

J.G. BAGSHAW TD PRESS RELEASE PRESENTATION

MAROOCHYDORE - APRIL 26, 1978

GOOD MORNING IT IS GOOD TO SEE SO MANY OF YOU COULD GET ALONG TO JOIN US ON WHAT, I AM SURE, IS TO BE A VERY INTERESTING DAY.

SOME OF YOU MAY NOT HAVE YET HAD TIME TO LOOK AT THE MARKET AND RATIO FIGURES FOR MARCH, WHICH CAME OUT MONDAY THIS WEEK.

I HAVE TAKEN THE OPPORTUNITY TO RUN SOME COPIES OF THESE, WHICH MAY MAKE SOME INTERESTING BACKGROUND FOR YOUR STORIES.

JUST BRIEFLY, THE MARKET CAME IN AT 44,500 - ALMOST 8% DOWN ON MARCH '77, SO THERE WERE ABOUT 8,400 FEWER VEHICLES REGISTERED IN THE FIRST QUARTER OF 1978 THAN WAS THE CASE A YEAR AGO.

AS I TOLD MOST OF YOU DOWN IN TASMANIA, WE HAVE A FORECAST FOR THE YEAR OF ONLY 570,000, AND WHILE WE ARE FORECASTING A LIFT IN THE SECOND HALF OF THE YEAR, THERE IS CERTAINLY NO INDICATION YET OF AN EXPANDING MARKET.

WHILE I'M PLEASED TO SEE US WELL ENTRENCHED IN FIRST PLACE, OF SIGNIFICANCE IN THE FIRST QUARTER'S REGISTRATIONS, IS THE LIFT IN PENETRATION BY THE JAPANESE FROM 34% A YEAR AGO TO 39%.

MUCH OF THIS IS IN THE FOUR CYLINDER AREA, AND IT COULDN'T BE A BETTER TIME FOR US TO BE COMING OUT WITH A SIGNIFICANT UPDATE ON OUR GEMINI, SO CLOSE AFTER SUNBIRD.

FIRST A LITTLE HISTORY ON THE SMALL CAR MARKET.

BACK BEFORE 1975 YOU WILL RECALL THAT TORANA 4 WAS THE GMH ENTRY IN THIS GROUP WHERE GEMINI NOW SITS.

AS A RESULT OF GM BUYING INTO ISUZU MOTORS IN JAPAN WE WERE ABLE TO ARRANGE FOR GEMINI'S TO BE ASSEMBLED HERE IN QUEENSLAND AT OUR ACACIA RIDGE PLANT.

SO IT IS APPROPRIATE THAT OUR TD GEMINI RELEASE TODAY IS BEING HELD IN QUEENSLAND - THE AUSTRALIAN HOME OF GEMINI.

THE SMALL SIZE CAR MARKET REPRESENTS JUST ON 24% OF THE TOTAL PASSENGER CAR BUSINESS.

THAT MEANS APPROXIMATELY 104,000 OF THIS SIZE CAR WILL BE SOLD IN AUSTRALIA THIS YEAR.

NOT TO BE CONFUSED WITH THE 112,000 4 CYLINDER MID SIZE OR SUNBIRD TYPE VEHICLES WE FORECAST WILL ALSO BE SOLD.

LAST YEAR OUR DEALERS RETAILED 17,600 GEMINI UNITS.

THIS YEAR WE HAVE TARGETTED FOR IN EXCESS OF 20,000 GEMINIS.

WHY DO WE FORECAST THIS VOLUME?

LOOK AT THE BACKGROUND.

FROM THE MOMENT WE LAUNCHED GEMINI IT WAS A SALES SUCCESS.

IN FACT, GEMINI WAS "CAR OF THE YEAR" IN ITS FIRST YEAR IN AUSTRALIA.

FOLLOWING THE FIRST GEMINI LAUNCH IN MARCH 1975 WE
SUBSEQUENTLY RELEASED THE TC MODEL IN FEBRUARY 1977,
AND TODAY'S TD BRINGS US TO THE THIRD GEMINI MODEL - BUT
WITH A NEW BREADTH OF BODY STYLES WE HAVEN'T HAD BEFORE.

WE ALL KNOW THAT THE 4-CYLINDER MARKET IS EXTREMELY
PRICE-SENSITIVE.

THIS HAS BEEN PROVEN TIME AND TIME AGAIN.

THE RETAIL RESPONSE WE GET TO OPTION PACKS THAT REPRESENT
MONEY SAVINGS - THE RESPONSE OUR DEALERS GET WHEN THEY
ADVERTISE PRICE SAVINGS - BOTH ARE MORE SIGNIFICANT IN THE
SMALL - CAR AREA THAN WITH THE BIGGER, HIGHER PRICED CARS.

IN THIS RESPECT IT'S INTERESTING TO TRACK GEMINI'S PRICE
CHANGES SINCE IT WAS LAUNCHED IN AUSTRALIA IN 1975.

LET'S LOOK AT THE SLIDE THAT COMPARES GEMINI WITH ITS
COMPETITORS - ESCORT 1600XL, DATSUN 120Y, LANCER GL,
GALANT 1600, COROLLA SE, AND MAZDA SAVANNA/343.

WE'VE GIVEN AN INDEX OF 100 TO THE PRICE OF GEMINI AT JUNE 1975, AND THE SAME INDEX OF 100 TO THE COMPOSITE PRICE OF THE OTHER MODELS I MENTIONED.

IT'S INTERESTING TO SEE THAT UP TILL NOW - IN EACH 6 MONTH READING - GEMINI HAS BEEN BELOW THE COMPOSITE INDEX OF ITS COMPETITORS AND STILL IS.

IN STRAIGHT MONEY TERMS YOU'LL SEE THAT GEMINI HAS HAD THE LEAST PERCENTAGE INCREASE OF ANY OF ITS COMPETITORS AT 34.2% SINCE JUNE 1975.

SO THAT'S OUR GEMINI PRICING STORY - 1975 TO NOW.

I'LL LEAVE IT FOR CHUCK CHAPMAN TO GIVE YOU OUR NEW TD PRICING LATER IN THIS PRESENTATION.

LET'S TAKE A LOOK AT WHO BUYS GEMINI.

WE ORIGINALLY PERCEIVED GEMINI BUYERS AS BEING SOMEWHAT YOUNGER, BETTER EDUCATED, AND WITH LESS INCOME THAN TORANA BUYERS.

WE SAW THEM AS BEING TEACHERS, NURSES AND THE LIKE,
BOTH MEN AND WOMEN.

WE FOUND THAT HALF OF ALL GEMINI BUYERS ARE AGED UNDER
30.

THAT GEMINI HAS THE HIGHEST PROPORTION OF FEMALES BUYING
ANY GMH MODEL AT 45%.

ALSO GEMINI HAS A HIGHER UNMARRIED BUYER CONTENT THAN ANY
GMH MODEL.

ONE QUARTER OF GEMINI BUYERS HAVE ATTENDED UNIVERSITY.

THE JAPANESE HERITAGE OF GEMINI HAS CONTRIBUTED A LOT TO
THE ACCEPTANCE OF THE VEHICLE.

THE WORD JAPANESE IS STILL A MAJOR TURN ON AMONGST THE
BUYERS OF SMALL CARS.

MOST SMALL CAR BUYERS CHOOSE ON THE BASIS OF ECONOMY OF
PURCHASE AND OPERATION - BUT GEMINI HAS THE 'PLUS' OF GMH
SPARES AND SERVICE.

ONE QUARTER OF GEMINI BUYERS ARE BUYING THEIR FIRST CAR AND NEED THIS RE-ASSURANCE.

SO DO SOME LONGER-TIME DRIVERS WHO HAVE HAD BAD EXPERIENCES WITH OTHER MAKES.

THAT'S REALLY OUR MARKETING PROMISE - "GEMINI - THAT ONE SMALL CAR THAT OFFERS JAPANESE FEATURES AND THE BACKING OF GMH AND GMH DEALERS."

WHILE OUR BUYER PROFILE WAS ORIGINALLY VALID, WE FOUND THAT AS TIME WENT BY GEMINI WAS ALSO ATTRACTING MANY OLDER, HIGHER INCOME EARNERS.

SURE, THEY WANTED A SMALL CAR - BUT THEY ALSO WANTED LUXURY APPOINTMENTS.

AND THIS IS WHERE OUR NEW TD GEMINI RANGE STARTS TO BROADEN FROM PREVIOUS GEMINI MODELS.

WITH TD, CUSTOMERS WILL HAVE THE CHOICE OF A REAL LUXURY SLE MODEL.

IN THE SMALL CAR LUXURY MARKET OUR COMPETITORS HAVE BEEN WRITING BETWEEN 20 AND 30% OF THEIR BUSINESS WITH THEIR LUXURY MODELS.

WE ARE CONFIDENTLY FORECASTING OUR NEW SLE SEDAN AND COUPES WILL ALSO ACCOUNT FOR OVER 20% OF OUR GEMINI VOLUME.

AND IT IS REALLY WELL APPOINTED - RIGHT THROUGH TO A 5-SPEED GEARBOX AS STANDARD.

THIS WILL EARN US GEMINI SALES IN THAT TOP END OF THE SMALL CAR MARKET WHERE WE HAD NO ENTRY BEFORE.

A MODEL THAT WILL APPEAL TO THE GHIA/EUROPEAN OR JAPANESE LUXURY BUYER WHO KNOWS AND WANTS THE BEST AVAILABLE - BUT IN A SMALL PACKAGE SIZE.

ADDITIONALLY, WE'VE EXTENDED THE GEMINI MODEL RANGE TO INCLUDE TWO OTHER BODY STYLES NOT BEFORE AVAILABLE.

ONE IS A VAN.

THE OTHER IS A TWO-DOOR WAGON.

THE VAN WILL HAVE WIDE APPEAL FOR SMALL DELIVERY AND COMMERCIAL USE.

AND NO DOUBT TO THE EVERGROWING VAN-SET WHO DON'T WANT OR NEED TO GO UP TO OUR FULL-SIZE SANDMAN VAN.

OUR GEMINI VAN WILL COMPETE IN AN AREA SO FAR DOMINATED BY ESCORT.

AS YOU CAN SEE THEY SELL MORE THAN ONE THIRD OF ALL SMALL VANS, WITH COROLLA, MAZDA, LEYLAND MINI, DATSUN, DAIHATSU, SUZUKI, AND HONDA MAKING UP THE BALANCE AT RETAIL FOR 1977.

WITH OUR GEMINI VAN WE BELIEVE WE WILL MAKE A SIGNIFICANT IMPACT IN THE SMALL VAN MARKET AND PICK UP CONSIDERABLE PLUS BUSINESS.

THE 2- DOOR WAGON WILL BE AIMED PRIMARILY AT THE YOUNG FAMILY PERSON - PARTICULARLY THE YOUNG MOTHER WHO OFTEN NEEDS TO CARRY A BASINETTE, PLUS YOUNG CHILDREN AND PETS, AND NEEDS THE CONVENIENCE OF A WAGON, PLUS THE CHILD-PROOF SAFETY OF A 2-DOOR.

THIS MODEL WILL ALSO GAIN US PLUS BUSINESS AND I MUST SAY I AM MOST ENTHUSIASTIC ABOUT THE POTENTIAL THIS GREAT LITTLE WAGON OFFERS.

APPEARANCE AND STYLING FEATURES WILL BE COVERED LATER BY LEO PRUNEAU, AND IN JUST A MOMENT, JOE WHITESELL WILL COVER THE MECHANICALS OF TD.

BUT I'D LIKE TO TAKE A MOMENT TO TALK RTS.

BY NOW YOU'RE ALL VERY FAMILIAR WITH THE WAY RTS HAS TRANSFORMED THE ROAD MANNERS OF OUR HZ HOLDEN AND UC TORANAS AND SUNBIRDS. YOU'LL NOTICE THE SAME SORT OF IMPROVEMENT WHEN YOU GET BEHIND THE WHEEL OF THE TD TODAY.

RTS IS OUR ADVANTAGE.

IT WAS OUR INITIATIVE.

AND A PRODUCT PLUS, WHICH AS YOU KNOW OUR COMPETITORS
ARE TRYING TO MATCH.

THAT'S ALL FROM ME.

