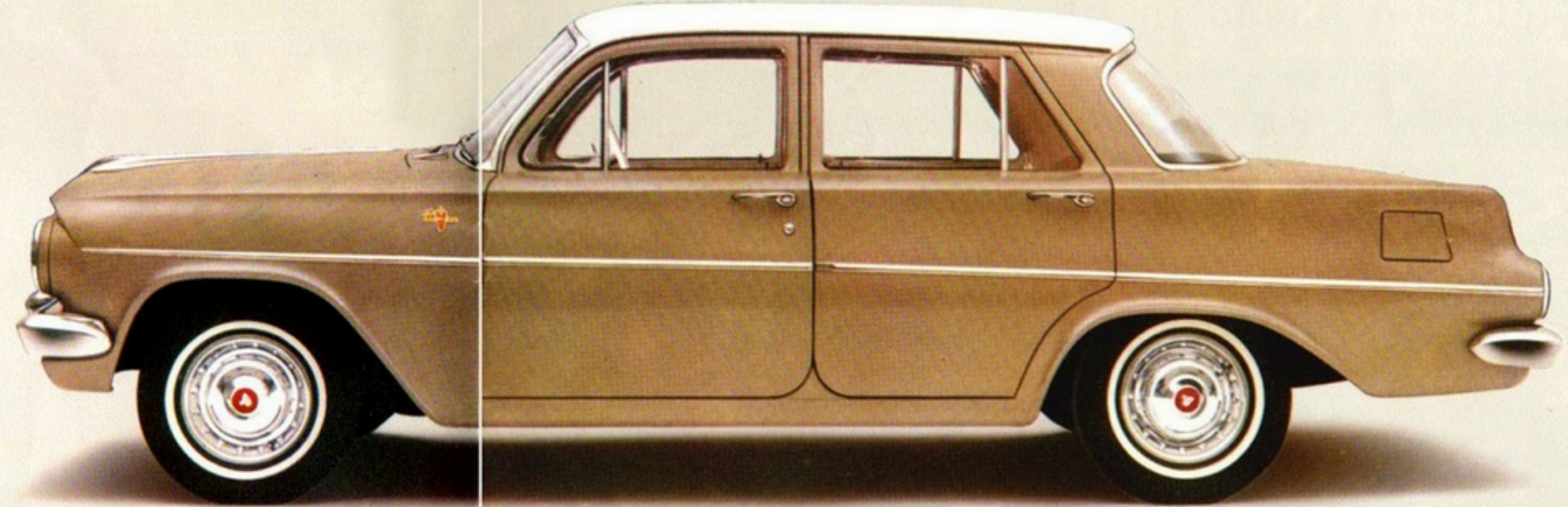




Holden's new concept in personal motoring...



THE NEW HOLDEN PREMIER SEDAN

. . . sets a rewarding new standard in motoring luxury. When you walk around the new Holden Premier Sedan you'll admire its beauty of line . . . its distinctive touches of elegance . . . including the iridescent sheen of exclusive metallic colours in gem-hard Magic-Mirror acrylic lacquer, narrow-band whitewall tyres and chrome wheel trim rings.

When you drive or ride in this fine new addition to the Holden range, you'll appreciate its extra features for comfort and motoring pleasure. And when you own it, you'll discover that the Premier Sedan offers a satisfying new concept in personal motoring . . . at a price that puts it right out ahead in value for your money.



Right out ahead in interior luxury



The interior of the new Holden Premier Sedan is rich . . . sumptuous . . . abundant with luxuries and appointments. Nothing has been spared in terms of craftsmanship and fine materials to give you and your passengers a feeling of quality the moment you enter the car. This interior makes a real contribution to

