



# PREMIER BY HOLDEN

Your appointment with Prestige











## PREMIER SEDAN

One look tells you  
it's something special

Premier has always been considered the most luxurious car in its class. But new Premier is even more so.

Look at it inside and out. Revel in its beauty. Then imagine how it looks to others. Something special. A car that says something special about you.

Premier means prestige—and shows it. From bold new grille to sweeping wrap-around rear lights (enlarged for greater safety) Premier sets a completely new standard for others to follow.

Premier doesn't compromise in appearance. It has a look all its own. The distinctive look of four headlamps and executive roofline. So you don't have to look twice to know it's a Premier. They are practical benefits too. Four headlamps make it easier to see (and be seen), and the executive roofline means more headroom for your rear seat passengers.

(And, while we're talking about spaciousness, take a look at Premier's cavernous boot. More luggage room than you'll probably ever need. And the spare wheel sits upright for easy removal.)

Nor does Premier compromise in comfort. Sink into those deeply padded, body-contoured seats, elegantly upholstered in Castillon Weave or leather-grained vinyl.



Feel the thick pile carpet under your feet. Suddenly you know what luxury is all about. Deep centre armrests, subtle wood-graining, and an instrument panel that is as practical as it is handsome.

This year, Premier's interior trim has a contemporary new design. And you have an even wider range of interior colours to choose from. All colour-keyed for total harmony.

Best of all, Premier doesn't compromise in

performance. Take it for a test drive and see what we mean. You've never had a ride so smooth, so quiet. (Even the heating and demisting system, standard equipment of course, is completely noiseless in operation.)

You purr along the highway free of engine noise, because a sound barrier isolates the working parts from the relaxing parts. Rough road ahead? No need to flinch.

Premier has big rubber bushes to improve suspension. Plus a Y-frame engine cradle with solid rubber cushions.

Take Premier through the corners. You can take them hard because of its wide track and superb handling. Aim it at the steepest hill. You'll cruise over it with ease with your choice of four big Premier engines, ranging from the standard 130 hp '186' six-cylinder to the massive 240 hp '308' V8.

With all this comes GMH's famous Safety Package. Energy-absorbing steering column, dual circuit brakes, double-sided safety wheel rims, two-speed wipers with an articulated arm on the driver's side to remove blind spots, non-glare interiors, recessed instruments and low profile controls, safety-padded dash and sunvisors, shatterproof rear vision mirror that also knocks free under impact, modified zone windshield. . . we could go on and on. Premier is the safest car in its class. And isn't that what you look for?

Whether it be city or country driving, Premier lets you enjoy your spell behind the wheel as never before. Steady, predictable road-holding coupled with Holden's renowned safety and dependability make Premier the prestige car you can trust. Mile after mile. Just as Holden's tradition of quality, built into every Premier, ensures your car will keep its value. Year after year.

And that's not all. This year Premier goes Tri-matic!

For those of you who prefer automatic transmission, Tri-matic is the ultimate. Three speeds. Super smooth. A true breakthrough in Australian automotive engineering. You'll read more about it later in this book. After we tell you about Premier's big, beautiful wagon. . .

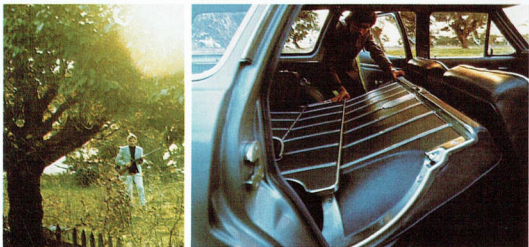






## PREMIER WAGON

A compelling blend  
of common sense  
and uncommon luxury



Beautiful enough for any company. Big enough for any assignment. Premier wagon gives it to you both ways.

The prestige look starts with four gleaming headlamps, carries through to that Premier-plush interior, and ends with so much room up back you'll wonder how to fill it.

The rear doors open wide on more than 70 cubic feet of cargo (and child) space. With the

back seat lowered (a simple finger-tip operation) you get over 6½ feet of usable length.

Premier gives you that go-anywhere feeling with four go-anywhere engines. How much go is up to you. Engine choices start with the famous '186' of 130 hp. With 7-bearing crankshaft for smooth running, ideal power-weight economy for cruising. And towing. Then comes the '186S' developing 145 hp. And the new all-Australian V8, the '253' with 185

horsepower. It gives you V8 motoring on a six-cylinder budget.

