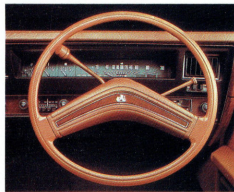


Premier's handsome woodgrain dash.



1 A dashboard with more dash.

We've moved the Holden Premier dash five inches away from the passenger's position. Result: more room up front.

We took a fresh look at the instrument panel. Introduced international symbols on controls, a wide faced speedometer and an electric clock.

Repositioned the bigger ashtray within easy reach of driver and passenger.



2 Powered ventilation that works wonders.

Even when you're stationary, Holden Premier's powered ventilation system pulls in fresh air.

It is a standard feature on Premier. As you move, the flow-thru ram jet ventilation system which is also fitted gives you even more fresh air. Full air conditioning is, of course, available. Premier gives you full carpet, too.



3 External mirror you adjust inside.

Rear vision? Premier has a big, glare reduced external mirror in a handsome chrome surround. It really puts you in the picture.

When you want to adjust it, there's no draughty window winding. You just touch a simple, fingertip control near your right hand.

The external mirror is shatter proof, with a knock-out mounting.



4 Bumpers that beat the bingles.

Remember those light bingles that push bumpers back onto bodywork, causing costly damage? That sort of expense is cut on Premier.

The bumpers, front and rear, are spaced away from bodywork. They absorb damage, help protect panels and paintwork. Strong vinyl mouldings along the car's sides protect you from other people's carelessness.

Premier has rubber impact strips inserted in front and rear bumpers.



10 great reasons for choosing new Holden Premier.

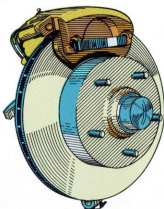


**HOLDEN
PREMIER**
with a touch of class.

5 Power disc brakes. Standard.

That big '3300' engine wants to go until you say stop. Put your foot down on the power assisted ventilated front disc brakes—standard—and you rein in those 135 horses.

The ventilated disc design reduces brake fade. The hydraulic power system to the brakes is in duplicate to further protect you.



6 Full-foam bucket seats.



Come inside to the comfort of Premier's new, long distance front bucket seats.

Built on a different principle. They put comfort ahead of everything, yet offer a first class driving position.

A special foam was developed for these seats. You sit on thousands of tiny air cells that give gently to your shape.

The design is based on orthopaedic principles. It supports you properly in the right places, keeps your body relaxed but at the same time holds you securely.

7 The get up and go Holden '3300' engine.

Premier comes to you with the Holden '3300' engine standard. This is rated at 135 bhp. Gives you all the smooth power you'll need, even for towing over long distances.

The car is also equipped with Tri-matic 3-speed automatic transmission, standard.

There's a 4.2 litre V8 engine available at extra cost. Or if you prefer, there's a 5 litre V8 option which comes with Turbo-Hydramatic automatic transmission.



8 Jetsmooth 4 coil suspension, upgraded.

Premier has the Holden 4-coil jet-smooth suspension.

Now we've improved it! The spring rates and shock absorber valving have been refined.

Premier's separate front chassis and forward mounted steering also contribute to this car's positive, predictable track and smooth ride.

9 Holden makes sense for Australia.

Not only is the new Premier designed to come together better—the parts themselves are given intensive additional examination.

Constant inspection up and down the assembly line, helps make sure of Holden Premier's reliability.

Holden's dealer and service network is the biggest in the country.

Holden's Service Efficiency Award keeps your dealer keen. An honest 12 month or 20,000 km warranty. You can depend on it.

10 Holden's safety package.

Premier gives you an underslung tank and external fuel lines to reduce fire hazards. A steel cargo barrier to stop luggage entering the passenger area in a collision.

Safety glass windows all round. Brake failure and parking warning lamp. Wrap around turn signal and parking lamps. Lane changer. Energy absorbing steering column.

2-speed wipers, glare reduced, with articulated right hand wiper arm to let you see better.

Toughened windshield with modified zone in front of driver. Inertia reel seat belts.



Estimate

YOUR NEW HOLDEN PREMIER

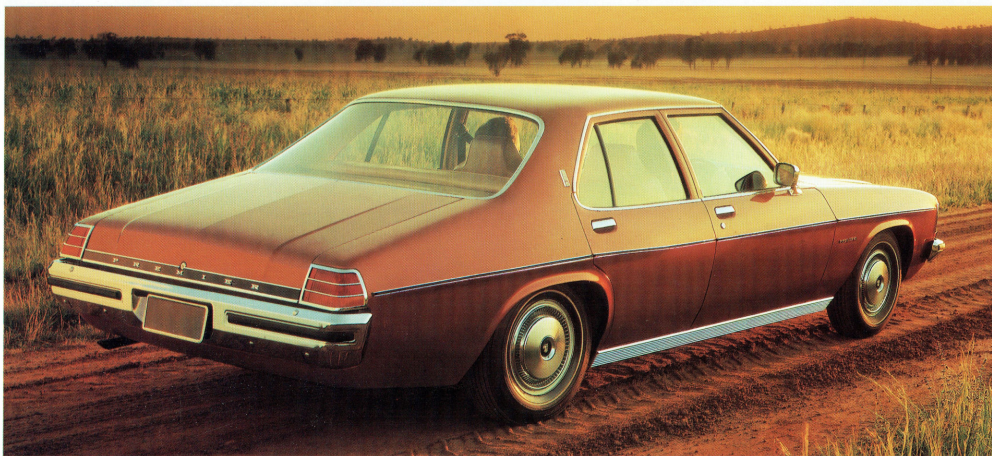
PRICE.....\$.....

OPTIONS.....\$.....

TOTAL OF MODEL AND OPTIONS.....\$.....

TRADE IN VALUE.....\$.....

DIFFERENCE.....\$.....



Premier has full-foam, fully reclining bucket seats and an arm-rest console.

A radio and white-line tyres as illustrated are options at extra cost.

HOLDEN PREMIER with a touch of class.

Please note: As the policy of General Motors is one of continual product improvement, all specifications and equipment are subject to change without notice.
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