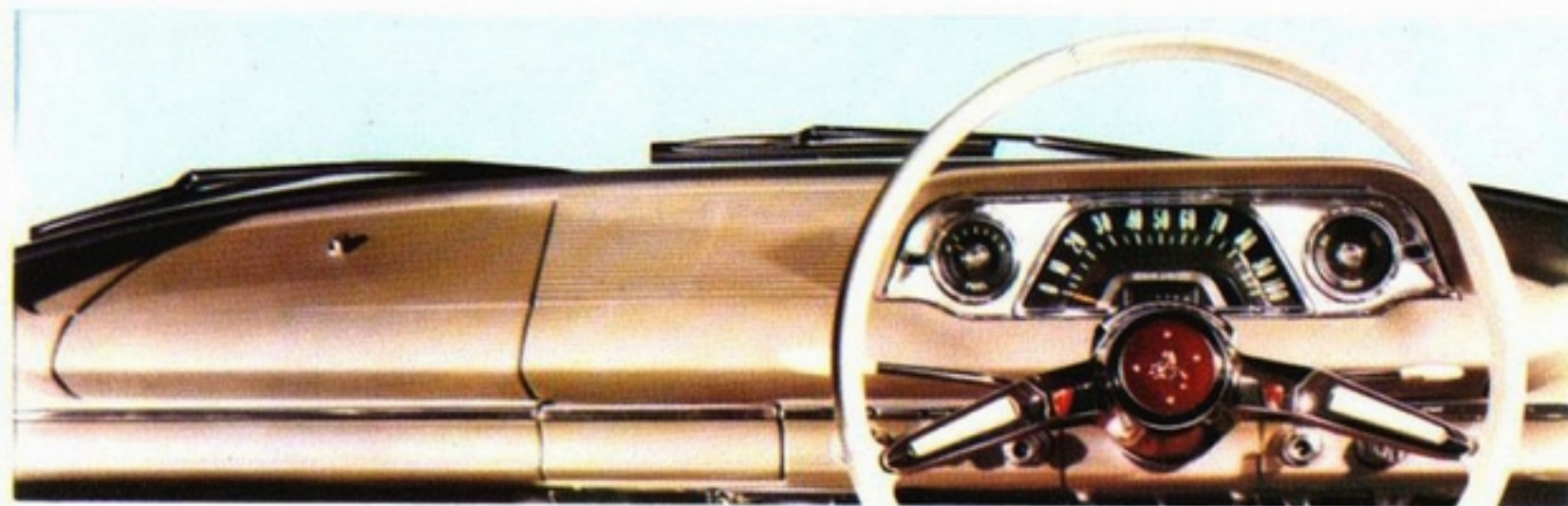
the pleasure you feel with every mile you drive. Individual, contoured front seats provide separate adjustment for the exact position you require. The centrally-placed console houses controls for the standard-equipment heater. Front door arm rests are combined with door pulls and lift-up door handles.



THE UPHOLSTERY of the new Holden Premier Sedan is executed in glove-soft, genuine leather. Deep-pile, wall-to-wall carpeting covers the floor. All seats, seat backs and arm rests are thickly foam padded. The picture below shows the generous rear seating arrangements of the Premier. There's a wide centre arm rest, rear door arm rests are combined with door pulls and finger-tip door handles. Coat hooks and assist straps are of course provided. There's an ashtray in the back of each front seat. All door scuff plates are chrome plated. The new Holden Premier Sedan seats four in great luxury . . . five in comfort. And despite its low, modern silhouette, you will find when you sit in it there is actually *more* headroom — both front and rear — than in previous Holdens.



Right out ahead in driving pleasure



WHEN YOU OWN a Holden Premier Sedan this will soon become your favourite view . . . the view from behind the wheel. For the car is a joy to drive and has all the appointments and extra equipment to make the difference between simply getting there and getting there in style.

The new, de-luxe instrument panel is sponge padded. The steering wheel is white . . . as are the new-design horn buttons which control the dual horns. The windshield wipers have two speed electric action. They operate steadily, regardless of engine speed and they sweep in parallel to eliminate the central blind spot. An electric windshield washer is also fitted. The glove box and the luggage compartment are automatically illuminated as you open them. A flashing

