

## LAUNCH REPORT: "The best in years"

**The word coming in from Holden dealers - large, small and Australia-wide - confirms the fact that public interest in the VR Commodore is very high indeed.**

Record numbers of people turned out to view VR at special showroom launch functions immediately following release. Stories abound, but newly-appointed Toowoomba (Qld) dealer Mark Crampton takes the prize - he hosted an estimated 3000 people in one open day.

A Perth dealer was delighted to take six VR orders on the first day of sale - all from Ford owners. Sales consultant Jim Morrison, of Miranda (NSW) dealership Greg Ball Holden, sold his first VR to a customer who traded a very low-kilometre Fairmont bought just three days before!

"Floor traffic has been massive," says Director of Marketing Rob McEniry. "At last count, dealers had taken over 7000 orders, and demand for the Commodore Acclaim and SS is particularly strong."

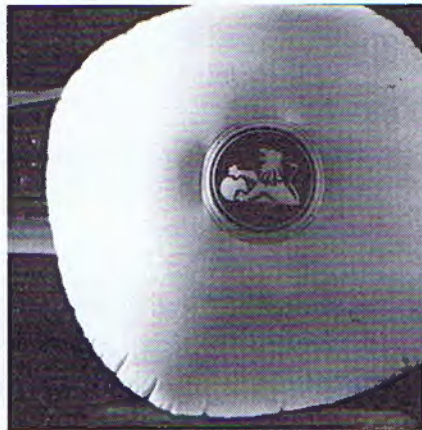
"Acclaim orders are actually double the number anticipated, which testifies to its great appeal as a value-for-money safety package - and the fact that no other manufacturer has anything like it. This model is obviously going to be a runaway success, right across private and fleet markets."

### High Profile

The VR profile remains particularly high, thanks to a continuing run of really favourable reviews from top motoring writers and the commencement of a multi-media advertising campaign orchestrated by McCann Erickson.

According to research, passive and dynamic safety features are increasingly important in the marketing of today's vehicles; hence our key safety focus, which began with 15-second pre-launch commercials featuring the lifesaving presence of the airbag.

The good-looking Commodore Executive TV commercials also focus on style, quality, prestige, perform-



*VR's strong TV presence emphasises safety.*

ance, ride and handling. They were supported at launch by double page colour press ads and a series of smaller b&w ads, all designed to communicate particular product feature/benefit messages. Further colour spread advertising continues, highlighting Holden's Total Safety Systems (TSS), major product and customer care advantages.

Separate advertising launches for Calais and Commodore Acclaim are planned, and the TSS campaign, designed to support Holden's commitment to safety through the range, will be long-running. ■



## Young Designer #4

Next in our "car of the future" series produced by Holden design team members is Peter Hughes' **Commodore 2003**.

Peter (who tells us his best work is yet to come!) says aerodynamic efficiency and the achievement of an extremely low Cd were key factors in creating this cab-forward design, which features a compact engine bay, recyclable thermoplastic front and rear fascias and speed-sensitive aerodynamic aids. ■



**All contributions welcome. Enquiries to editor on extension 1395.**

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Two new TV ads for GMC Truck are stopping US channel-switchers in their tracks. The first shows a GMC Jimmy sport-utility taking a bungee jump several hundred feet off a bridge to demonstrate the strength of its frame. The second has a GMC Safari barreling down a snow-covered ski jump, stopping just before the edge with the aid of antilock brakes. It then reverses back up the ramp to show off all-wheel-drive capabilities.

GM's Latin American operations continue to set sales records. GM do Brasil sold 120,800 vehicles January-June '93, up 63% on the same period last year. It outsold Ford and continues to close on market leader Volkswagen. In Colombia, GM Colmotores also established an all-time sales high.

Drivers of Pontiac Bonneville and Grand Prix models can check their speed without taking their eyes off the road. Thanks to a Heads-Up Display (HUD) system, the information appears to be suspended in space near the front bumper. HUD information projected on to the windscreen includes vehicle speed, turn indicator, high-beam, check gauges warning and low fuel alert. In 1990, Pontiac was the first GM division to make the HUD system standard on a high-volume model.

Apart from the lace doilies that adorn seat-backs and parcel shelves, one of the most popular car accessories in Japan is a miniature, dashboard-mounted TV. Traffic is so heavy, particularly in and around Tokyo, that long delays are routine. A recent highway toxic spill caused a 16-hour traffic jam.



MD Bill Hamel hosted a luncheon at Fishermens Bend to mark the Winfield Racing Team's victory at W.A.'s Wanneroo circuit on July 11 - the first Australian Touring Car Championship win by a Commodore since 1986. He's pictured with (L-R) Rob McEniry and drivers Jim Richards and Mark Skaife, displaying presentation photographs.

## ENDURO DRIVERS NAMED

Holden Racing Team has announced the drivers for its two-car assault on the all-important touring car enduros at Sandown (September 12) and Bathurst (October 3).

Joining HRT regulars Wayne Gardner and Tomas Mezera will be 1992 campaigners Win Percy and Brad Jones.

A management restructure sees Tomas Mezera joining HRT in Melbourne as team manager, following the departure of Neal Lowe. He will be assisted by senior HRT engine man Rob Benson and chassis chief Jeff Grech. Experienced Tom Walkinshaw Racing engineers from the UK will further boost the team's chances.

Tom Walkinshaw said, "This is a really close-knit outfit - and the driving line-up will be the equal of any at Mount Panorama."

Left: Tomas Mezera



## Sign Comp Winners

Almost 200 employees submitted entries to the Elizabeth sign competition (the idea was to write suitable messages to go on the big board in front of the Administration building) and 6 winners were chosen.

Major prize, a trip for two to Sydney, was won by Bruce McQueen (Hardware). His message?

**"You're going past the factory, but you can't go past the car. VR Commodore - the best yet. A big car for a big country."**

Bruce and his wife Beryl plan to leave for Sydney on September 4. Runners-up M. Dodd, M. Kociolek, E. Butler, F. Mower and D. Von Bertouch all collected double theatre tickets to "South Pacific".

Bruce McQueen (right) is congratulated by General Manager of Operations, Ray Grigg.

