

HAPPY BIRTHDAY, FJ!



Friday October 22 was FJ day in Melbourne's City Square – and hundreds turned out for a lunchtime birthday bash to celebrate the 40th birthday of the most famous and best-loved Aussie car of them all.

Actor Frankie J. Holden presided over the festivities, which included rock 'n roll dancing, fashion parades and a car display put on by the FX-FJ Holden Club.

MD Bill Hamel cut a giant FJ birthday cake, the great creation of Ro Owen – head chef at the Tech Centre's Executive Dining Room. Ro baked, built and iced the cake single-handedly – a job involving 200 slabs of chocolate cake and 2 weeks of toil.

Over 70 enthusiasts also took part in a 40th birthday FJ Rally on October 24 which began at Fishermens Bend and followed the original test track route (through what used to be Melbourne's outskirts) used during the car's development.

Frankie J. Holden and Bill Hamel cut the FJ cake.

Ladies, Start your engines!

Don't miss our curtain-raiser to the Foster's Formula One Grand Prix this Sunday, November 7. The five lap Calibra Celebrity Challenge Race (timed for 11.40 am and televised through the Nine Network) will be contested by an all-female field of drivers – a world first in motorsport circles.

Megastar Dame Edna Everage, who'll drive Calibra No. 1, has dismissed the competition – "They're not **really** celebrities compared to me, possums" – but ready to beat her to the chequered flag are such highly competitive achievers as sportswomen Cathy Freeman, Hayley Lewis and Pam Burridge; entertainers Rhonda Burchmore, Jane Rutter and Melissa and TV personalities Jo-Beth Taylor, Jo Bailey, Tracey Dale and Anne-Maree Sparkman. Clive James joins their ranks as "token bloke" and mobile TV commentator.

Sales and Marketing Director Kevin Wale will present trophies following the race, which has involved a great amount of organisation and planning, much of it by a 5-person GMHA team comprising John Lindell, Debbie Karmel, Tony Porritt and Glorina Goding of Marketing and Phil Way of Engineering.



A pre-race training session in Sydney saw (L-R) Joan McInnes Hardy, Channel 9's Anne-Maree Sparkman, singer/lactress Melissa and model Elaine George get to know their race Calibras better.

Caprice Preview

Sydney Motor Show patrons and the motoring press had a sneak preview of the VR Caprice, not due for release until early next year. Revolving inside an eight-metre diameter "safety shield", the Caprice was one of the focal points of a stunning 20-vehicle Holden display.

Sales and Marketing Director Kevin Wale told journalists that

the long wheelbase range had "new features, new styling and new quality standards that will set the benchmark in this luxury category."

Imports due for '94 release – the feature-packed Calibra 4x4 Turbo, Holden Astra Convertible and Astra GSi – also drew plenty of admirers.



'94 market entrants VR Caprice and Astra convertible on show in Sydney.

IN BRIEF

The **VR Calais** has topped the annual NRMA "hardest to steal" security ratings with a score of 77 points. Next on 74 are Falcon, Fairmont, Fairlane and BMW 5/7 Series, followed by Commodore on 73 points, level-scoring with the Lexus LS400.

The Royal Automobile Association of South Australia has presented its inaugural **Family Car of the Year Award** to Commodore Acclaim. Judges said the Acclaim "stood out by far" for family safety and accommodation, money-saving maintenance and fuel costs.

HRT driver **Win Percy**, 50, announced his retirement from race competition following the Tooheys 1000. Regarded at his peak as one of the world's finest tin top drivers, the Englishman rates Bathurst as his favourite track and says his 1990 win there was his fondest memory in 30 years of motor racing.

The company's new advertising theme line - "**There's nothing quite like a Holden**" - was launched at the Sydney Motor Show on October 7 and will be incorporated in all communication material. The theme line implies leadership, superiority and confidence and has tested positively with customers.

In export news, the VP 2.6 litre Calais was launched in **Singapore** on September 9 at the Australian High Commission. Among 300 who attended were Tom McDaniel, GM VP and President of Asia & Pacific Operations, GMHA's Neil Pogson and John Leigh, who tell us response has been excellent, with 50 cars ordered in the first 3 weeks alone.

GM is showcasing some of its most advanced concept cars and engineering ideas in a just-released Warner Bros. movie, **Demolition Man**, starring Sylvester Stallone and Wesley Snipes. The film is set in the year 2032 and the 16 concept cars are valued at around \$69 million.

Chevrolet is dropping its famous **The Heartbeat of America** advertising theme (a new signature is yet to be announced) and has plans to introduce a major new product every 6 months for the next 4 years or more.

Design Award to VR

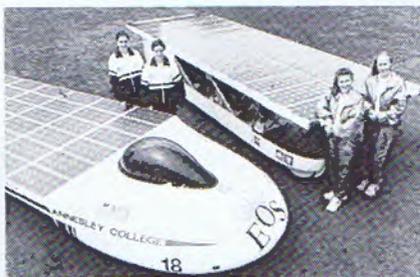
The VR Commodore has won an Australian Design Award, which recognises its advanced design, quality and high level of innovation. Accepting the Award on October 7 at the Sydney Motor Show, MD Bill Hamel said "The VR Commodore range on display today could sit as comfortably on the stands in Frankfurt or Tokyo - that is the measure of my belief in the international competitiveness of our core business at Holden."

"Equally important, it is also the belief of our employees, who have been participants in a whole new way of running our business. Today our employees are more focused, more determined and above all more realistic about our industry's future than ever before."

Charge of the Sunlight Brigade

On November 7 a record World Solar Challenge field of 45 solar-powered electric cars will leave Darwin to race 3004 kilometres down to Adelaide. GMHA is official vehicle supplier to the event and is also supporting six entries from high schools and universities in Adelaide, Darwin, Sydney and Melbourne.

Among the favourites is the Northern Territory University's "Desert Rose", which will be out to beat a GMAC-backed US entry from



Student teams from Adelaide's Annesley College and Mitcham Girls' High will race their solar cars "Eos" and "Isis" with backup from Holden-provided support cars.



Australian Design Awards



A big crowd attended a farewell function at the 'Bend for Rob McEniry before his departure for Sweden and the SAAB Automotive AB post of General Director, Marketing. A special "export pack" presented by Ross McKenzie contained such essentials as sunblock, Vegemite, insect repellent, Abba records ... and an RB Gemini rear decklid spoiler. ■



The Targa Tasmania 4x4 Turbo Calibra is back in rally trim for the upcoming 5-day Geelong-Adelaide Duttons Grand Prix event. Drivers Christine Gibson (left) and Liz Swanton keep up the all-female profile devised for the AGP Calibra Celebrity Challenge. ■

the University of Michigan and big-dollar entries from Honda, Toyota and Nissan.

Progress in the race (front-runners are expected to reach Adelaide on November 11) will be tracked by EDS, which will be issuing twice daily race reports to the worldwide media. ■

HEC Quality

Holden's Engine Company has achieved sought-after "Quality Endorsed" status following its recent certification to the International Quality Standard ISO9001.

To the cheers of hundreds of HEC workers at a plant presentation ceremony, MD Peter Thomas said he believed HEC was the first GM division, worldwide, to achieve such recognition.

The process of obtaining international standard Quality Endorsement - which is of major export significance - took 18 months and involved all 2100 employees. ■

There's nothing quite like a Holden