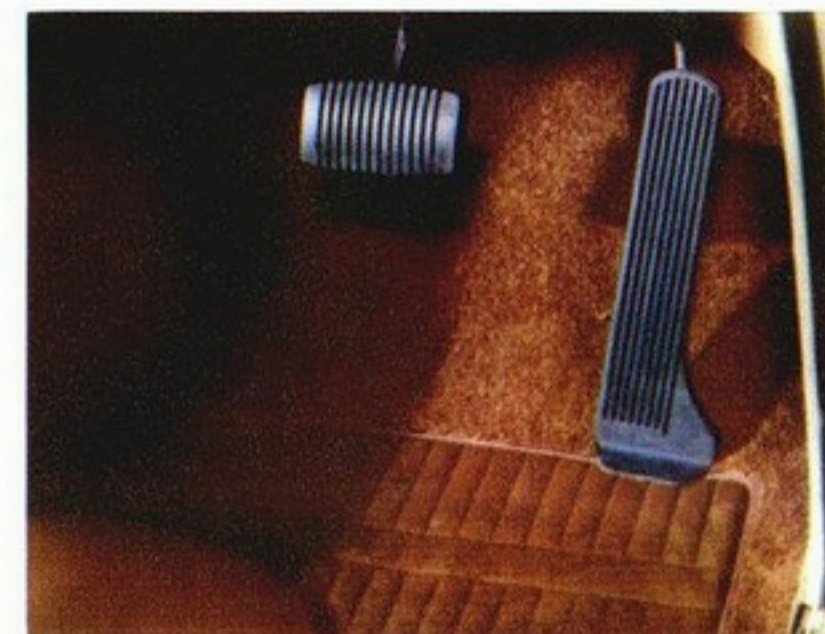
warning light is actuated if you should drive off with the hand brake still applied. There's a special anti-glare rear vision mirror. The front compartment ashtray and cigarette lighter are positioned within convenient reach on the instrument panel.

With all its additional features, the Premier Sedan shares the proved dependability and basic design excellence of Holden . . . only car specifically designed for Australia. The Premier has Holden's new lower centre of gravity and road-hugging stance (and Holden's practical 7.3 inch ground clearance) . . . and it has all the sparkle of Holden's famous six cylinder engine. Like all new Holden models, the new Premier Sedan has a brand-new feel at the wheel that's right out ahead!



IMPROVED HYDRA-MATIC TRANSMISSION IS STANDARD EQUIPMENT

Hydra-Matic transmission — the most *automatic* automatic of them all — adds the final touch to complete the picture of pure driving ease in the Holden Premier Sedan. Its smooth, quiet operation is remarkable. Hydra-Matic's three speed operation with an improved shift pattern and exclusive fluid coupling gives great smoothness. Heavy insulation and mechanical quietness makes Hydra-Matic virtually silent. As on other Holden models, Hydra-Matic on the Premier Sedan gives you the extra convenience of a Special Intermediate ratio. By selecting 'S' on the illuminated control quadrant, you get extra acceleration and pulling power, plus extra engine braking power on long descents. Automatic back-up lights are fitted. These operate when Reverse is engaged.



ABRIDGED SPECIFICATIONS

ENGINE: Six cylinder, OHV design: S.A.E. or R.A.C. rating 22.5 hp; Max. gross brake hp: 75 @ 4,200 rpm; Compression ratio: 7.25 to 1. TRANSMISSION: General Motors Hydra-Matic* type: three forward speeds controlled by quadrant on steering column. Positions—Park, Neutral, Drive, Special intermediate, Low, Reverse. BODY: All-steel "Acrobilt". Wheelbase 105 ins. Length 176.9 ins. Width 68 ins. Height 58 ins. Ground clearance 7.3 ins. Track front and rear 54.5 ins. ADDITIONAL EQUIPMENT: "Magic-Mirror" acrylic lacquer finish in metallic colours. Two-speed electric windshield wipers. Dual horns. Fresh air heater-demister. Wheel embellishers. Whitewall tyres (narrow band). Windshield washer. White coloured steering wheel, horn thumb tabs, turn signal switch and gear selector. Interior anti-glare rear vision mirror. Hand brake warning light. Luggage compartment light. Glove box light. Individual front seats (bucket type). Applied arm rests — front and rear doors. Fold-down centre arm rest in rear seat. Coat hooks and assist straps. Foam seat cushion pads front and rear. Two-tone leather upholstery.

Floor covering, wool pile carpet. Console mounted on front floor tunnel. KERB WEIGHT: 2,639 lbs.

*REGO.

The GMH Factory Warranty protects your new Holden Premier Sedan for 12 months or 12,000 miles of operation. The GMH Protective Maintenance Plan — with its book of tear-out coupons — provides a planned maintenance schedule to help keep your car in top condition. Low-cost, genuine spare parts are available all over Australia. GMAC Hire Purchase is available. "Air Chief", the GMH car radio, is available at moderate extra cost.

Specifications subject to change without notice.

GENERAL MOTORS-HOLDEN'S PTY. LIMITED

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