I'D LIKE TO CALL ON DESIGN DIRECTOR, LEO PRUNEAU, TO
CONTINUE OUR TD GEMINI STORY.

LEO.

GOOD MORNING GENTLEMEN,

NOW THAT BAGS HAS OUTLINED THE SALES STRATEGY, I WOULD LIKE TO TAKE A FEW MINUTES TO DISCUSS THE DESIGN OF THE TD GEMINI.

THERE ARE THREE MAJOR DESIGN OBJECTIVES IN THE TD PROGRAM.....

THE FIRST IS A CONTINUATION OF THE PROCESS OF IMPROVEMENT AND REFINEMENT THAT BEGAN WITH THE FIRST GEMINI AND CONTINUES WITH THE TD.

THE SECOND OBJECTIVE IS TO PROVIDE A VEHICLE WITH SUPERIOR QUALITY FINISH, AS WELL AS MAINTAIN THE HIGHEST POSSIBLE LEVEL OF STANDARD EQUIPMENT.

THE FINAL POINT IS TO PROVIDE THE MOST COMPLETE MARKET COVERAGE POSSIBLE, BEGINNING WITH TD, THERE WILL BE A GEMINI MODEL DESIGNED TO SUIT THE NEEDS OF EVERY BUYER IN THE SMALL CAR MARKET.

TO ACCOMPLISH THESE OBJECTIVES, THE TD MODEL LINE UP HAS BEEN ENLARGED AND EXPANDED.. THE STANDARD GEMINI SEDAN IS CONTINUED, AND A NEW BODY STYLE IS INTRODUCED, THE TWO DOOR PANEL VAN.

THIS ALL NEW MODEL IS AIMED SPECIFICALLY AT A RAPIDLY DEVELOPING LIGHT COMMERCIAL AND DELIVERY MARKET.

THE GEMINI VAN HAS SIMPLE, CLEAN AND FUNCTIONAL LINES.
THE PLAIN SIDE PANELS PROVIDE THE IDEAL AREA FOR LEGIBLE
SIGNWRITING.

SEVEN INCH ROUND LAMPS GIVE EXCELLENT VISIBILITY WHILE KEEPING
DOWN MAINTENANCE COSTS.

COMMERCIAL OWNERS WILL ALSO APPRECIATE THE TOUGH, HEAVY GAUGE
STEEL FLOOR THAT CAN EASILY HANDLE HEAVY OR AWKWARD LOADS.

AND THE CONVENIENT ONE PIECE TAILGATE THAT CAN BE OPERATED
WITH ONE HAND TO REVEAL THE LOW LIFT OVER HEIGHT.

FUNCTIONAL PLASTIC CENTER CAPS AND BLACK NUTS PROVIDE WHEEL
ORNAMENTATION.

THE GEMINI VAN HAS BEEN DESIGNED WITH FUNCTIONAL FEATURES
TO SUIT EITHER THE COMMERCIAL OPERATOR....

OR THE PRIVATE OWNER WHO NEEDS A COMPACT, USEFUL PACKAGE AS
A BASIS FOR HIS PERSONALISED TRANSPORT, SOMETHING THAT'S
A LITTLE MORE THAN JUST TRANSPORTATION.

THE EXPANDED MODEL LINE UP ALSO INCLUDES A NEW BODY STYLE
DESIGNED ESPECIALLY FOR THE FAMILY MAN. THE TWO DOOR
STATION WAGON HAS BEEN ADDED TO FILL THIS GAP IN THE MARKET.
IT HAS A HIGHER LEVEL OF TRIM AND EQUIPMENT THAN THE STANDARD
MODELS.

THIS NEW MODEL OFFERS MORE VERSATILITY AND INCREASED CARRYING CAPACITY FOR THE YOUNG FAMILY WHICH REQUIRES CONVENIENCE... ECONOMY AND EASY HANDLING IN A PACKAGE OF COMPACT EXTERIOR DIMENSIONS.

IT HAS A GENEROUS REAR COMPARTMENT THAT CAN BE MADE EVEN LARGER AS THE REAR SEATS FOLD TO CREATE A FLAT LOADING FLOOR.

THE REAR COMPARTMENT IS FULLY TRIMMED, INCLUDING THE VERTICALLY MOUNTED SPARE WHEEL.

A GAS STRUT SUPPORTED REAR DOOR EMPHASISES THE VERSATILE CHARACTER OF THE TD GEMINI WAGON.

WE FEEL THE 'SL' GEMINI HAS ALWAYS REPRESENTED A REMARKABLE BLEND OF STYLE, COMFORT AND EQUIPMENT. THE TD MODEL CONTINUES THIS TRADITION WITH MORE IMPROVEMENTS AND REFINEMENTS THAN EVER BEFORE. THE 'SL' WILL CONTINUE TO BE AVAILABLE IN BOTH COUPE AND SEDAN BODY STYLES.

THE TD VERSION OF THIS MODEL HAS SEVERAL EXTERIOR REFINEMENTS INCLUDING A NEW EGG CRATE GRILLE AND LARGE RECTANGULAR HEADLAMPS.

BODY AND PAINT PROTECTION HAVE BEEN IMPROVED WITH THE ADDITION OF FULL LENGTH BODYSIDE MOULDINGS.

NEW BRIGHT FINISH WINDOW FRAME SURROUND MOULDINGS IMPROVE THE APPEARANCE OF THE UPPER BODY AND....

SLOTTED STAINLESS STEEL FULL WHEEL COVERS IN BRIGHT FINISH ARE ALSO FEATURED....

THE 'SL'S' EXTERIOR THEME OF IMPROVEMENT AND REFINEMENT HAS BEEN EXTENDED TO THE INTERIOR APPOINTMENTS AND THE LEVEL OF EQUIPMENT HAS ALWAYS BEEN EXCELLENT ON PREVIOUS 'SL' GEMINIS.... THIS STANDARD IS MAINTAINED ON THE TD RANGE.

EVERY 'SL' STILL COMES EQUIPPED WITH A HIGH OUTPUT, QUALITY PUSHBUTTON RADIO.....

AND A THREE SPEED HEATER DEMISTER AND FORCED AIR VENTILATION SYSTEM.....

AS WELL AS A FULLY PADDED INSTRUMENT PANEL THAT FEATURES A LARGE ELECTRIC CLOCK....

AND THE INFINITELY ADJUSTABLE, FULLY RECLINING BUCKET SEATS PROVIDE A RANGE OF COMFORT SETTINGS TO RELAX JUST ABOUT ANYONE.

EITHER LUTON PLAID OR CHEVRON CLOTH IS ALSO AVAILABLE AS A LOW COST OPTION.

EITHER OF THE 'SL' BODY STYLES ...COUPE...OR SEDAN...SHOULD PROVIDE THE RIGHT COMBINATION OF STYLE AND PRACTICALITY FOR BUYERS IN THIS SEGMENT OF THE COMPETITIVE SMALL CAR MARKET.

CLEAN GOOD LOOKS AND EXTRA FEATURES ARE A COMBINATION THAT'S DESIGNED TO MAINTAIN THE GEMINI'S LEADERSHIP IN THIS AREA.

IN LINE WITH OUR POLICY OF EXPANDED MARKET COVERAGE...WE ARE INTRODUCING A NEW STANDARD OF EXCELLENCE IN THE SMALL LUXURY CAR MARKET.

IT'S CALLED THE GEMINI 'SL/E'.....

THE GEMINI 'SL/E'S LEVEL OF COMFORT...REFINEMENT AND EXTERIOR FEATURES PUT IT IN A CLASS OF ITS OWN.

THE BOLD NEW TD GRILLE AND LAMPS ARE HIGHLIGHTED BY ADDITIONAL BRIGHT SURROUND MOULDING AND HEADER BAR.

BRIGHT, FULL SCALP WINDOW FRAME MOULDINGS GIVE 'SL/E' A DISTINCTIVE LOOK FROM THE SIDE.....

A NEW GMH DESIGNED FAMILY CAST ALLOY WHEEL IS ALSO INTRODUCED ON THE 'SL/E'....IT WAS DESIGNED TO MEET TOUGH GMH STANDARDS FOR STRENGTH AND DURABILITY.

A HEAVY DUTY VINYL-INSERT BODYSIDE MOULDING IS A FEATURE OF THIS MODEL.....

OTHER HIGHLIGHTS OF THE EXTERIOR ORNAMENTATION INCLUDE STAINLESS STEEL WHEEL ARCH MOULDINGS AS WELL AS COLOUR KEYED EXTERIOR MIRRORS.

THE 'SL/E'S EXTERIOR THEME OF UNDERSTATED LUXURY IS ALSO CARRIED THROUGH TO THE INTERIOR....THE 'SL/E' INTERIOR WAS DESIGNED FOR THE PERSON WHO WANTS SOMETHING A LITTLE BETTER. THE WHOLE INTERIOR IS COLOUR CO-ORDINATED IN THE FINEST MATERIALS.

THE CHOICE OF TAN OR BUCKSKIN TRIM WITH MATCHING VELOUR FABRIC IS STANDARD EQUIPMENT.

THE INSTRUMENT PANEL CRASH PAD IS COLOUR KEYED TO THE REST OF THE INTERIOR AND FEATURES THE ADDED TOUCH OF WOODGRAIN INSERTS.

NEW DESIGN DOOR TRIMS ARE FULLY PADDED TO THE TOP OF THE DOOR AND ALSO FEATURE CARPET KICK PANELS.

THE CENTER PILLAR ON SEDANS AND REAR QUARTERS ON COUPES ARE ALSO FULLY TRIMMED TO PROVIDE A MORE FINISHED ATMOSPHERE TO THE 'SL/E' INTERIOR.

A NEW DESIGN FOUR SPOKE STEERING WHEEL IS NEW TO THE 'SL/E'.

THE LIST OF UNIQUE LUXURY APPOINTMENTS EXTENDS EVEN TO THE FLOORS WHERE CAPRICE TYPE, CUT PILE CARPET IS FEATURED.

FOR THE FIRST TIME ON ANY GMH PRODUCT A FIVE SPEED TRANSMISSION IS INCLUDED IN THE STANDARD SPECIFICATION.

AN OPTIONAL, AUTOMATIC TRANSMISSION CAN BE ORDERED IF DESIRED..... BOTH TRANSMISSIONS COME WITH A CONVENIENT COLOUR KEYED CENTER CONSOLE.

ALSO INCLUDED IN THE 'SL/E' SPECIFICATION IS A DAY/NIGHT
ANTI-GLARE INTERIOR MIRROR.

AS WELL AS AN IMPROVED HIGH QUALITY RADIO - CASSETTE PLAYER.

THE 'SL/E'S EXTENSIVE LIST OF QUALITY FEATURES MEANS THAT
FOR THE FIRST TIME, REAL LUXURY DOES NOT NECESSARILY IMPLY
LARGE SIZE.....THE 'SL/E' OFFERS TRUE COMFORT AND ELEGANCE
IN A CONVENIENT AND ECONOMICAL PACKAGE.

THE 'SL/E' AND INDEED....THE COMPLETE TD RANGE STILL HAS THE
UNMATCHED, TRADITIONAL HOLDEN ADVANTAGES.

WE THINK OUR NEW MODELS MAKE THE TD RANGE OF CARS UNIQUE IN
AUSTRALIA....I'M CONFIDENT YOU'LL AGREE WITH ME AFTER YOU'VE
EXAMINED THE CARS AT CLOSE RANGE, AND SEEN THE CAREFUL
DESIGN DETAIL, AS WELL AS EXTRA FEATURES THAT WE FEEL WILL
MAINTAIN OUR COMPETITIVE ADVANTAGE.

BUT BEFORE THAT, JOE WHITESELL WOULD LIKE TO EXPLAIN THE
MANY ENGINEERING REFINEMENTS.....

JOE.....

'TD' PRESS PRESENTATION

THANKS LEO,

FROM A PRODUCT ENGINEERING STANDPOINT, OUR OBJECTIVE WITH 'TD' SERIES WAS TO MAKE A GOOD CAR EVEN BETTER. IN ORDER TO ACCOMPLISH THIS WE ESTABLISHED THESE SPECIFIC OBJECTIVES:

- TO INTRODUCE A RADIAL TUNED SUSPENSION SYSTEM.
- TO ROUND OUT THE MODEL RANGE.
- TO IMPROVE FRONT AND REAR SEATING COMFORT.
- TO IMPROVE REAR PASSENGER ACCOMMODATION.
- TO PROVIDE A 5 SPEED MANUAL TRANSMISSION.
- AND TO INTRODUCE A LOW NOISE LEVEL, HIGH STRENGTH REAR AXLE.

