited for taxi use, and can be installed quickly and inexpensively to make the car more personally yours.



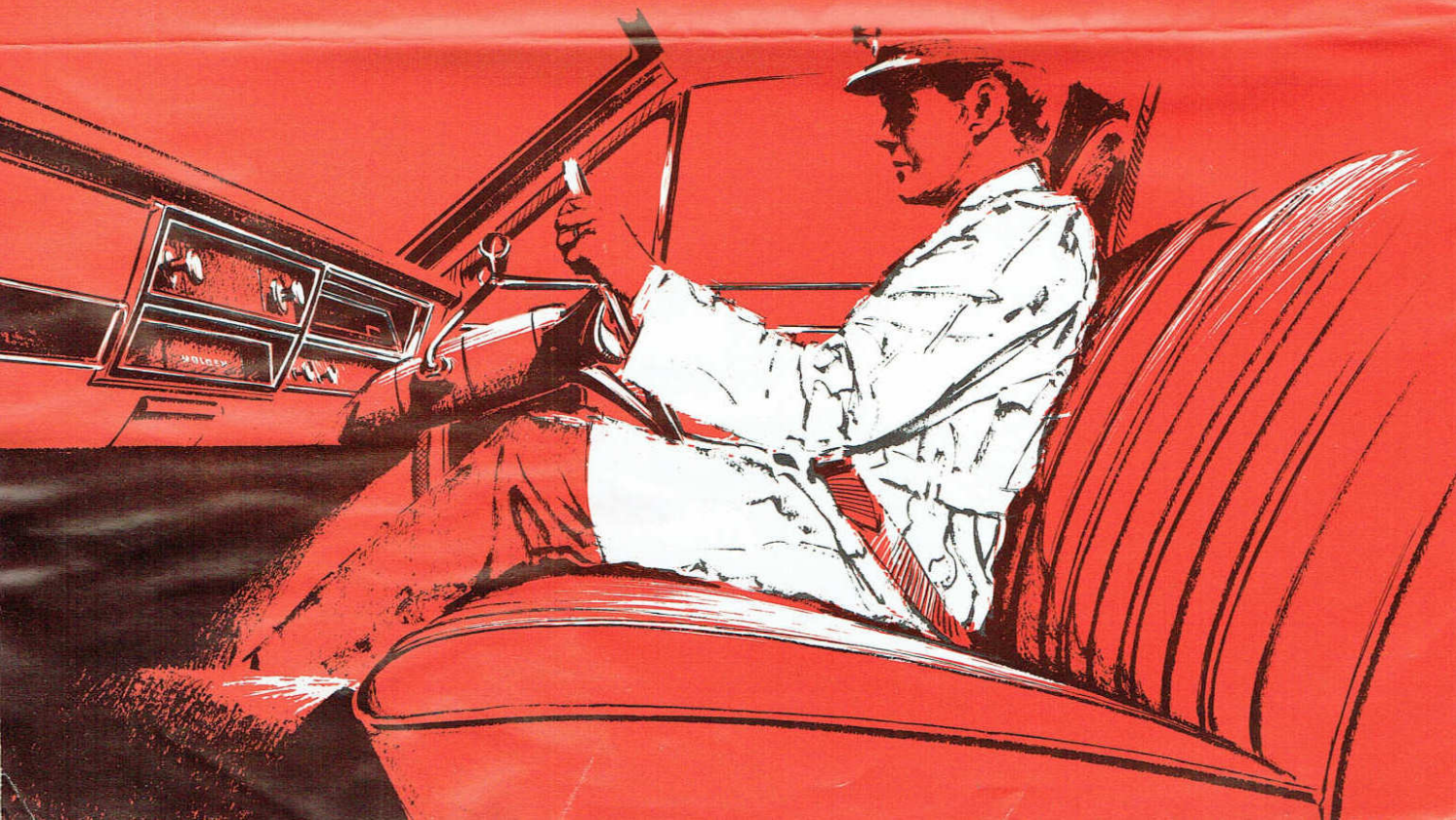
Holden's new comfort really adds up after long hours at the wheel.

