

NO 5039

USE 21

MODEL 225

IM. 81x74x30

GROSS 4228



**HOLDEN  
EXPORT**



THIS IS THE FIRST  
NEW ZEALAND-ASSEMBLED  
HOLDEN  
and the 142,061st vehicle assembled by  
GENERAL MOTORS NEW ZEALAND LIMITED

## AUSTRALIA'S OWN CAR— A WORKING AMBASSADOR

More than 5,550 Holden vehicles have been exported to overseas markets, earning Australia nearly £3 million in overseas exchange from November, 1954 to May 31, 1957. In 1955 Holden exports were 1,341, in 1956 they totalled 2,193. This year's total will be far greater. Australia's own car is becoming well established overseas—as shown on these pages.

Vice-Admiral Sir John Collins, K.B.E., C.B., High Commissioner for Australia (at left), congratulates Frank J. Weisse, Managing Director, GM New Zealand Ltd., as the first locally assembled Holden comes off the line at Petone, Wellington. Earl C. Daum, Managing Director, General Motors-Holden's Limited, and executives and guests are standing by. Up to May 31, 1957, 4,937 Holdens had been exported to New Zealand.

Holden exports will be further increased as the result of the recent appointments of distributors in the Cook Islands, in Tahiti in the Society Islands, in American and Western Samoa and in the Sudan. The distributors will be Cook Islands Trading Co. Ltd., Raratonga; Etablissements Baldwin, Papeete; O.F. Nelson and Co. Ltd., Apia; and Boxall Engineering Ltd., Khartoum. Holdens have been shipped to South Africa, Southern Rhodesia and Aden but no distributors have yet been appointed for these territories.



The Holden Special sedan makes its debut in Malaya. This Singapore presentation is typical of the manner in which Australia's own car is being introduced to the people of other countries.



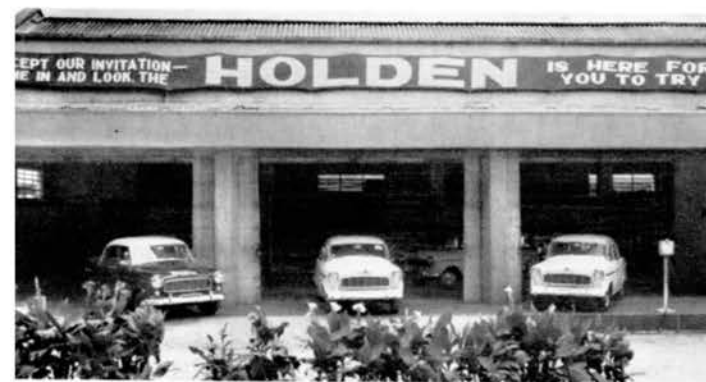
Brisk trading has followed the appointment last August of Kian Gwan Co. (Thailand) Ltd., Bangkok as Holden distributors. To May 31, 1957, 71 Holdens covering the complete seven-model range had been exported to Thailand. Distributors' signs draw attention to their display of the car.



ABOVE: On their way for overseas distributors. Holden sedans being loaded at Port Melbourne.



RIGHT: Prominent residents toast Holden on its first release in Hong Kong, where the distributors are Alex Ross and Co.



Holden Special Sedans are prominently displayed by Wearne Bros. Ltd., who were appointed distributors in August, 1956 for Singapore, Malaya, British North Borneo, Sarawak and Brunei. To May 31, 1957 a total of 442 Holden vehicles had been exported to Malaya.

Just landed—a Holden Special Sedan draws a crowd at Suva, Fiji. Already 65 Holdens have been exported through Burns Philp (South Sea) Co. Ltd., Suva, Holden distributors since March, 1957.

**WELLINGTON**

**SINGAPORE**

**PENANG**

**SUVA**

**HONG KONG**

**ADEN**

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