NATURALLY THE BENEFITS OF THESE FUNCTIONAL CHANGES WILL NOT BECOME APPARENT UNTIL YOU EVALUATE THE CARS DURING YOUR TEST DRIVES.

I KNOW FROM YOUR COMMENTS ON PREVIOUS MODELS THAT YOU ARE EXTREMELY INTERESTED IN OUR PROGRESS WITH RADIAL TUNED SUSPENSION SYSTEMS, SO LET'S REVIEW WHAT HAS BEEN DONE IN THIS RESPECT.

YOU MAY BE A LITTLE SURPRISED TO RECOLLECT THAT IT IS NOW ONLY 17 MONTHS SINCE WE FIRST INTRODUCED THIS FEATURE TO YOU WITH THE INTRODUCTION OF THE SUNBIRD IN NOVEMBER 1976. NOW THIS 'TD' SERIES MARKS THE FINAL STAGE IN PROVIDING THIS EQUIPMENT ACROSS OUR COMPLETE RANGE OF PASSENGER AND COMMERCIAL DERIVATIVE VEHICLES.

AS ON THE SUNBIRD, TORANA, HOLDEN AND STATESMAN VEHICLES, THE INTRODUCTION OF THE 'RTS' SYSTEM ON THE GEMINI HAS RESULTED IN AN EQUALLY DRAMATIC CHANGE BY RADICALLY UPGRADING THE RIDE AND HANDLING CHARACTERISTICS OF THIS MODEL RANGE.

BEFORE DETAILING THE COMPONENT CHANGES INVOLVED, LET ME BRIEFLY REVIEW THE GENERAL OBJECTIVES WHICH WE ESTABLISHED FOR EACH OF OUR VEHICLE LINES TO ENSURE THEY MET THE ENTRANCE REQUIREMENTS OF THE RADIAL TUNED SUSPENSION CLUB.

FOR RIDE AND SUSPENSION THE TARGET WAS TO PROVIDE THESE FEATURES.

- A HIGH LEVEL RIDE COMFORT THROUGH A STIFFER AND FLATTER RIDE.
- REDUCED VEHICLE NOISE AND IMPACT HARSHNESS.
- A REDUCTION IN THE LEVEL OF AXLE HOP AND SHOCK-ABSORBER FADE.

AND IN VEHICLE HANDLING TO OBTAIN:

- PRECISE HANDLING ON ALL ROAD SURFACES UNDER ALL LOAD CONDITIONS.
- REDUCED VEHICLE ROLL WHEN CORNERING.
- CONSTANT STRAIGHT AHEAD STABILITY.
- THE CAPABILITY TO CARRY MAXIMUM LOADING COMMENSURATE WITH THE VEHICLE SIZE, WITHOUT THE NEED FOR SEPARATE HEAVY DUTY SUSPENSIONS.
- AND FINALLY TO ENSURE GOOD STEERING RESPONSE AND ON-CENTRE FEEL.

ALTHOUGH THE GENERAL DESIGN PARAMETERS REMAIN CONSTANT, I KNOW YOU APPRECIATE THAT THE SPECIFIC REQUIREMENTS NECESSARY TO ACHIEVE THESE OBJECTIVES ARE UNIQUE FOR EACH CAR LINE.

SO WHILE YOU MAY ALSO BE SURPRISED TO HEAR THAT ON THE GEMINI WE DID NOT HAVE TO INTRODUCE SUCH EXTENSIVE DESIGN CHANGES AS ON THE OTHER CAR LINES; WE FEEL YOUR EVALUATION OF THE PRODUCTS TODAY WILL VERIFY OUR EXTENSIVE TESTING, AND DEMONSTRATE QUITE CONCLUSIVELY THAT THE GEMINI RIDE AND HANDLING IS NOW EQUIVALENT TO THAT TO WHICH YOU HAVE BECOME ACCUSTOMED ON THE GMH CARS.

.../4

WITH RESPECT TO THE FRONT SUSPENSION GEOMETRY, OUR DEVELOPMENT WORK REVEALED THAT THE CURRENT POSITIVE CASTOR OF $5^{\circ}10'$, THE NEUTRAL CAMBER OF $0^{\circ}0'$, AND THE TOE-IN OF 3.0 mm. UNDER STATIC UNLADEN CONDITIONS, MET THE DEMANDING REQUIREMENTS OF THE RTS SYSTEM.

NOW LET'S MOVE ON TO THE SPECIFIC CHANGES WHICH WERE INVOLVED IN THE SUSPENSION AND WHICH ARE INCLUDED ACROSS THE RANGE, INCLUDING THE NEW STATION WAGON AND PANEL VAN MODELS.

ROAD SPRINGS:

THE FRONT & REAR COIL SPRINGS HAVE BEEN RE-DEVELOPED AS A PROGRESSIVE RATE DESIGN MADE FROM TAPERED DIAMETER WIRE. THESE PROGRESSIVE RATE SPRINGS REPLACE THE PREVIOUS LINEAR DESIGN AND AUXILLIARY RUBBER REAR SPRINGS. (SKETCH A)

THE PROGRESSIVE RATE DESIGN WAS SELECTED FOR THE GEMINI AS IT PROVIDES THE OPTIMUM COMFORT IN RIDE MOTION UNDER ALL LOAD CONDITIONS. THE OCCUPANT CAPACITY OF THE GEMINI IS THE SAME AS OUR LARGER VEHICLES, 5 PASSENGERS AND LUGGAGE, AND TO CATER FOR THIS WITH LINEAR RATE SPRINGS REQUIRES A HIGH SPRING RATE. WHILE THIS CONDITION IS ACCEPTABLE IN THE HIGHER WEIGHT VEHICLES, AS THE ADDITIONAL BODY WEIGHT LEVELS OUT THE RIDE MOTION UNDER LIGHT LOAD CONDITIONS; THE GEMINI, WITH ITS LOWER BODY WEIGHT, DEMANDS A PROGRESSIVE RATE SPRING TO PROVIDE A SIMILAR LIGHT LOAD RIDE MOTION. (SKETCH B)

TO COPE WITH THE SPECIFIC LOAD CHARACTERISTICS FOR EACH MODEL, THE SPRING RATES HAVE BEEN INDIVIDUALLY ESTABLISHED FOR THE SEDAN AND COUPE, (SKETCH C) AND THE STATION WAGON AND THE PANEL VAN. (SKETCH D)

THE LENGTHS OF THE FRONT AND REAR SPRINGS UNDER KERB LOAD HAVE BEEN INCREASED. (SKETCH E)

THESE CHANGES ALSO PROVIDE INCREASED BUMP THROUGH RESISTANCE UNDER THE MAXIMUM LOAD CONDITION AND INCREASED DYNAMIC GROUND CLEARANCE.

RUBBER BUMP STOPS:

NEW DESIGN RUBBER BUMP STOPS WITH HIGHER PROGRESSIVE COMPRESSION RATES ARE USED AT THE REAR AXLE (SKETCH F) AND FRONT SUSPENSION LOWER CONTROL ARM LOCATIONS, (SKETCH G) WHICH IMPROVE THE RIDE COMFORT BY SOFTENING THE IMPACT OF BUMPS. IN CONJUNCTION WITH THE NEW ROAD SPRINGS THE POSSIBILITY OF STRUCTURAL DAMAGE AND DISTORTION CAUSED BY SEVERE BUMP THROUGH HAS BEEN MINIMIZED.

SHOCK ABSORBERS:

THE CALIBRATION OF THE SHOCK ABSORBERS IS MORE LINEAR DUE TO VALVING CHANGES. THE FRONT ABSORBERS ARE IDENTICAL ACROSS THE MODEL RANGE (SKETCH H) WHILE AS WITH THE ROAD SPRING RATES, THE REAR SHOCK ABSORBER CALIBRATIONS ARE SPECIFIC FOR EACH MODEL TO PROVIDE FOR THE RESPECTIVE LOAD CHARACTERISTICS REQUIRED.

(SKETCH J) THIS RESULTS IN A SMOOTHER FLATTER RIDE, WITH MORE POSITIVE ROAD HOLDING QUALITY, INCREASED RIDE COMFORT AND REDUCED SHOCK ABSORBER FADE.

STABILIZER BARS:

FRONT AND REAR STABILIZER BARS ARE NOW STANDARD ON ALL MODELS, THE DIAMETER OF THE FRONT BAR BEING 22 mm. (SKETCH K) AND THE REAR BEING 13 mm. (SKETCH L) THE REAR BAR IS A DECOUPLED TYPE SIMILAR IN PRINCIPLE TO THAT USED ON OTHER GMH MODELS. THIS EQUIPMENT MINIMIZES BODY ROLL AND GIVES OPTIMUM ROLL COUPLE DISTRIBUTION, WHILE ALSO ENSURING MORE POSITIVE HANDLING AND IMPROVED LINEARITY OF STEERING RESPONSE. WITH THIS DESIGN, NOISE TRANSMISSION INTO THE PASSENGER COMPARTMENT IS ALSO MINIMIZED.

WHEELS & TYRES:

WIDER 5.00 x 13 WHEELS REPLACE THE CURRENT 4.50 x 13 SIZE, AND TOGETHER WITH STEEL BELTED RADIAL TYRES ARE STANDARD ACROSS THE RANGE. THIS ENSURES OPTIMUM HANDLING AND STEERING CONTROL DUE TO HIGHER LATERAL TYRE STIFFNESS AND PROVIDES MAXIMUM TYRE LIFE.

AS I MENTIONED PREVIOUSLY, THESE CHANGES HAVE RESULTED IN AN EXCELLENT, WELL BALANCED 'RTS' SYSTEM PROVIDING PRECISE CONTROL UNDER ALL DRIVING CONDITIONS.

STATION WAGON & PANEL VAN:

LET'S NOW TURN TO OUR SECOND OBJECTIVE; THE ROUNDING OUT OF THE RANGE BY PROVIDING AS A MAJOR INTRODUCTION TWO ENTIRELY NEW MODELS, THE STATION WAGON AND PANEL VAN.

FROM YOUR COMMENTS AT VARIOUS TIMES I KNOW YOU ARE ALL WELL AWARE OF THE IMPORTANCE OF RETAINING PART INTERCHANGEABILITY, BOTH FROM A CUSTOMER COST VIEWPOINT AND ALSO IN REGARD TO READY AVAILABILITY; BOTH OF WHICH FACTORS ARE OUR CONSTANT WATCH-WORDS WHEN DESIGNING, TO ENSURE CUSTOMER SATISFACTION IN AFTER SALES SERVICE.

YOU WILL BE INTERESTED TO KNOW THEREFORE, THAT THESE NEW MODELS ARE IDENTICAL TO THE GEMINI SEDAN FRONT END SHEETMETAL AND BODY PANELS AS FAR BACK AS THE LEADING EDGE OF THE FRONT DOORS; AND FROM THIS POINT A VAN TYPE BODY INCORPORATING A ONE-PIECE GAS-STRUT SUPPORTED REAR DOOR IS COMMON TO BOTH BODY STYLES.

IN FACT THESE UNITS ARE A UNIQUE AUSTRALIAN DESIGN BLENDING OF TWO ESTABLISHED BODY DESIGNS. THE FRONT SECTION IS THE JAPANESE ISUZU BASE DESIGN FOR OUR GEMINI, AND THE REAR SECTION IS DRAWN FROM THE GERMAN OPEL DESIGN.

THE STATION WAGON BODY HAS ADJUSTABLE OUTWARD OPENING SIDE WINDOWS ADJACENT TO THE REAR SEAT PASSENGER, PROVIDING EXCELLENT VISIBILITY AND CONTROLLED VENTILATION, AND FIXED SIDE WINDOWS ADJACENT TO THE REAR LOAD AREA, WHICH PROVIDES THE ALL-ROUND VISIBILITY DESIRED IN A PASSENGER VEHICLE. TO AVOID GLASS DAMAGE FROM COMMERCIAL LOADS AND PROVIDE IDENTIFICATION SPACE FOR ADVERTISING PURPOSES, BODY SIDE COVER PANELS REPLACE THESE WINDOWS ON THE PANEL VAN.

