



HOLDEN

RETIREEES' CLUB

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Newsletter No. 92

Sep 2012

PRESIDENT'S PREVIEW

Even though I'm writing this in the tail end of winter, I need to somehow inject a vaguely 'spring theme' into it as our next gathering is in the early spring. I say this on the presumption that Melbourne's weather might just do the right thing and incredibly improve. However, it's now a few days later, it's 10 degrees and pouring rain so I'm now abandoning that theme!

So what is new this time of year? From the Holden product perspective, the gathering news of the Volt's exposure to date on drive programmes involving various employees and dealers will certainly be attention grabbing and we look forward to this information. Alongside the Volt, the release of the latest Holden Colorado is drawing a lot of interest and an example of this popular and very gutsy model will be on show at our 133rd luncheon meeting on September 6.

Our guest speaker at this luncheon is Richard Ferlazzo, a veteran Holden designer, who started out at Holden in 1988 in the days when Holden Design Staff were Holden Styling. Along the way, he redesigned the Holden Logo in 1994 and designed the EFIJY concept car in 2005 which was very successfully received in both Australian and U.S. showings.

The first version of the Holden Hurricane was born in 1969 and came to life eventually as a fully working and driveable example of a possible futuristic Holden sports car. Finally, many years later, Richard, as Holden's Chief Designer, has had an opportunity to demonstrate his abilities in upgrading and updating the original Hurricane to a vehicle having to-day's technology. The main theme of Richard's presentation at the luncheon will be to recount his experiences and the detail involved in rejuvenating the original Hurricane. Is there more to come? ---- Richard will tell us --- maybe!!

At our last meeting the proposal was put forward to provide a pick-up service to and from the luncheon meetings for those retirees who are now no longer able to drive themselves. The following people volunteered their services as drivers:

- | | | |
|-----------------|--------------------|-----------|
| - Rudy Knapple | Vermont South area | 9802 1795 |
| - Bruce Naylor | Mt. Waverley area | 9803 2869 |
| - Fred Jamieson | Balwyn area | 9836 4184 |

We would welcome any further volunteers to add to our list, hopefully spread around Melbourne. And, of course, the names of those people who would want to take advantage of this service. Please forward this information to any committee member.

LAST MEETING (Our 132nd Lunch – 151 attendees)

On arrival it was nice to see that the extended underground parking was complete, and was providing a capacity increase of 68 spaces.

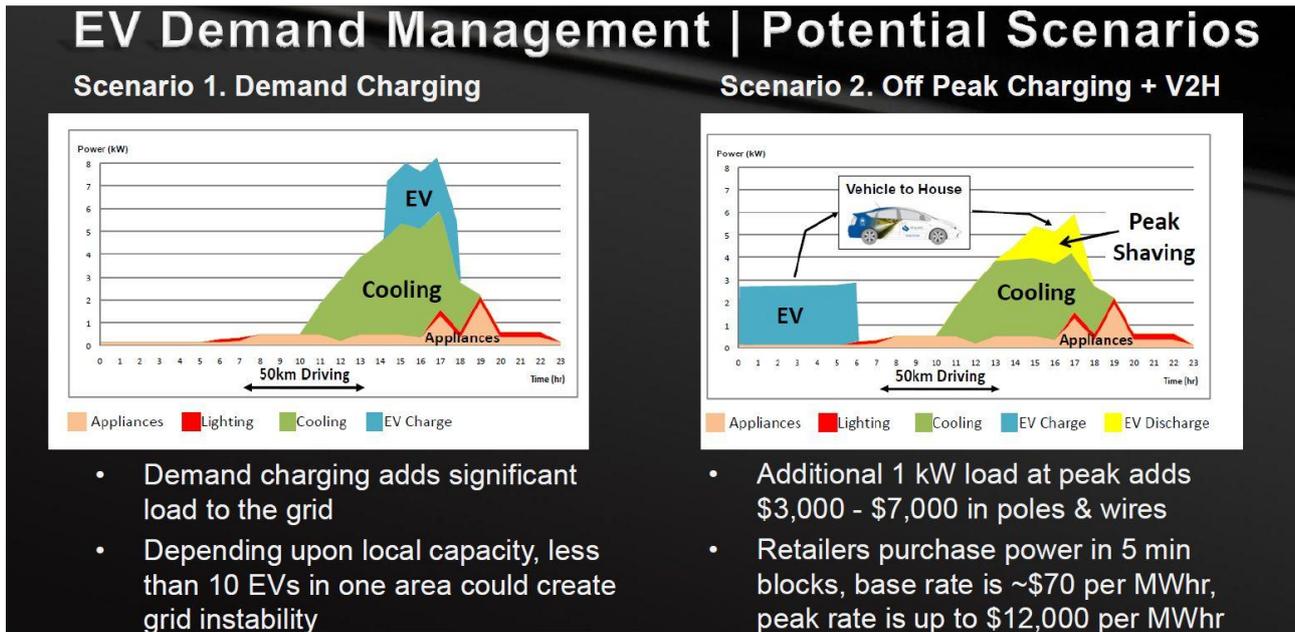
John Leigh was back from his "sick leave" and ran the meeting, but he tells me that it didn't go all that smoothly to start with. Due to more attendees than expected, extra tables had to be brought in, and when he introduced Frank Pound to tell us a few jokes, the joke was on John – Frank wasn't there!