And finally, the massive 240 hp '308' V8. It will tackle the biggest towing job you can give it.

If you've been used to a six-cylinder car, try Premier with one of the two V8's and feel the tremendous difference for yourself. Because of their lightness, compactness and ease of service, they're amazingly economical too.

Hydraulic valve lifters, fast warm-up design, automatic choke (on '186S' upwards) strong torque characteristics . . . these are just some of the advantages you get when choosing your Premier powerplant.

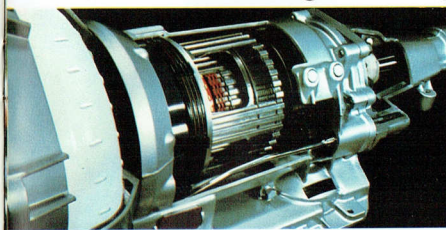
You get plenty of stopping power too. Standard brakes are big self-adjusting drums, with separate hydraulic systems front and rear for extra safety. Or you can have optional power-assisted front wheel disc brakes (standard on the two V8's.)

Take Premier for a test run. Driving's never been so pleasant. The broad 58" track takes the curves out of curves. Lets you drive far and long without fatigue. If you're still driving a two or three year old car, you won't know yourself when you experience Premier's new breed of general roadmanship.

And you can have the same great range of custom features on your wagon as on Premier sedan. Built-in air-conditioning? Power windows? Luxuriously comfortable bucket seats? Just ask and you shall receive. There are literally hundreds of ways you can personalise Premier to suit your own distinctive tastes.

Premier wagon. Premier sedan. They're beautiful ways to go places. Why not get together with your Holden dealer? And have a Premier's conference.

And to match the luxury...  
**TRI-MATIC**  
The fastest-thinking  
gear change in the world



GMH's new Tri-matic 3 speed automatic ushers in a new era in Australian motoring. You've never had it so smooth, so easy. Tri-matic does the thinking for you. It knows *precisely* the right time to change up, or change down. Put Tri-matic through its paces in stop-start city traffic. City driving has never been so easy. Take it out in the country. Descending steep hills can be tricky. But Tri-matic lets you

hold second for engine braking. Need power in a hurry? Tri-matic gives it to you in a hurry by reducing power lag. And Tri-matic is more economical than most other automatics . . . simply because it does the right thing at the right time without wasting fuel and energy. Improved acceleration, reduced power lag, more miles per gallon . . . three very compelling reasons for you to go Tri-matic this year.





## CUSTOM FEATURES

For your personalized luxury

Premier respects your individuality. So exercise your prerogative by choosing from the most complete list of custom features available.

Would you like the distinctive look and cool comfort of elegant Castillon Weave Trim? Or the distinguished appearance of the handsome vinyl roof? Or disc brakes? Certainly.

Perhaps you prefer the luxury look of the Tri-matic floor shift console. Or superb Frigidaire air-conditioning to take the discomfort out of the worst summer's day. To help you in your search, here are the power range alternatives and custom features available with your Premier.

Premier Power Teams			
Engine	Horse Power	Manual Transmissions	Tri-matic Automatic
'186' Standard	130	All-synchro. 3-on-column. All-synchro 4-on-floor (with or without console.)	Column or Console Shift
'186S' Optional	145	All-synchro 3-on-column. All-synchro 4-on-floor (with or without console.)	Column or Console Shift
'253' V8 Optional	185	All-synchro 3-on-column. High performance 4-on-floor (with console.)	Column or Console Shift
'308' V8 Optional	240	High performance 4-on-floor (with console.)	Column or Console Shift

NOTE: Bucket seats are necessary with the floor gear-shifts.

### Premier Custom Features - Performance.

**Power assisted disc brakes**  
Standard with V8 engines, they give you extra stopping power, fade-free under hard driving conditions.

**Power steering**  
Makes city driving and parking a finger-tip operation.

**Superlift rear shock absorbers.**  
Adjustable for rear end load.

**Limited slip differential.**  
**Special instrument cluster** (including Tachometer.)

**Dual exhaust system** — only with V8 engines.

Heavy duty items available include radiator, wheels, battery, air cleaner and springs.