THE SEDAN REAR BUMPER BAR IS USED ON BOTH MODELS AND THE LICENCE PLATE IS MOUNTED IN A COMMON CENTRAL LOCATION AT THE LOWER SECTION OF THE REAR DOOR.

THIS INTERCHANGEABILITY FEATURE EXTENDS THROUGH THE MECHANICAL ITEMS AS FAR AS POSSIBLE, WITH VARIATIONS ONLY TO SUIT LOCAL ROAD CONDITIONS AND BODY STYLE REQUIREMENTS.

INTERIOR ILLUMINATION:

TO ENSURE ADEQUATE INTERIOR ILLUMINATION WE HAVE PROVIDED THE NORMAL ROOF LAMP OVER THE PASSENGER AREA, AND IN ADDITION A FURTHER ROOF LAMP IN THE LOAD COMPARTMENT WHICH IS OPERATED BY AUTOMATIC SWITCHES AT BOTH THE FRONT AND REAR DOORS.

LOAD COMPARTMENT:

TALKING OF THE LOAD COMPARTMENT, WE HAVE PROVIDED VERY ADEQUATE SPACE IN THIS AREA.

THE REAR SEATING IN THE STATION WAGON IS HINGED TO PROVIDE A CONTINUATION OF THE FLAT LOAD FLOOR, WITH THE BACK OF THE SEAT IN THE FOLD-DOWN POSITION EXTENDING TO THE SEAT CUSHION, WHICH FOLDS UP TO PROVIDE A LUGGAGE BULWARK.

THE OVERALL DIMENSIONS ON THE STATION WAGON ARE: (SKETCH M)

FLOOR LENGTH WITH REAR SEAT DOWN	-	1590.5 mm.
FLOOR LENGTH WITH REAR SEAT UPRIGHT	-	1043.5 mm.
MAXIMUM HEIGHT	- -	798.5 mm.
WIDTH BETWEEN WHEELHOUSES	- -	1027.0 mm.
MAXIMUM WIDTH	- -	1259.0 mm.

.../10

AND ON THE PANEL VAN, WHICH VARIES IN HEIGHT AND CARGO FLOOR LENGTH DUE TO THE DIFFERENT TRIM FINISH CONDITIONS, THE DIMENSIONS ARE: (SKETCH N)

LENGTH OF CARGO FLOOR	-	-	1603.0 mm.
MAXIMUM HEIGHT	-	-	813.0 mm.
WIDTH BETWEEN WHEELHOUSES	-	-	1028.0 mm.
MAXIMUM WIDTH	-	-	1259.0 mm.

TO ENABLE THE MOST PRACTICABLE USE OF THE LOAD AREA FOR REGULAR COMMERCIAL USE, COMMENSURATE WITH THE MOST ECONOMICAL REGISTRATION COSTS, WE HAVE ESTABLISHED THE GROSS VEHICLE WEIGHT AT 1362 KG. ON THE PANEL VAN, AND SPECIFIED A MAXIMUM PAYLOAD CAPACITY OF 450 KG.

SEATING COMFORT & REAR PASSENGER ACCOMODATION:

OUR OBJECTIVES OF IMPROVING SEAT COMFORT AND ACCOMODATION FOR THE REAR PASSENGERS INVOLVED CHANGES TO FRONT AND REAR SEAT DESIGN PLUS SOME ASSOCIATED ITEMS.

FRONT SEATS:

FOR INSTANCE, YOU WILL NOTICE WHEN TRAVELLING THAT THE FRONT BUCKET SEATS PROVIDE A SMOOTHER RIDE. TO MORE EFFECTIVELY ABSORB VIBRATION WE HAVE REVISED THE SPRING DESIGN AND HAVE ALSO MODIFIED THE SIDE WING SHAPE, THUS PROVIDING ADDITIONAL LATERAL SUPPORT.

REAR SEATS:

IF YOU CARE TO TRAVEL AS A REAR SEAT PASSENGER FOR A WHILE, YOU WILL NOTICE THAT THE COMFORT AND ACCOMODATION IN THIS AREA HAS BEEN IMPROVED BY:

- REDESIGNING THE BACK OF THE FRONT SEATS TO PROVIDE A CURVED SURFACE IN THE LATERAL PLANE FOR INCREASED KNEE CLEARANCE.
- REVISING THE LOWER REAR EDGE OF THE FRONT SEAT CUSHION, THUS INCREASING THE CLEARANCE BETWEEN SEAT BASE AND THE FLOOR PAN. THIS FURTHER COMPLEMENTS A CHANGE TO THE FLOOR PAN CONTOUR INTRODUCED LATE IN THE 'TC' MODEL LIFE IN PROVIDING ADDITIONAL TOE ROOM.
(SKETCH P)
- AND FINALLY, BY REVISING THE DESIGN OF THE REAR SEAT BACK TO GIVE A DEEPER SEATING POSITION, WHICH IN CONJUNCTION WITH NEW CONTOURS ON THE FRONT EDGE AND CORNERS OF THE SEAT CUSHION, IMPROVES COMFORT AND PROVIDES ADDITIONAL CLEARANCE FOR ENTRY AND EXIT.
(SKETCH R)

FRONT SEAT BELT ANCHORAGE:

ON THE SEDAN MODELS THE FRONT SEAT BELT RETRACTOR IS NOW LOCATED ON THE CENTRE PILLAR COMPLEMENTING THE REAR SEAT CHANGE IN PROVIDING ADDITIONAL CLEARANCE FOR REAR PASSENGER ENTRY AND EXIT.

5 SPEED TRANSMISSION:

OUR OBJECTIVE IN INTRODUCING THE 5 SPEED MANUAL TRANSMISSION, WHICH WILL BE STANDARD ON THE TOP OF THE LINE 'SL/E' MODEL AND OPTIONALLY AVAILABLE ON ALL OTHER MODELS, WAS TO INCREASE THE COMFORT OF LONG DISTANCE HIGHWAY TRAVELLING BY PROVIDING A SMOOTH, QUIET RUNNING CRUISING GEAR, WITH THE ADDED ADVANTAGE OF AN OVERALL FUEL ECONOMY IMPROVEMENT OF APPROXIMATELY 6%.

THE FOUR LOWER RATIOS IN THIS 5 SPEED TRANSMISSION ARE THE SAME AS THE 4 SPEED UNIT FITTED TO OTHER MODELS, WITH THE ADDITIONAL TOP GEAR OVERDRIVE RATIO BEING .85:1. (SKETCH S)

REAR AXLE:

A NEW GMH DESIGNED AND MANUFACTURED SALISBURY REAR AXLE HAS BEEN INTRODUCED, WHICH ACHIEVES OUR OBJECTIVE OF A LOW NOISE LEVEL, HIGH STRENGTH UNIT. THIS DESIGN FEATURES IMPROVED SUPPORT OF THE AXLE DRIVE GEARS, WHICH INCREASES DURABILITY THROUGH MINIMIZED GEAR DEFLECTION AND ALSO CONSEQUENTLY REDUCES THE AXLE NOISE. A NEW CAST ALUMINIUM EXTENSION HOUSING PROVIDING A WEIGHT REDUCTION HAS ALSO BEEN INTRODUCED. (SKETCH T)

INTERCHANGEABILITY ACROSS OUR MODEL RANGE IS EXTENDED, AS MANY INTERNAL COMPONENTS ARE COMMON WITH THE 'UC' AND PREVIOUS TORANA AXLES, WITH THEIR PROVEN DURABILITY PERFORMANCE.

SUPPLEMENTARY CHANGES:

SUPPLEMENTING THESE MAJOR FUNCTIONAL CHANGES WE HAVE ALSO INTRODUCED CHANGES TO THE RADIO AND HEADLAMPS.

RADIO:

AS WITH YOUR RECENT EXPERIENCE IN THE 'UC', WHEN YOU LISTEN TO THE RADIO YOU WILL FIND THAT THERE IS SUBSTANTIAL RANGE AND CLEAR RECEPTION, AS THE UNIT HAS BEEN UPGRADED BY AGAIN INCREASING THE OUTPUT ALMOST 70% TO 5 WATTS.

HEADLAMPS & ALTERNATOR:

THE NEW RECTANGULAR HEADLAMPS YOU HAVE SEEN IN LEO'S PRESENTATION ARE NOT ONLY AN APPEARANCE FEATURE, BUT ARE OF HIGHER INTENSITY; 75 WATT ON HIGH BEAM, 60 WATT ON LOW BEAM, AND ARE STANDARD ON THE STATION WAGON, 'SL', AND 'SL/E' MODELS. TO ENSURE THAT ADEQUATE OPERATING CURRENT IS AVAILABLE FOR THIS EQUIPMENT, A NEW HIGHER CAPACITY 50 AMP ALTERNATOR IS ALSO STANDARD ON THESE MODELS.

CAST ALLOY WHEEL:

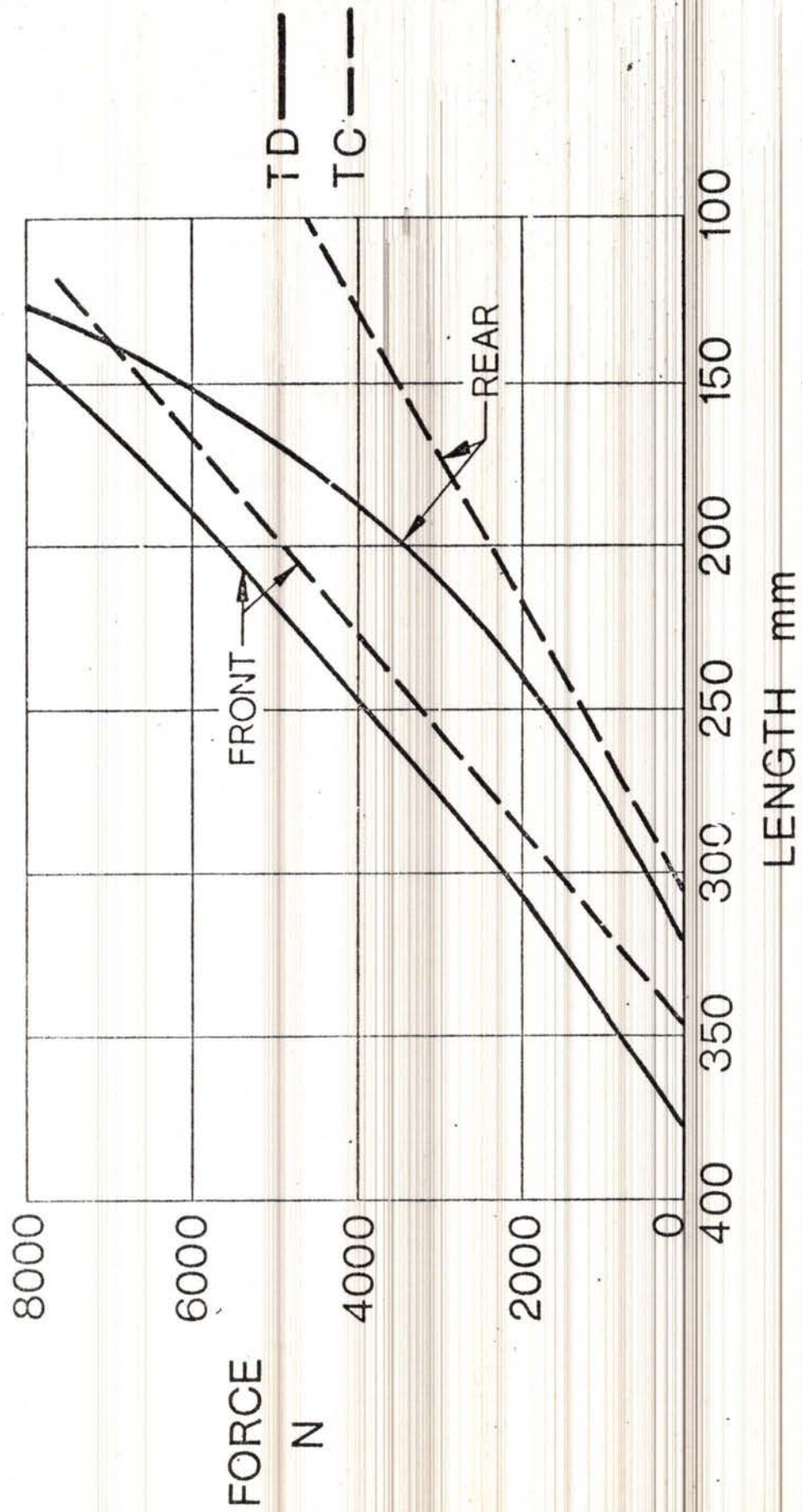
FINALLY I WOULD LIKE TO LET YOU KNOW THAT THE ATTRACTIVE GMH DESIGN CAST ALLOY WHEEL WHICH LEO MENTIONED IS ONLY OUR FIRST ENTRY INTO THIS FIELD, AND SIMILAR DESIGNS WILL PROGRESSIVELY BE INTRODUCED FOR OTHER MODELS. EXTENSIVE DYNAMIC RIG TESTS, AND MANY THOUSANDS OF TEST KILOMETERS AT LANG LANG, HAVE PROVED THAT THIS 'TD' WHEEL EXCEEDS THE STANDARDS ASSOCIATION OF AUSTRALIA SPECIFICATIONS BY OVER 100%.