As usual, our friends and sponsors from Internal Relations came to the party with lots of door prizes, some of which had come from Futuris, one of the Elizabeth suppliers. We thank Holden and Futuris for helping to make the meeting enjoyable.

The key message is that the Volt is an immensely practical vehicle with few if any compromises when compared to a standard petrol driven vehicle.

It is also a very clever vehicle, with reminders to keep track of things we mere humans might forget. For instance, if (like many) you only drive less than 60-80 kms per day, and so never use the petrol engine, how do you know it will start when required maybe two years later? Answer is that car will alert you that you have not used the engine for the past four months, so the system starts the engine and runs it for ten minutes to circulate the fluids etc, to keep the engine in a state of readiness.

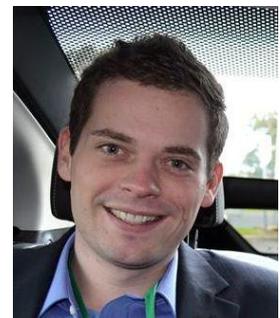
From experience in the USA, the greatest problem encountered was with stale fuel. People who did not use the engine in their normal driving had the same tank full of petrol sitting in the car for lengthy periods of time, so that when it was required to be used, it was not up to normal standards. To overcome this, the Volt has another clever message in its memory, which alerts you that you have not used any fuel in the past twelve months, and starts the engine and runs it until the level reaches around a quarter of a tank, forcing the driver to refill with new fuel.



The Volt also offers some clever possibilities for the future to assist the electricity companies to avoid additional cost for the infrastructure which could be required to meet the demand from a significant number of EVs in one area. The battery could be charged in off-peak hours, at the cheapest possible rate, but then, when connected to the charger system during the day, could actually feed the battery stored power back into the grid at peak times. The difference between the cost of off-peak power and the payment for peak power supply to the grid makes this a very worthwhile prospect. Hopefully this could become available within a few years. [For those who would like to follow developments in the new energy economy such as EV demand management, try <http://reneweconomy.com.au/>.]



Dion Schulz (left) assisted Richard during the very active question time. As usual, many of the answers strayed into the not-for-publication area, but one which is often asked is "what is the life of the battery pack"? The specially developed Lithium based battery is designed for a minimum life of ten years, given daily recharging for the full period. This is seen as analogous to the useful life of a standard engine.



Lenny Cucksey (right, who won a competition to become a Volt Ambassador) then gave us a short 'first impressions' talk about his Volt. He had only picked it up that morning so had only really driven it from Holden to the Mulgrave Club, but you could see his enthusiasm even from that short exposure. The main things he had noticed so far were the quietness on the vehicle without engine noise (only really hear some tyre noise) and that it was otherwise, just like driving a normal car.