**Interior Equipment.**  
**Fixed or reclining front bucket seats**

Perfect for passenger and driver comfort on long trips. **Manual or push-button 11-transistor radio**

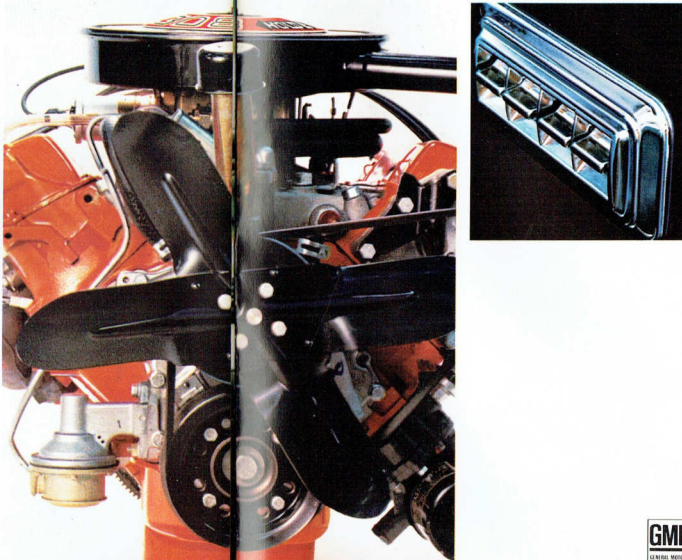
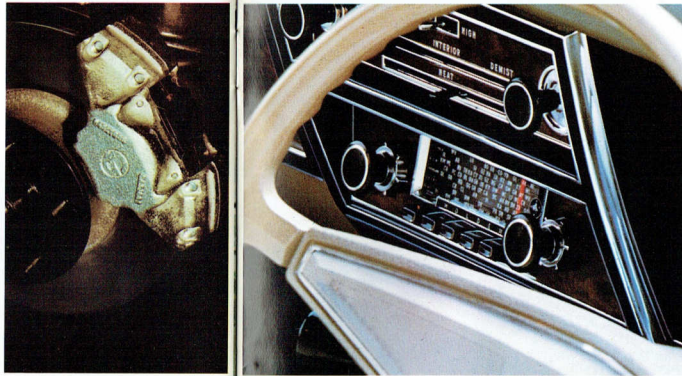
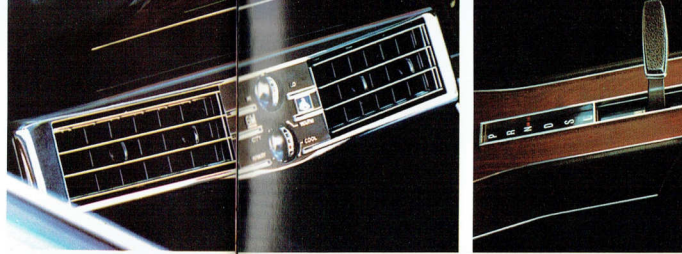
Long range, to brighten long journeys. **Power operated tailgate window (wagon)**

Just press the button — and presto! **Power operated door windows.**

**Castillon Weave Trim**  
Looks superb, coolly comfortable because it breathes freely.

**Air Conditioner**  
Fast winning wide acceptance in our hot, dusty climate.

**Exterior Equipment.**  
Two-tone paint treatment. Laminated windshield... tinted upper, or clear. Sports Wheel discs. Optional tyres include redband, radial and high-performance types.



**NEW 'RUSTGARD' PROCESS:**  
Key panel areas throughout the car receive special coatings of zinc-rich primer before assembly, to stop corrosion before it starts. Then follows a multi-stage cleaning, degreasing and hot phosphating operation, after which the assembled body is dipped in primer for complete underside protection. In addition platisol, bituminous and a new anti-corrosion compound are applied to seal out water and dust. The expensive new 'Dur-Ni' process dramatically increases rust resistance in chromework.

**THE GMH WARRANTY** protects your Premier for the first 12 months or 12,000 miles, whichever arrives first. In addition, the GMH Guardian Maintenance Plan provides for free inspection and adjustment by your Holden Dealer at the first 2,000 miles, and provides details of recommended maintenance and the labour times to 50,000 miles. **GMH SPARE PARTS AND SERVICE** are available throughout Australia. The GMH spare parts and service network is by far the most extensive in the nation. Parts are low-cost and immediately available. **CONFIDENTIAL TIME PAYMENT:** General Motors Acceptance Corporation provides low cost time payment facilities through Holden Dealers everywhere.





Premier means prestige. And shows it