THE 1200 CC. HONDA HORNET MODEL RANGE, ITS PRECISE RIDE AND FIRM CHASSIS CHARACTERISTICS, ITS COMFORT, DRIVEABILITY AND ABILITY TO HANDLE VARIOUS ROAD CONDITIONS, APPEARANCE AND THE EXTENSIVE EQUIPMENT PROVIDED AS STANDARD FEATURES, WILL MAINTAIN THE HONDA STANDARD OF QUALITY ESTABLISHED BY ITS PREDECESSOR THE HONDA HORNET RANGE.

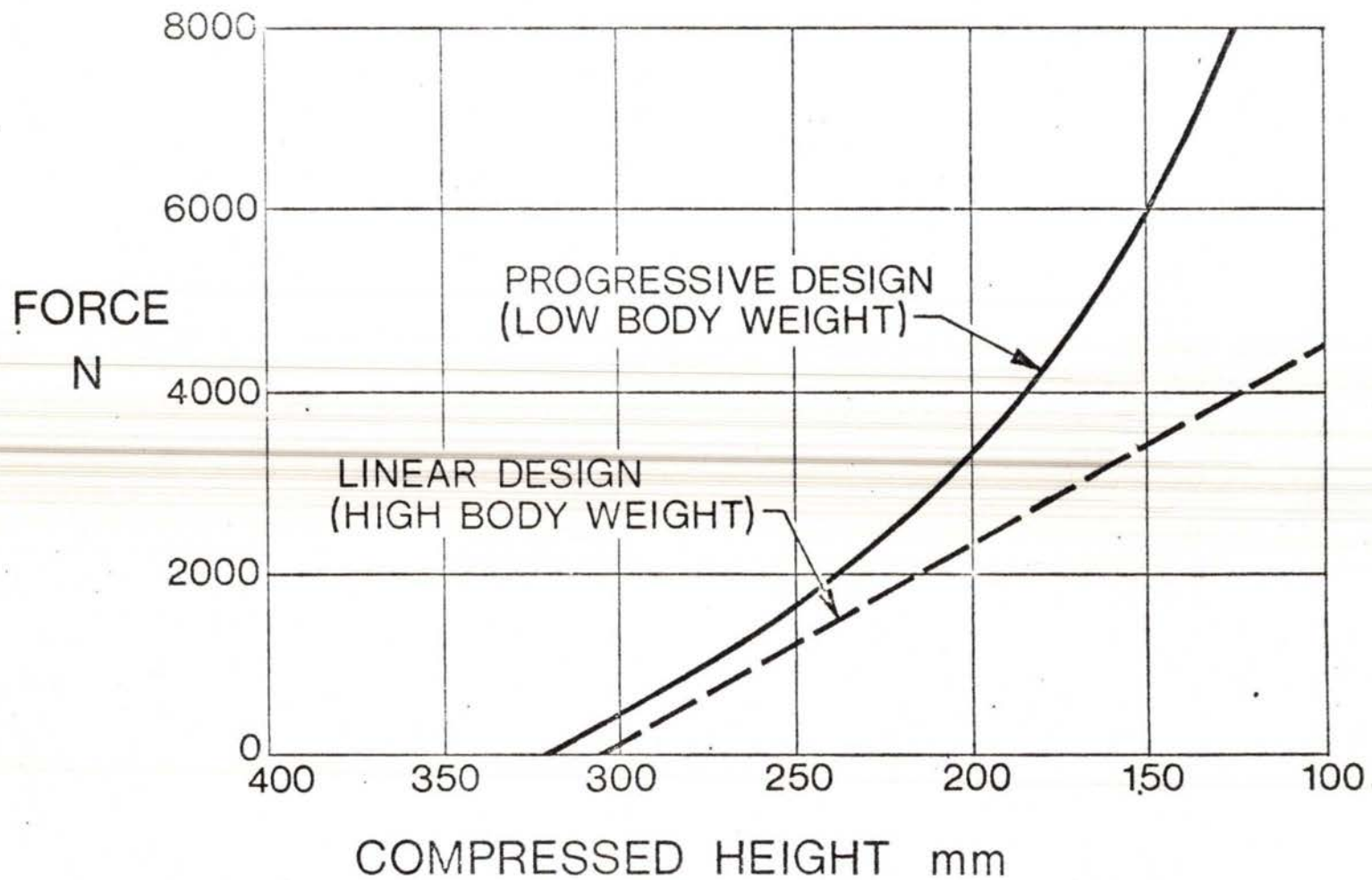
TO OBTAIN THE FULL BENEFITS FROM THE FOUR BODY STYLES YOU MAY CHOOSE FROM, I TRUST YOU WILL FIND THE EXPERIENCE AS MUCH AS THE OTHER EVALUATION OF CONDUCTING A RECENTLY OF THE U.S. MARSHAL SERVICE.

TO OBTAIN THE FULL BENEFITS FROM THE SYSTEMS AND TYPE WITH ALL LOAD CONDITIONS, I TRUST YOU WILL FIND THE EXPERIENCE AS MUCH AS THE OTHER EVALUATION OF CONDUCTING A RECENTLY OF THE U.S. MARSHAL SERVICE.