Holden's approach to interior planning is very simple. If you spend your working life at the wheel you're entitled to do it in comfort. And the passengers on whom your prosperity depends should also feel thoroughly at home. So the emphasis all the way is on driver-and-passenger-pleasing comfort. Head, leg and hip room are strictly full size. The seats are deeper, softer and higher-backed for true armchair ease—and you can even choose front buckets, reclining if you wish, for an extra touch of luxury. On all models, extra sound-deadening insulation provides a hushed and relaxed ride. And an enlarged plenum chamber with revised butterfly gate delivers plentiful amounts of ventilating air . . . operated by an easy centre control.

All four doors now open right out to 62° — and the doorways themselves are higher to make getting in and out even easier than before.

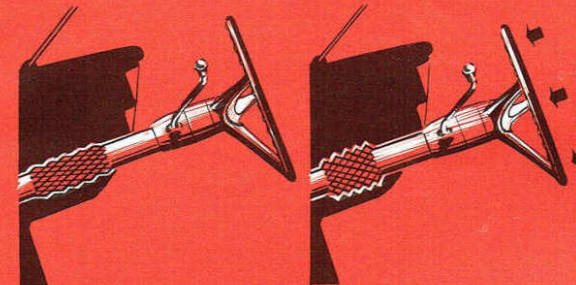
We've already mentioned the dramatic improvement in Holden's ride and handling. No less remarkable is the extra comfort you'll enjoy in the driving position itself. The steering wheel is smaller, lower at the top, more comfortably angled, and is now much lighter and more positive in 'feel'. And with nearly 100 sq. ins. more glass in the windscreen, your vision is so good it's like being in a control tower. All instruments are easy to see, controls easy to reach — including the handbrake which is now in the centre. The glove box is 40% bigger than before. New, easier window winders work without effort.

You're probably no stranger to Holden's famous Sadlon upholstery, so we only need add that it's as durable as ever, just as easy to clean, and looks even better than before.

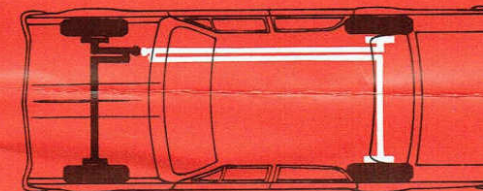


Holden gives you the finest safety package.

Holden is now a safer car in two important ways. Safer to drive — in terms of keeping out of trouble. And safer to be riding in — if trouble should occur. All the following items are standard equipment, at no extra cost, on all Holden models.



Energy-absorbing steering column — pioneered and developed by General Motors — compresses up to 8" under severe impact.



Dual Circuit Braking has completely separate hydraulic systems for front and rear brakes. If one system loses pressure, you still have effective braking on two wheels.

Double-sided Safety Wheel Rims help to keep the tyre firmly in place in the event of tyre failure.

Fusible Link Wiring virtually eliminates danger of fires due to electrical causes or accidents.

Two-speed Electric Windshield Wipers and electric washers.

Glare-reducing Interiors. Instruments, controls, padding, ornamentation, even the wipers are designed to keep glare to a minimum.

Back-up Lamps go on automatically when you shift into reverse.

Parking and Turn Indicator Lights are now visible from the side, as well as to the front and rear.

Outside Rearview Mirror, on the right front door, can be adjusted from the driving seat.

Positive Crankcase Ventilation reduces atmospheric pollution.

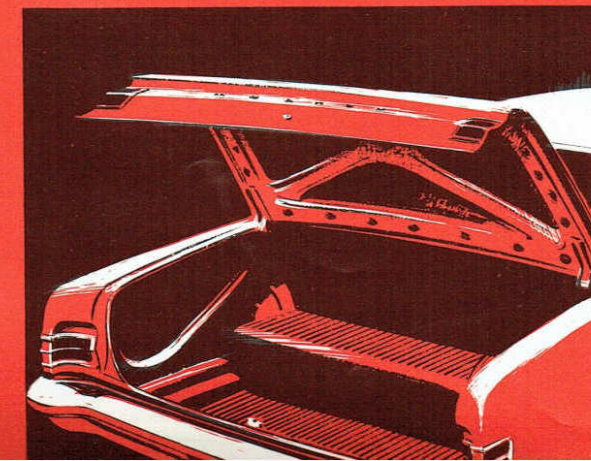
Front Seat Lap/Sash Belts have push-button buckles. Anchorages provided for lap belts at rear.

Recessed Instruments and Controls. Knobs, switches, door handles, even the ash trays are recessed or low profile to eliminate dangerous projections. And there's extra padding in all the right places.

Safety-type Door Locks 'free wheel' when snibs are down. All doors have anti-burst locks and extra-strong hinges.