Some Attendees

Besides our guest speakers, we were pleased to welcome

- Matt Hobbs, Director, Government Relations and Internal Communications
- Kristi Beaglehole, Internal Communications & Community Relations Advisor
- Hayley McDonald, Internal Communications & Community Relations Assistant.

“You and Your Holden”



Kristi Lambert (Beaglehole until her recent wedding) from Corp Affairs made a special presentation to Stewart Underwood, a visiting member from Sth Australia. Stewart was one of the winners in a competition run recently by Holden to submit photos of you and your Holden cars in a recreational setting. Stuart was one of those selected to appear on a Holden promotional poster, and Kristi presented him with a framed copy of the poster and a letter of congratulations from Mike Devereux.

The Gold Coast Lunch

The Gold Coast group held their lunch at Cav’s Steak House at Labradore. My thanks to Ted Bryant for keeping us in touch.



Pictured in order L-R Adrian Hobson, Greg Ward, Garry Dryden, Ted Bryant, Ian Sills, Gary Newsome, Graham Coverdale, John Smith, Steve Markwell, John Ashmore, Ron Stewart and Jake Hoffman.

OTHER NEWS

Remember, you can find latest news on the club website, <http://www.hrc.org.au/>. Neil Pogson, our Treasurer, is doing a great job of gathering news and adding it to the web site. Much of this newsletter has been sourced from his articles, but some of the web site news will not appear in the Newsletter as it will be out of date by the time the Newsletter is published. So if you have access to the web, and want to stay up to date, visit the web site.

Subscriptions

Subscriptions (\$5) are due by the end of December. We publish this reminder as Neil will appreciate it if you could pay during the last quarter of the year, rather than causing a flood by all paying at the last minute.

Please make cheques payable to Holden Retirees' Club, and mail them to The Treasurer, Holden Retirees Club, 1 Glenwood Ave, Beaumaris, VIC, 3193.

Alternatively, you may pay your subscription by direct bank transfer to: Holden Retirees' Club, Bendigo Bank BSB 633-000, A/C No. 138 299 151. You can do this by computer or at a Bendigo Bank branch, but you **MUST** include your name in the transaction details / deposit slip reference block, or we won't know who the money came from.

Holden Retirees Special Event – Engineering Holden's Future

Neil Pogson provided this report on the Retiree web site. It does not include the lively question time which followed the presentations and included the frank and open communication so appreciated by the audience.

Over fifty Retirees attended the Holden Community Relations Team's exclusive Special Event on 30th May: "Engineering Holden's Future", where we heard about changing engineering tools and practices, and the recently announced design and engineering partnership with PATAC (Pan Asia Technical Automotive Center Co Ltd).

The presentation was hosted by Holden's Executive Director – Engineering, Greg Tyus, who replaced Tony Hyde in that role some five years ago. Greg outlined his extensive experience in Body engineering which culminated in his present role.



Greg Tyus, John McInerney and Tony Hyde

The presentations followed a break for Lunch and a chance for a face to face chat with the Holden representatives.

Paul Gibson, Director-Electrical: Changing Tools in Electrical Engineering



Paul started by challenging the audience to consider which had the greater number of lines of computer code, a new Boeing 787 Dreamliner or a modern luxury car? The luxury car wins hands down, with 15 times more lines of computer programming code than the Dreamliner!

Fifteen years ago, the Commodore electrical system had one Serial Data link to the Body Control Module (BCM), and six other modules were all discreetly wired. Today, the VE Commodore has 27 electrical modules, which if discreetly wired, would require a harness around 150 mm in diameter. As this is not feasible, the modules are all connected to four serial data networks. Data signals are all transmitted over the same network and are received by the modules which pass through data addressed to other modules, and take out those addressed to it. Signals from various modules are given different level of priority when generated, to ensure the most important messages are delivered first. So the system will not ignore a steering input while it is listening to your iPod!

