



NEWS

Public Relations Department
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CHRISTENING THE HOLDEN

The Australian car was named HOLDEN on September 1, 1948.

Speaking at a Press Conference on that day, Mr. Harold E. Bettle, then Managing Director of GMH, said:-

"It is fitting that this great new Australian product should bear the name HOLDEN.

For more than 30 years, the Holden Motor Body Works at Woodville, South Australia, have been famous for both the volume and the quality of their production. In 1931, the Holden Company merged with General Motors (Australia) Pty.Ltd., the new company being known as General Motors-Holden's Ltd. The late Sir Edward Holden Kt., became the company's Chairman of Directors, a position which he held until his death in 1947.

The HOLDEN car will worthily carry on a great tradition of Australian industrial capital."

Holden's Motor Body Builders Ltd. was founded in 1917 by the late Henry J. Holden, the father of Sir Edward Holden. The new company absorbed the Adelaide firm of Holden and Frost, established in 1886, and the plant and business of Frederick T. Hack Ltd.

The name Holden entered transportation history in Australia in 1856 when James A. Holden opened in Adelaide a modest leather and vehicle hardware business.

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