Shatterproof Inside Rearview Mirror now 'knocks out' under impact.

'Modified Zone' Windshield retains a clear zone in front of driver if the rest of the glass becomes opaque through shattering.



Roomy, easy-to-load boot takes 26 cubic feet of luggage — and its low loading level, ample height inside and vertical spare wheel make it a natural for taxi service. A boot light is now part of the Holden Taxi Package.

The facts in brief.

'161' Engine: 6 cylinders. Bore 3.375 ins. Stroke 3.00 ins. Capacity 161 cu. ins. Max. bhp 114 at 4,400 rpm. Max. torque 157 lbs./ft. at 2,000 rpm. Compression ratio 9.2:1. (Also available with comp. ratio 8.2:1. 108 bhp at 4,400 rpm. Max. torque 146 lbs./ft. at 2,000 rpm.) SAE or RAC rating 27.34 hp.

'186' Engine: 6 cylinders. Bore 3.625 ins. Stroke 3.00 ins. Capacity 186 cu. ins. Max. bhp 126 at 4,200 rpm. Max. torque 181 lbs./ft. at 1,600 rpm. Compression ratio 9.2:1. SAE or RAC rating 31.54 hp.

'186S' Engine: 6 cylinders. Bore 3.625 ins. Stroke 3.00 ins. Capacity 186 cu. ins. Max. bhp 145 at 4,600 rpm. Max. torque 184 lbs./ft. at 2,200 rpm. Compression ratio 9.2:1. SAE or RAC rating 31.54 hp.

6 cylinder engine features: OHV in line, over-square design. Modified wedge design combustion chamber, 7-bearing crankshaft. Hydraulic valve lifters. Special water-heated inlet manifold. '186S' has tri-metal main and crank pin bearings, twin exhaust manifolds.

5-litre V8 Engine: 8 cylinders. Bore 3.875 ins. Stroke 3.25 ins. Capacity 307 cu. ins. Max. bhp 210 at 4,600 rpm. Max. torque 300 lbs./ft. at 2,400 rpm. Compression ratio 8.75:1. SAE or RAC rating 48.05 hp.

8 cylinder engine: OHV V8. Hydraulic valve lifters, camshaft contoured for performance plus economy. Full pressure lubrication system.

Electrical System: 12 volt battery with 61 amp./hour capacity at 20-hour rating, 35 amps. alternator. Distributor has integral centrifugal and vacuum automatic advance control.

Manual Transmission: Standard 3 speed column shift, synchromesh on 2nd and top. Heavy duty transmission with synchromesh on all three forward speeds available. New optional 4-speed floor shift, fully synchromesh.

Automatic Transmission: 'Powerglide'. Hydraulic torque converter coupled with planetary gear system. Selector lever on column.

Brakes: 4-wheel hydraulic, duo servo, total effective lining area 136.62 sq. ins. Self-adjusting. Optional front disc or power brakes.

Suspension: Front: Independent, short and long arm, coil springs. Stabiliser bar.

Rear: Semi-elliptic rear springs. Five leaves. Direct acting shock absorbers front and rear.

Rear Axle Ratios: 3.55:1 is fitted with manual transmission models. 3.36:1 with 6 cylinder automatic. 2.78:1 ('limited slip') with V8 automatic. Optional 3.90:1 with 6 cylinder engines fitted with standard 3 speed transmission.

Steering: Recirculating ball, life lubricated. Ratio 20.0:1. Optional 16.7:1 ratio. 36.5 ft. turning circle. Power steering (with fast ratio) optional.

Wheels and Tyres: Demountable disc wheels, 14 x 5.00J. Tubeless 6.95 x 14 x 4 ply low profile tyres. Double-sided safety rims.

Body Structure: All steel Aerobilt construction, with bolted-on front end sub frame.

Dimensions: Wheelbase 111.0". Track front and rear 57.12". Overall length 184.8". Height at kerb weight 57.5". Overall width 71.4". Minimum ground clearance 7.2".

(Note: Roof top taxi signs and radio aerials illustrated in this booklet are not standard equipment, nor are they part of the Holden Taxi Package.)

Specifications and equipment subject to change without notice.

THE GMH WARRANTY protects your new Holden for 12 months or 12,000 miles. In addition, the GMH Guardian Maintenance Plan provides for free inspection and adjustment by your Holden Dealer after the first 2,000 miles.