This greater complexity means that while it was possible to troubleshoot the old systems with a suitcase size tester, the new systems require in depth test and validation by a sophisticated electrical test bench running every possible combination of data. Test benches allow tests to be run over 24 hours and are utilised by all GM, and are globally aligned to test our common complex electrical systems.

In the future, the major change is that the car will not rely entirely on the driver, and will include interaction with modern electric devices (iPhone, Blackberry, etc.). A full listing can be seen in Paul's presentation, but to highlight some of the more interesting ones:

- Heads Up Display (HUD). Normally seen on jet fighters and sports cars, the HUD projects vital information onto the windscreen (in colour) where it can be seen without the driver taking his/her eyes off the road in front.
- Front Camera Module. Mounted behind the rear view mirror, this small camera looks forward and allows some clever devices to be activated, including:
 - Forward Collision Alert (FCA) FCA monitors the speed and distance of the car in front and displays a warning via the HUD if there is danger of collision, and
 - Lane Departure Warning (LDW). LDW uses the camera to detect the white lane markings around 40 to 60 metres in front of the car, and warns if the vehicle is deviating from the lane (unless there is a turn signal active).
- The integration of these abilities results in Full-Speed Range Adaptive Cruise Control. This uses the LDW technology in combination with forward radar and GPS map data to detect other vehicles, curves and other road conditions, and adjusts vehicle speed to appropriate levels. This is probably only a few years away from production use.

The other major component which is undergoing massive change is the radio, which will cease to exist as such. It is now becoming the Connected Communication module. Apart from being able to run Apps on the system, you can bring almost any plug and play to the vehicle. Features such as USB, Bluetooth, Wi-Fi, Smart phone integration, Real time weather, fuel price data, music name recognition, etc, will be standard. And there will be Voice Controls that work!

Challenges for the Electrical groups for the future include how to handle more demands for larger and faster networks and modules? How to maintain power consumption while power demands increase? How to keep up with the speed of development of consumer electronic devices? Should GM develop their own software and code systems or use propriety systems off the shelf?

Steve Curtis, EGM- Vehicle Structure & Safety Integration: Engineering for safe cars.



Steve highlighted the changing customer expectations and legislative requirements of body engineering.

- Many customers now only want 5 star NCAP rated cars
 - More regulations globally e.g. reversing cameras in USA, pedestrian protection requirements
 - Australian requirements becoming more complex e.g. Stability Control initially introduced for Victoria only and nationally a year later; pedestrian protection and its effect on the Bull Bar industry.
- ADR for Seat Belt reminders
 - P-Plate driving turbo cars problem, requiring power to weight ratio to be added to Compliance Plate.

The impact of this has forced a push to reduce the number of prototype cars and the greater use of Computer Aided Engineering (CAE). Much of this work is outsourced to GM India, as the GM procedures are the same globally.

However, Holden's internal requirements add another layer of complexity. For instance, to abide by the ADR requirements for crash testing, there are just three main rules to pass. To also achieve five star NCAP, a further two tests are required to be met. But to satisfy Holden's own in-house requirements, a further 40 - 50 standards are required to be met (dependent on type of vehicle)!

Not all rules require physical tests. Some can be done by Engineering judgement backed up by CAE.

CAE has developed rapidly in ability and accuracy. A few years ago, 100,000 elements were considered a large model, which took up to a week to run on desktop computer. Today, 3 million elements would be considered a large job, and high performance computers can run more than 100 jobs per week.

Our CAE work is very cyclical. Our requirements for analysts can vary by 30 month to month. To cover these peaks we use GM resources overseas, particularly GM India.

Safety Assist Technologies are the coming focus of much work. These include such things as

- Collision prevention technologies
- Active Braking
- Rear pedestrian protection with Active Braking
- Intelligent Speed Adaption
- Lane Change Alerts
- Adaptive Cruise Control
- Lane Keep Assist

GM is responding with a plan of adding Active safety features to our vehicles over the next several years.

