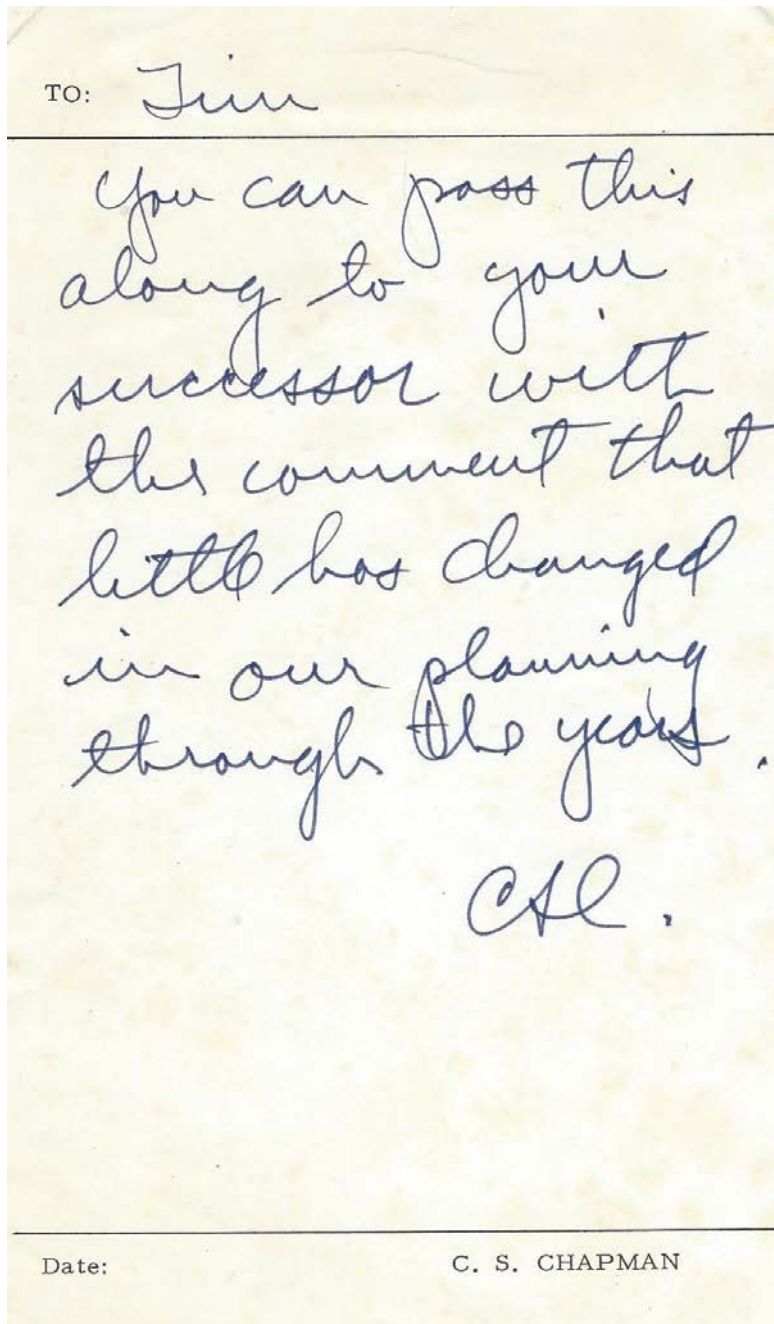


## What the Customer Wanted - by Roger Gibbs.

When Chuck Chapman left Opel in 1976 to come to Holden's as Managing Director, his colleagues at Opel presented him with a beautifully hand-painted scenario of 'What the Customer Wanted'.

At some stage when at Holden's he sent the following note to Tim Hunter, the Director of Planning:



Accompanying the note was the painting he received from Opel. Tim followed Chuck's suggestion and passed it on to Ray Grigg when he took over and in turn Ray passed it to me I took over Product Planning.



The picture hung in my office as a reminder to us all in Planning to keep our feet firmly on the ground, until in the era of ultra-conservatism that beset us, Personnel directed that I should take it down as it contravened the policy 'no pictures of unclad women', so today it hangs in my study at home.