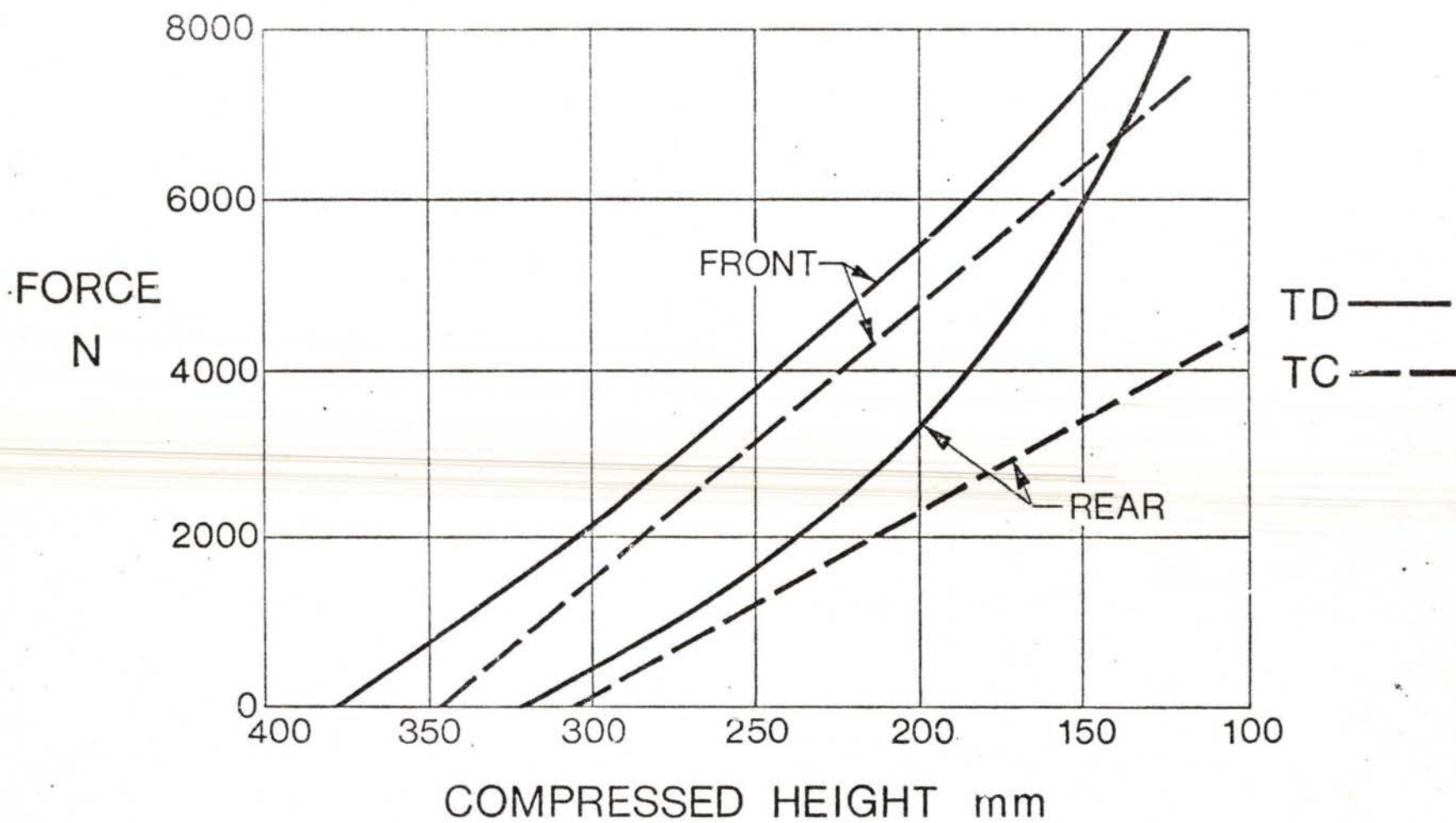
C O C C



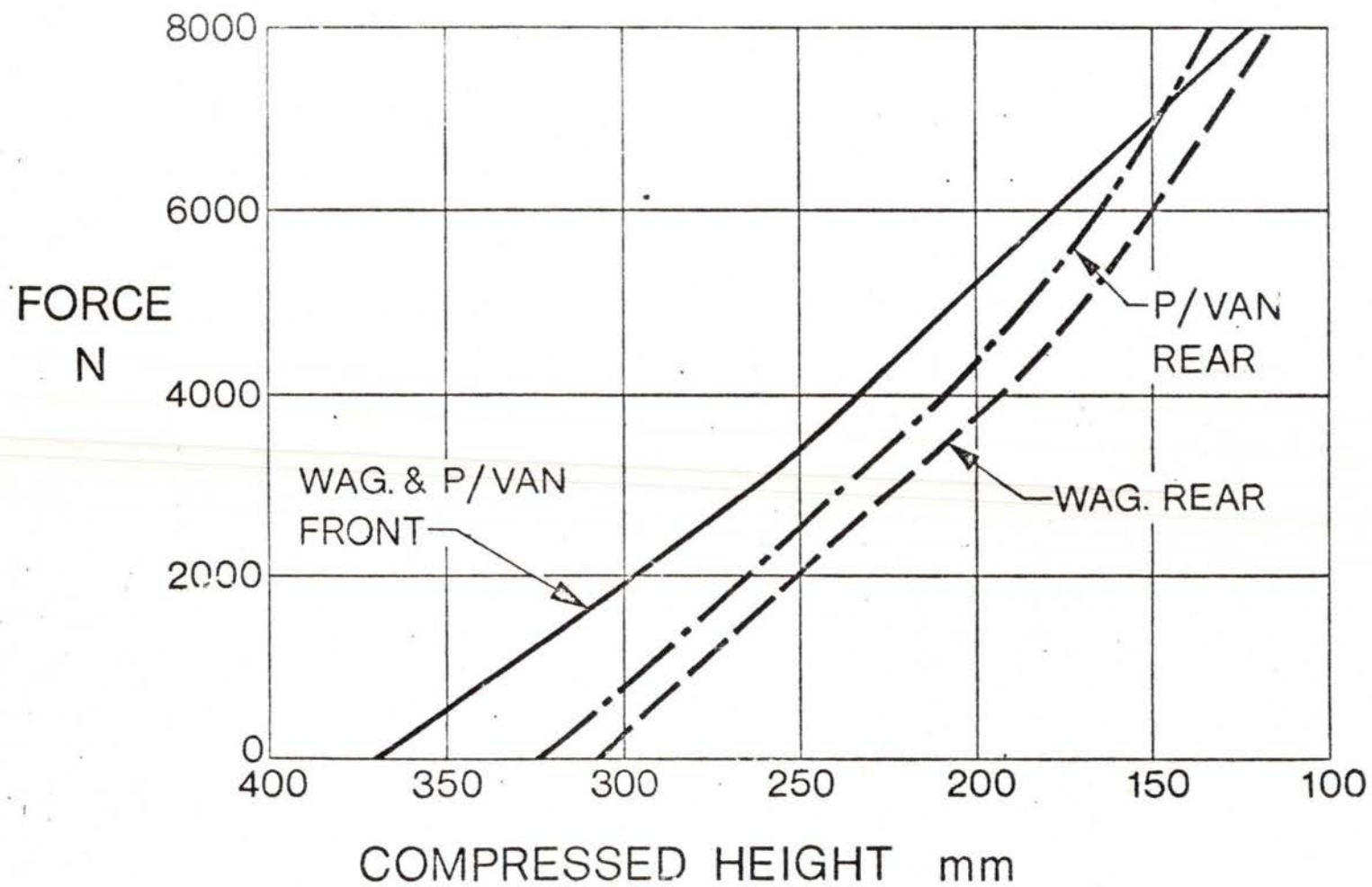
LOAD DEFLECTION CURVES



SPRING RATE-CURVE COMPARISON

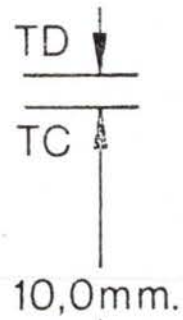
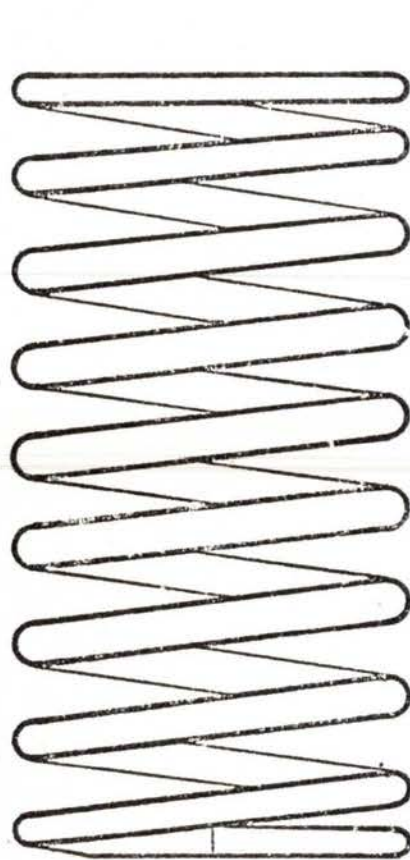


SEDAN & COUPE-SPRING RATES



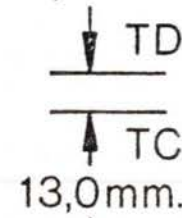
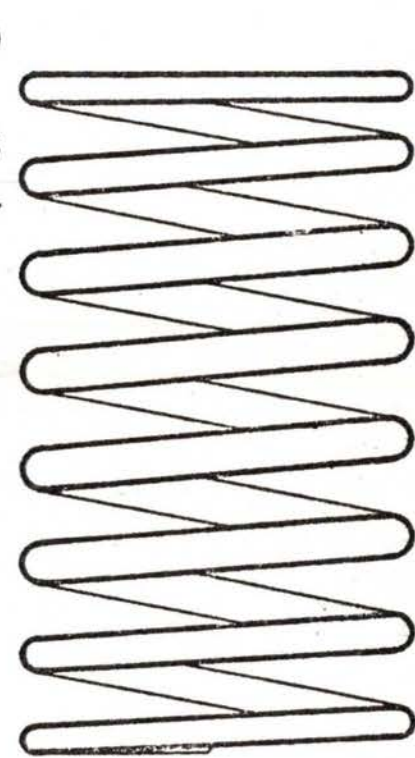
TD SPRING RATES

FRONT SPRING



SEDAN & COUPE
LENGTH INCREASE

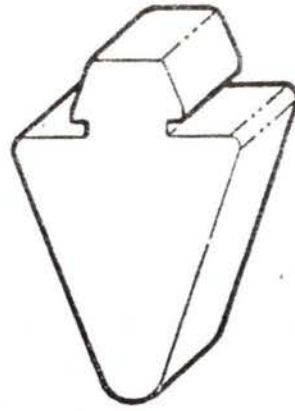
REAR SPRING



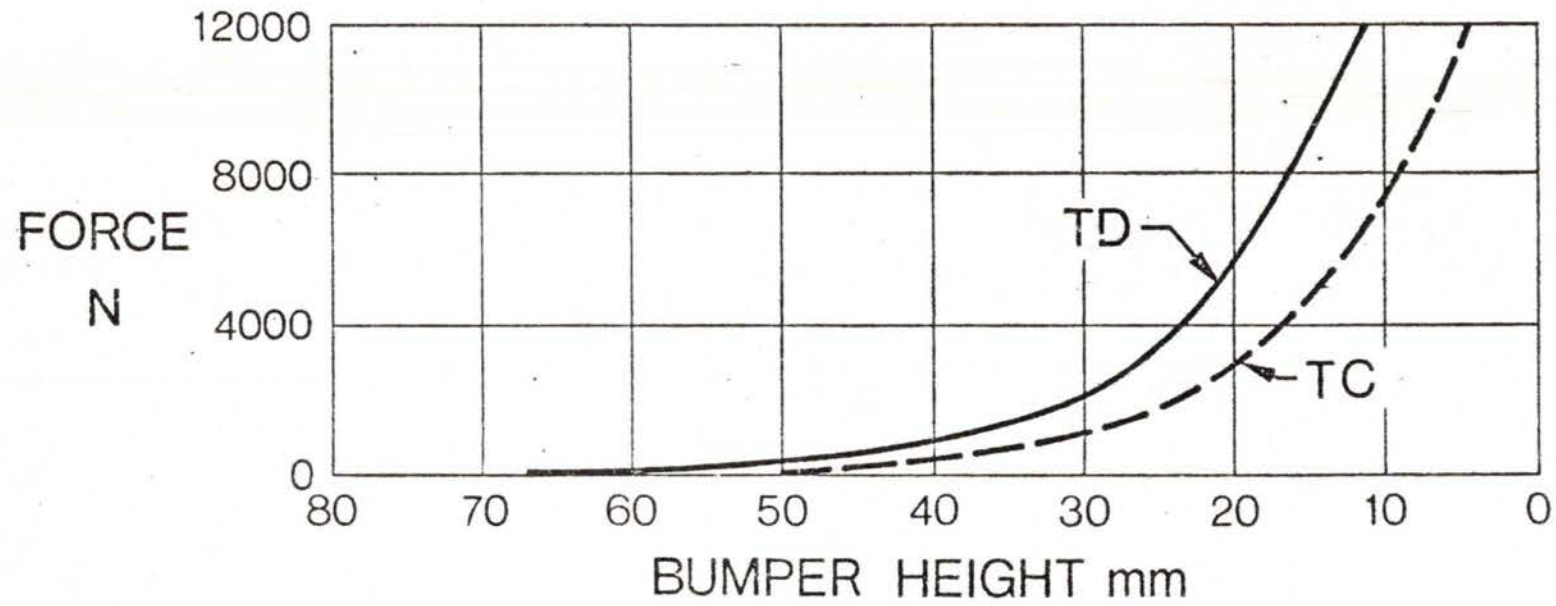
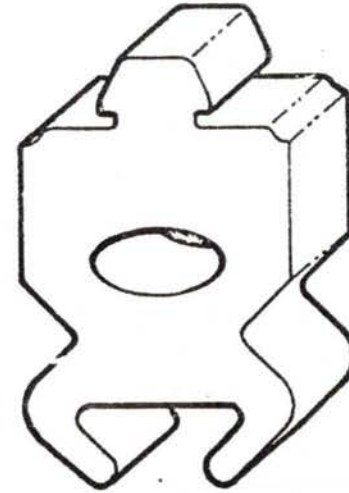
TD LENGTHS		
FRONT		REAR
240	SEDAN & COUPE	210
231	STATION WAGON	210
231	PANEL VAN	226

CURB LOAD HEIGHT

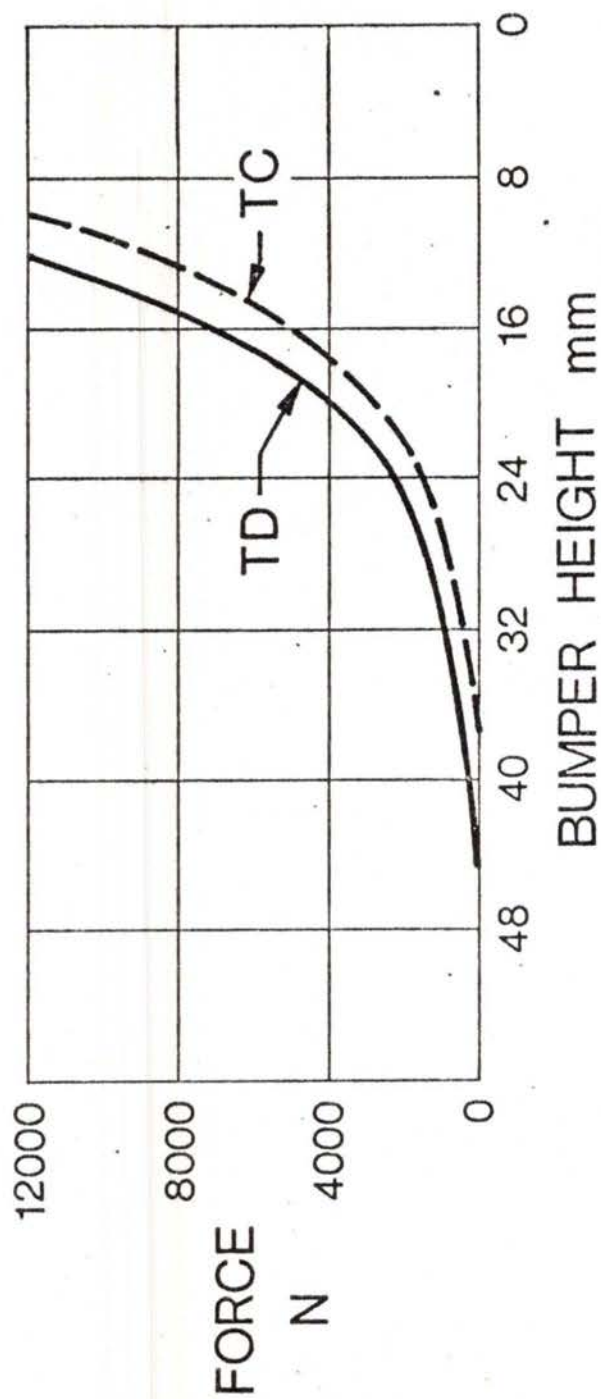
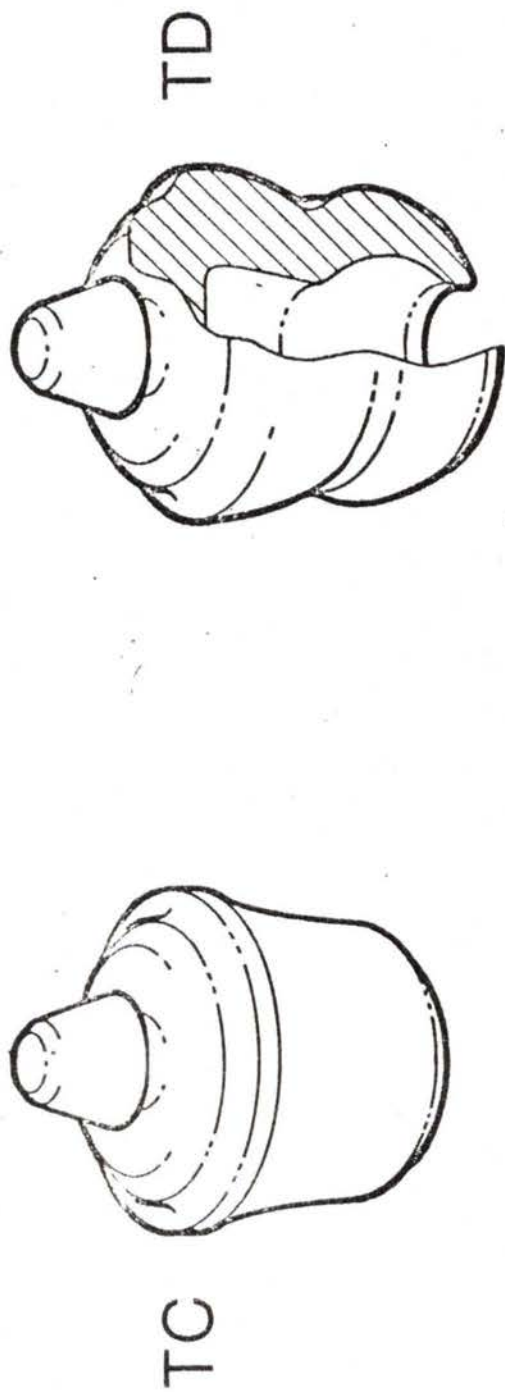
TC