Global NCAPs have gone from testing our cars to affecting the design of the cars. They keep raising the bar so that the manufacturers have to keep up e.g. recent inclusion of pedestrian protection in the NCAP calculations.

During 2010, ANCAP developed a Roadmap for the future of their rating system. It spans five years and gets progressively more difficult each year. It also updates each year, and has introduced new categories:

- Pedestrian Protection
- Whiplash
- Roof Crush
- Safety Assist Technologies.

Some categories are enablers to a star rating. That is, must have a certain level of performance in those categories to be even considered for a star rating.

Jo Markham – Engineering Business Manager, PATAC Projects: PATAC Design & Engineering Partnership.



Jo started by pointing out that Holden Engineering is able to top up its capacity by sourcing engineering work from other manufacturers.

China is a rapidly growing vehicle sales area, so local producers such as SGM have more market opportunity than they can engineer product. So it is mutually beneficial for Holdens to agree for Holden to perform a range of design and Engineering services for SGM/PATAC.

The initial agreement is for four years, but outlook suggests that the period may be extended in the future. Holden will provide a number of core engineering services to PATAC.

But who are SGM and PATAC? In China, there are three entities with GM connections.

- GM China, 100% GM owned. It acts as a local GM control and communication centre for the China operations.
- Shanghai General Motors (SGM) is the manufacturing entity. It runs several assembly plants in China, and is an independent company owned 51% by Shanghai Automotive Industry Corporation (SAIC) and 49% GM.
- Pan Asia Technical Automotive Centre (PATAC) was established as the engineering centre to support SAIUC and GM with JV Products. PATAC are essentially a contractor to SGM. It is an independent JV company, capitalised 50% by SAIC and 50% GM.

PATAC was established on 12th July 1997 together with SGM. It was chartered to develop vehicles for the Chinese market and to particularly focus in four key areas:

- Interior
- Exterior
- Powertrain calibration
- Chassis tuning

PATAC Services include:

- Advanced product planning
- Styling and Design
- Vehicle Simulation Analysis
- Engineering Design and prototyping
- Engineering Support
- Road and lab testing (Full PG & Test facilities)

The China market has emerged as one of the fastest growing auto markets. In 2011, SGM produced 1,231,000 vehicles! Yet the vehicle population is still only about one third that of other developed countries, so there is great opportunity for growth.

The Next Holden Special Event

The Holden Community Relations Team invites Holden Retirees Club members to an exclusive event

“Evolution of the Holden Brand”

Come along to hear from John Elsworth, Executive Director – Sales, Marketing & Aftersales, Simon Carr, Director Marketing and Joanne Stogiannis, Marketing Manager - Digital

They will share the story behind the evolution of the Holden brand, our new advertising direction and digital marketing

12 noon – 2.30pm, Thursday 4 October, 2012
Holden HQ, 191 Salmon Street, Port Melbourne 3207

Light lunch provided.

This event is limited to 60 guests. To reserve your place:

Contact Hayley McDonald by Friday 28 September, 2012. Hayley.mcdonald@gm.com or 9647 2307

Hellenic Museum Exhibition

Were you part of Holden’s Greek community during the 1950s? Or did you have family or friends who were? Do you have an interest in the history of Greek migration to Australia? If yes, then the Hellenic Museum may be interested to hear from you or your contacts.

To celebrate the 60th anniversary of Greek Assisted Migration to Australia, the Hellenic Museum will host an exhibition in November this year.

The Museum has contacted Holden in recognition of the large number of Greek migrants who joined our workforce in the 1950s at the peak of Greek Assisted Migration. They are currently seeking stories and photos to include in the exhibition.

If you have Greek family or friends who worked at Holden during that time, and they would like to get involved with the exhibition, they can contact Kimon Ioannides, Communications Manager at the Hellenic Museum, on 03 8615 9016 or info@hellenic.org.au.