TD

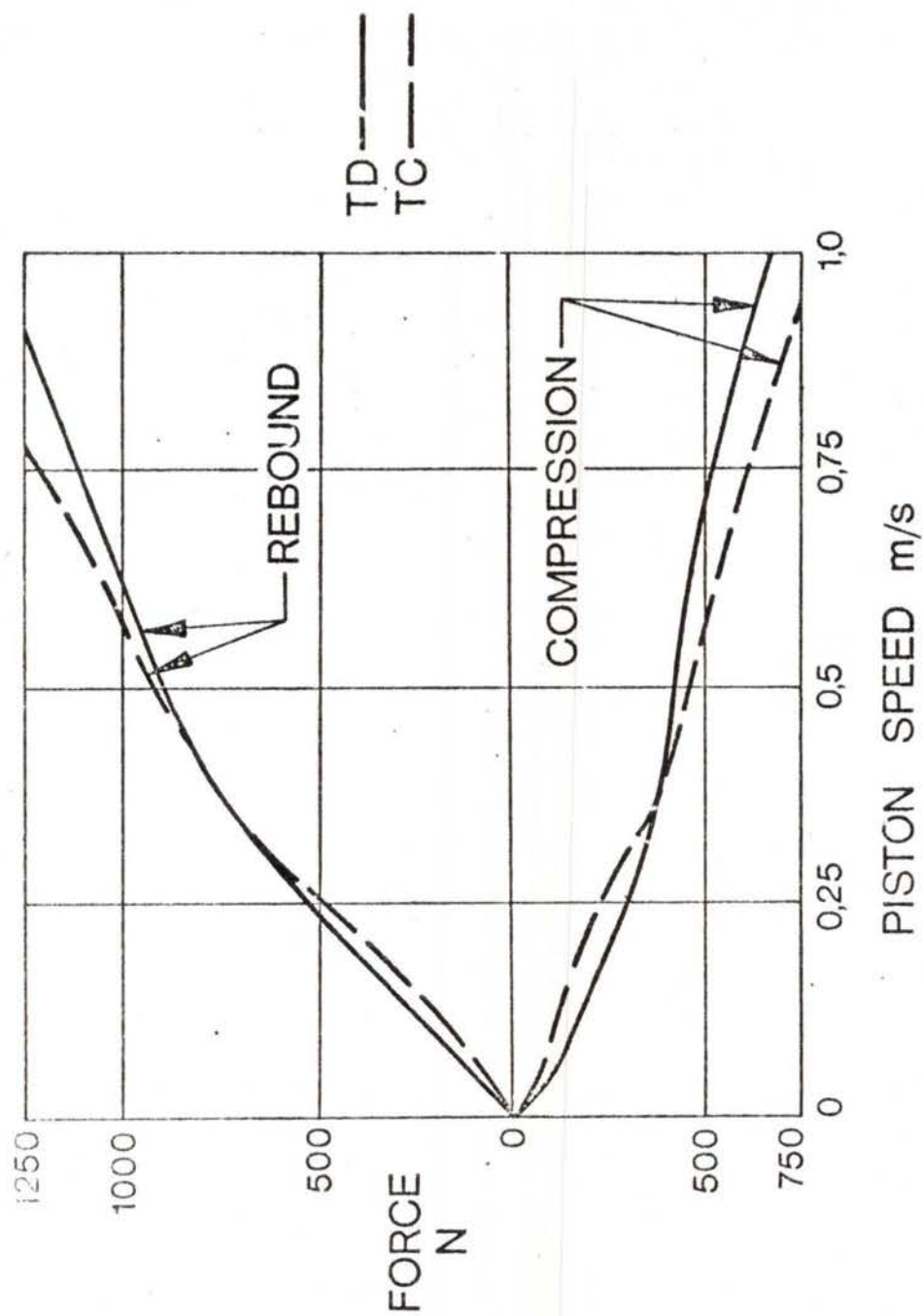


REAR AXLE BUMPER

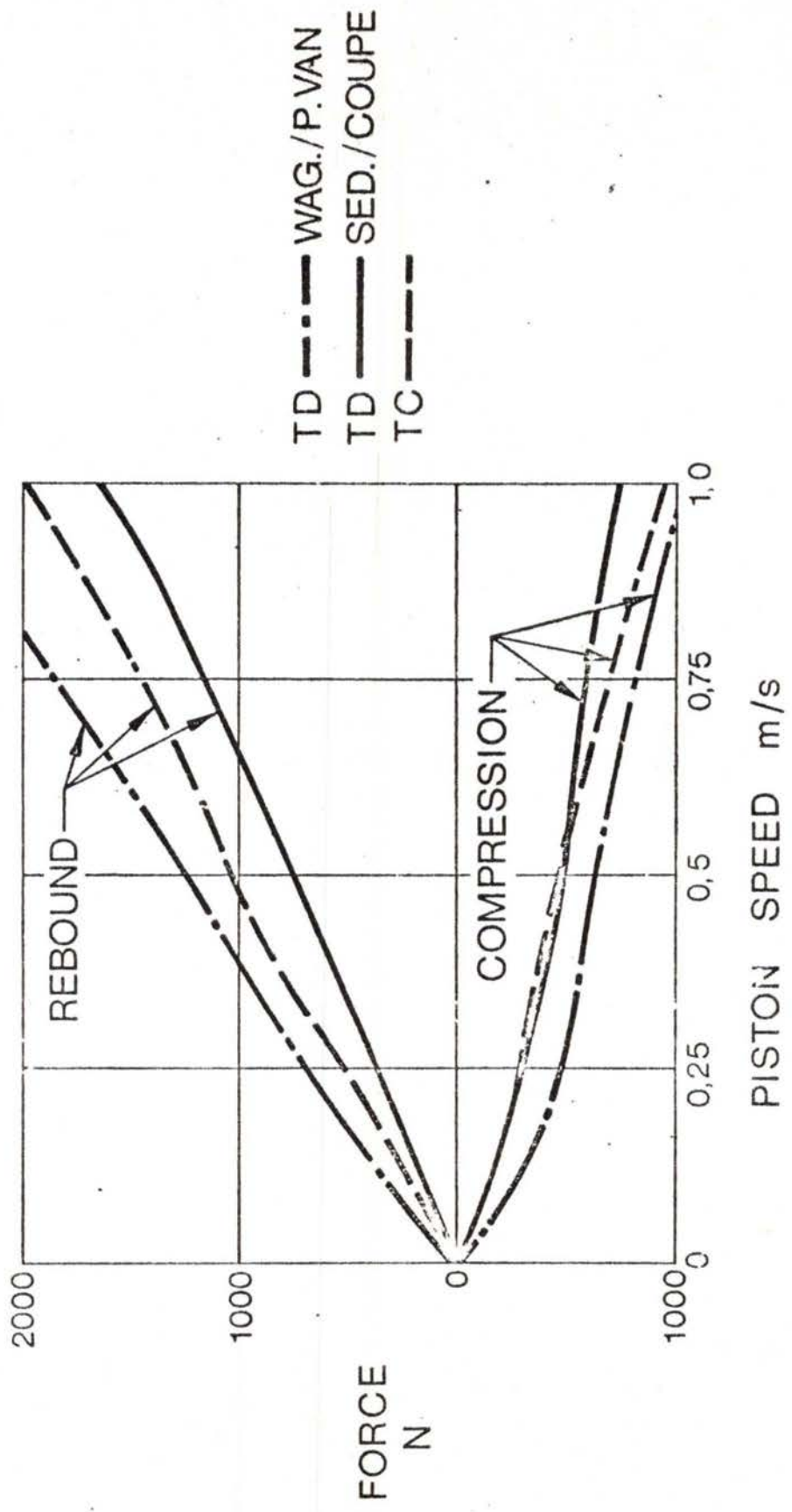


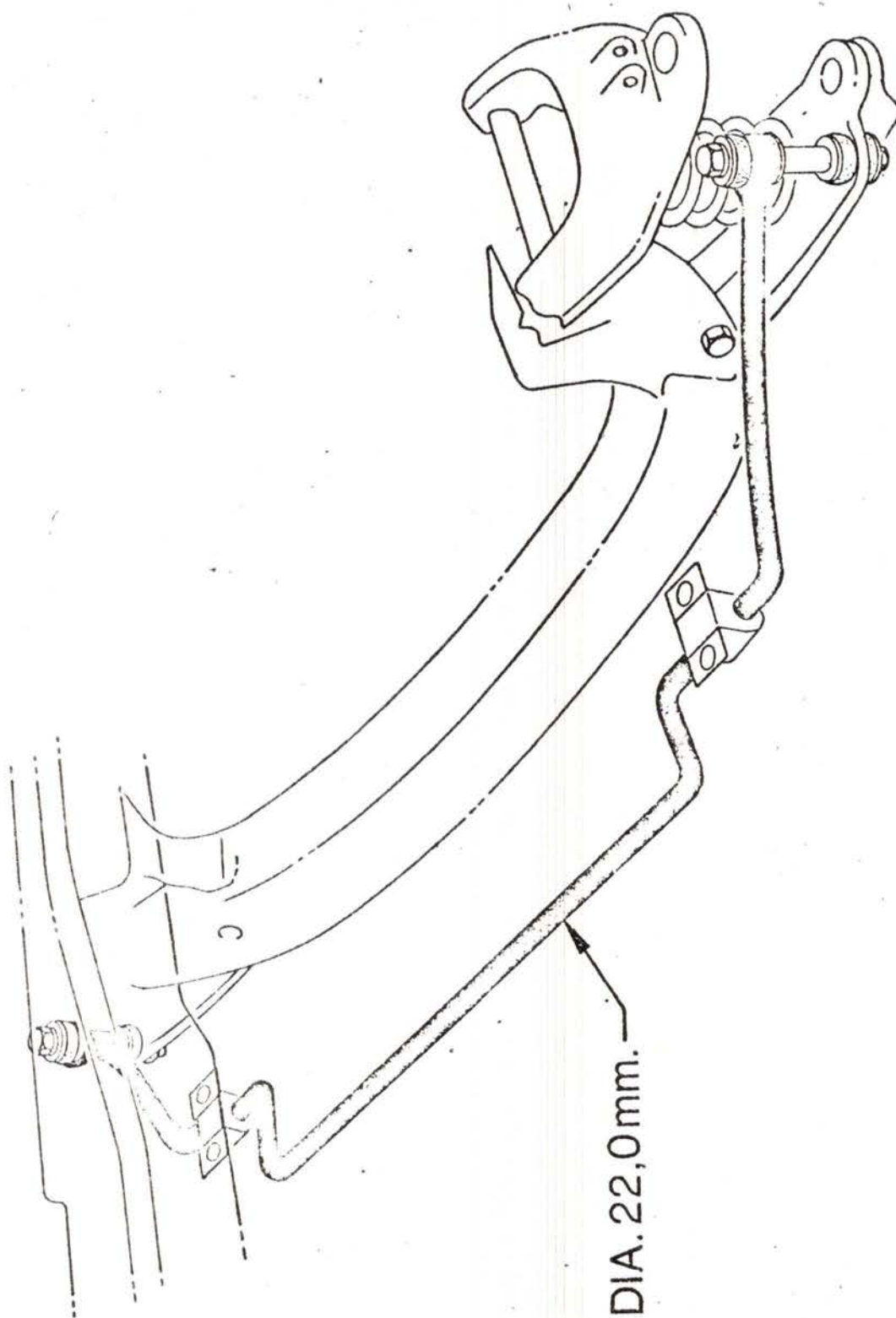
FRONT SUSPENSION BUMPER

FRONT SHOCK ABSORBER FORCE VELOCITY DIAGRAM

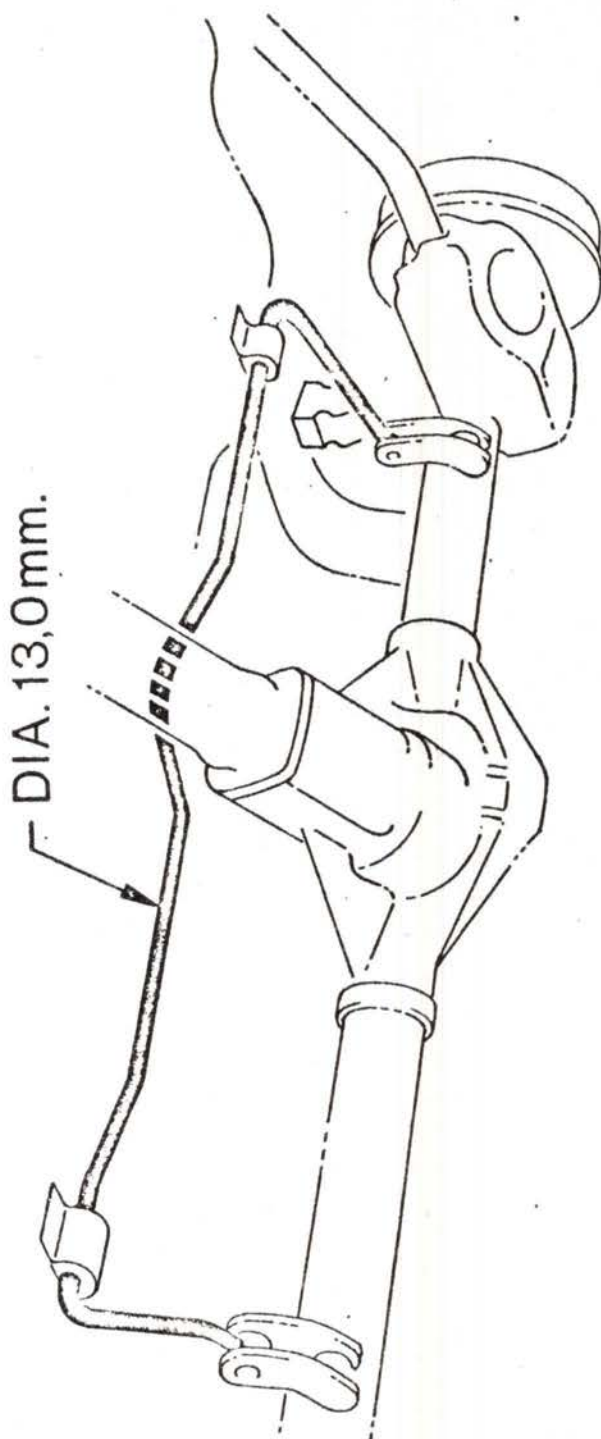