Electric Commodore Sets Unofficial 24-Hour World Distance Record

For those who would like to follow the progress of what we like to consider are Ian McCleave’s cars, regular reports appear in John Mellor’s GoAuto News, <http://www.mellor.net/> and in Renew Economy, <http://reneweconomy.com.au/>. The seven cars which have been built are about to enter service in the fleets of EV Engineering’s backers, including Bosch, Continental, Futuris, Better Place, Air International and General Electric.

Running costs for the electric Commodores are about 2.2 cents per km, compared to 12-13 cents for petrol (and 10 cents for the editor’s Cruze). This gives the electric Commodore a smaller carbon footprint than the petrol equivalent, even when using electricity generated using brown coal.

The following is a press release from EV Engineering.

Melbourne, Monday 23 July 2012: The battery-switchable fully-electric Holden Commodore developed by EV Engineering has unofficially broken the distance record set by a production electric car, achieving 1886 kilometres of driving over a 24-hour period.

This eclipses the distance record set by the Renault ZOE in June, where the car completed 1618 km over 363 laps of the Aubevoye speed ring, a closed track in Normandy.

In bettering the ZOE record by more than 15%, the Commodore travelled a continuous loop on public roads between Port Melbourne and Geelong. A team of 16 engineers and technicians from EV Engineering and its member companies began the attempt at 1pm on Saturday 21 July, supported by a team in the workshop operating the semi-automated switch station that switches a depleted battery for a fully-charged one.

Each team member drove one loop of 122 kilometres, with the distance record beaten at 10.08am on Sunday 22 July.

“It is a great feeling to see the electric car our team designed and developed here in Australia has beaten a world distance record. When we first began this project it was critical to us that we included the ground-breaking battery switch technology in this car, and that’s what has got us across the line”, said CEO of EV Engineering, Ian McCleave.

“Battery switch meant we were able to switch our depleted battery for a fully charged one in around seven minutes, which meant we didn’t have to park and plug in in order to recharge. We were able to just drive, switch, and keep going.

“We are very proud of the team’s efforts this weekend. It shows that with battery switch, the age of the electric car has truly arrived”, Mr McCleave said.

Record enabled by ground-breaking battery-switch technology

At the end of each 122 km loop, the car had between 20 and 25% charge left in the battery. The depleted battery was switched in the EV Engineering workshop at the end of each lap, taking an average of six minutes and 40 seconds to complete.

The mechanism used to switch the battery is a scaled-down version of the Battery Switch Stations that will be rolled out in Australia by Better Place, the leading global electric car recharge network. Australia is the third roll-out market for Better Place, which already has operational networks in Israel and Denmark.

Event independently scrutineered by the Society of Automotive Engineers Australasia (SAE)

The Society of Automotive Engineers Australasia (SAE) observed the trial across its entire 24- hour duration, and is satisfied that:

The event was completed on public roads and in compliance with local road laws

The event was completed within one continuous 24-hour period, from 1:00pm on the 21st of July 2012 until 1:00pm on the 22nd of July 2012

The same EV Engineering electric Commodore was used across the entire 24 hour event

The EV Engineering electric Commodore was propelled by electric power for the entire 24 hour trial, and no other fuel or energy sources were used to propel the vehicle at any stage

The measuring equipment used to record time and distance travelled was not tampered with

The GPS unit mounted in the test vehicle recorded a total distance travelled of 1886km across the 24-hour period

Geoff Pearson, CEO of the SAE, congratulated EV Engineering on its outstanding achievement.

“The SAE recognises this is an important milestone in proving the suitability of electric vehicles for the Australian marketplace, and it demonstrates Australia’s world class automotive engineering capabilities”, Mr Pearson said.

[Editor’s note: Regular reports on EV Engineering’s cars appear in John Mellor’s GoAuto News, <http://www.mellor.net/> and in Renew Economy, <http://reneweconomy.com.au/>.]

Holden Police Cars in the USA

Holden’s year to date total of Chevrolet Police Patrol Vehicles is 1680, which is providing a valuable addition to volume through the Elizabeth plant. While this is less than Ford’s Taurus based Police Interceptor Sedan (3962), it shows the high regard the Holden product receives as it is more expensive than the Ford. The going has been made really tough by the high Australian dollar.

Brief Sales Data

Our thanks to David Nicholson for this data.

- The June 12 market reached a total of 112,566 units which was up 17.1% for the month. Compared to PYTD, the market was up 10.4%. In volume terms this translates to an increase of 16,409 and 51,618 units respectively. This was the highest June on record and highest Q2 on record.
- June 12 was the highest SUV market on record for the 12th consecutive month.
- Holden is the 2nd best-selling marque in a highly populated and competitive market.
- Holden sold 10,632 vehicles for the month to achieve a share of 9.4% for the month & 10.3% YTD. This was down 3.89ppts for the month and 2.35ppts compared to PYTD.
- Highest June Barina result since 2006 with 1256 units sold for the month
- Toyota was the best-selling Marque this month, and is recovering strongly from supply constraints up 73.0% on June 11 and 24.6% on PYTD.
- Holden maintained 2nd position for the month and although overall share declined, yearly growth was evident in Barina, Cruze, Captiva 5 and Captiva 7.
- Hyundai stole 3rd position for the month up 13.3% on June 11.
- Mazda were down 0.45ppts for the month but still remain up by 0.69ppts for the year.
- Ford experienced strong growth across Focus, Fiesta, Ranger 4x4 and Territory models.
- Volkswagen continue their strong performance with sales up 31.5% for the year.

	Jun-12		Jun-11		YTD 12		YTD 11	
	Volume	Share	Volume	Share	Volume	Share	Volume	Share
Toyota	21,849	19.2	12,514	13.0	106,035	19.4	85,128	17.2
Holden	10,632	9.4	12,827	13.3	56,183	10.3	62,570	12.6
Hyundai	9,672	8.6	8,534	8.9	45,308	8.3	42,978	8.7
Mazda	9,593	8.5	8,626	9.0	52,133	9.5	43,796	8.8
Ford	9,140	8.1	9,216	9.6	43,430	7.9	45,224	9.1
Nissan	8,330	7.4	6,374	6.6	39,879	7.3	33,973	6.8
Mitsubishi	6,498	5.8	6,203	6.5	31,139	5.7	31,486	6.3
Volkswagen	6,446	5.7	5,090	5.3	28,966	4.9	20,505	4.1
Honda	4,136	3.7	4,162	4.3	16,153	2.9	16,353	3.3
Subaru	4,101	3.6	3,003	3.1	21,341	3.9	18,645	3.8

NEXT MEETING

Future meetings will continue to be at 12:00 midday (doors open 11:30) on the first Thursday of March, June, September and December, at the Mulgrave Country Club, Corner of Wellington and Jells Roads, Wheelers Hill, Victoria, Melways Reference 80 H 1

September’s menu was not available when going to press, it will be soup of the day followed by two alternating main dishes. Cost will be \$22.50.

Note that Victorian licensing law requires you to sign in, which you may do either in the foyer, or after paying as you enter the room (the doors will not be opened until 11:30). Either option will require you to write down your name and address.

Guest Speaker



Richard Ferlazzo will talk to us about the restoration of the Hurricane.

Richard currently holds the position of Chief Designer at GM Holden Design in Port Melbourne. The creative team he leads is responsible for Exterior and Interior styling of Holden vehicles as well as international projects for GM Global design.

Richard qualified as an Industrial Designer at RMIT in 1982 and has been a designer at GM Holden since 1988. He has over 25 years experience in Automotive Design, including an assignment at GM Design headquarters in Detroit.

Richard has been Chief Designer for both the Exterior and Interior design of many Holden vehicles and has also worked on other GM brands such as Chevrolet, Cadillac, Pontiac and Buick. He also works closely with affiliated GM Design Studios in China and Korea.

Richard was also responsible for redesigning the Holden logo in 1994 and creating the Holden EFIJY concept car in 2005.