REAR SHOCK ABSORBER FORCE VELOCITY DIAGRAM

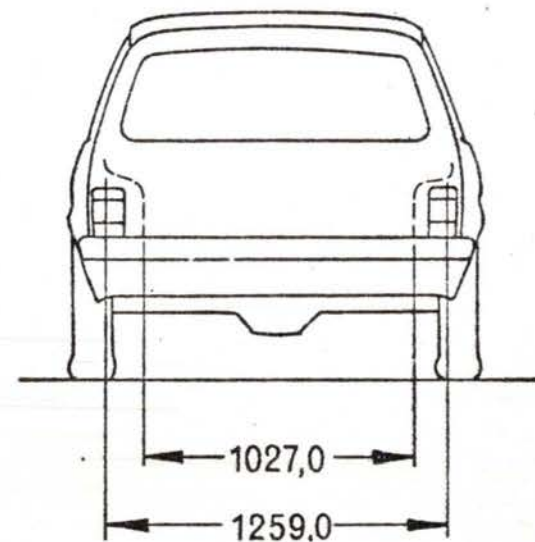
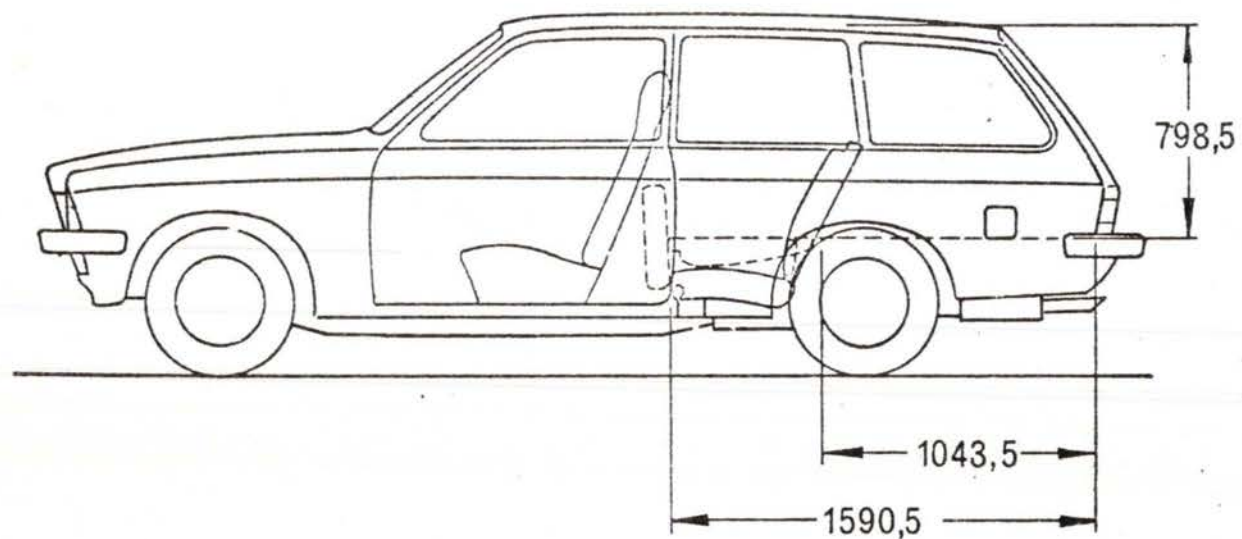




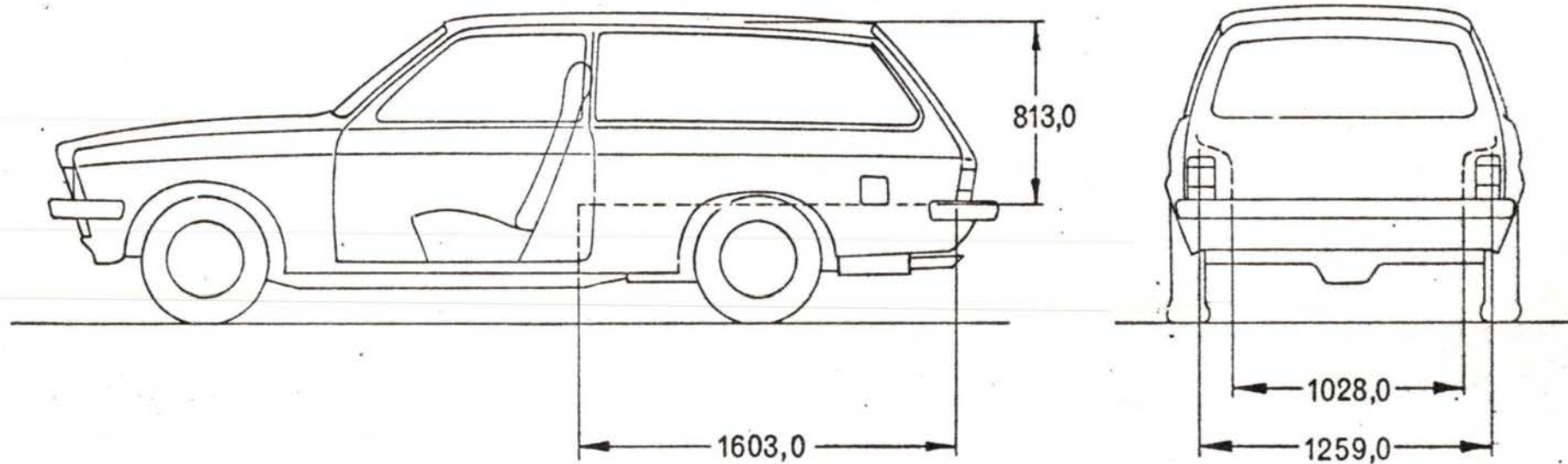
TD FRONT STABILIZER BAR



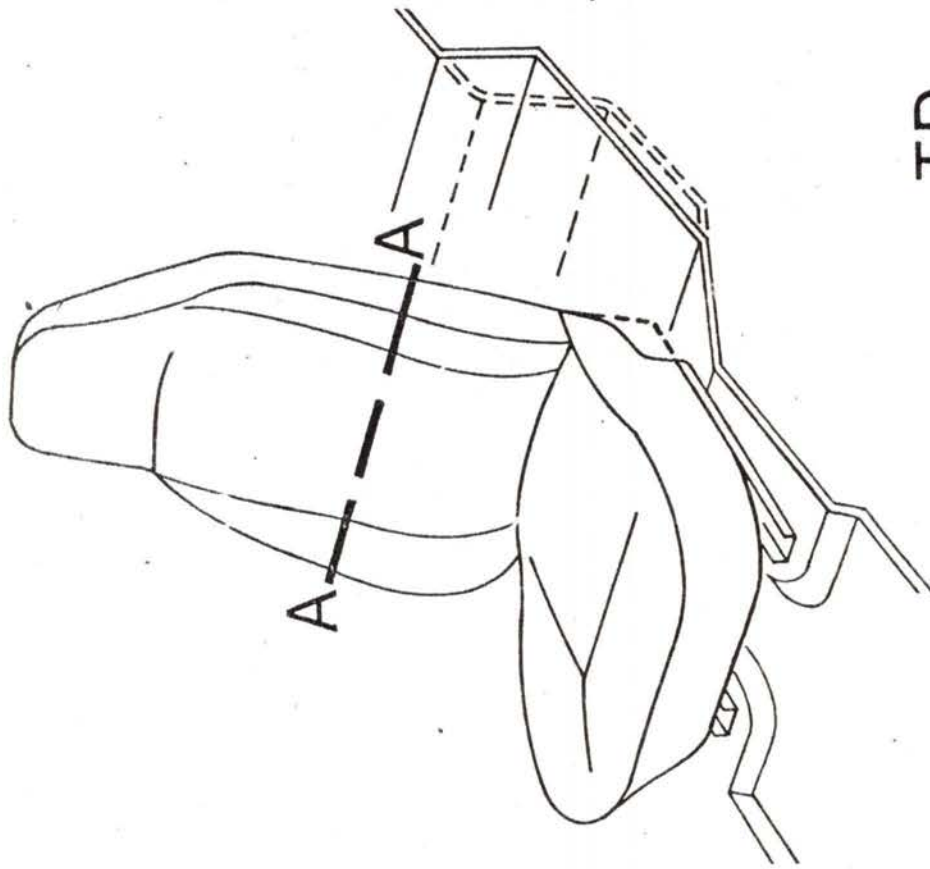
TD REAR STABILIZER BAR



TD 15 STYLES



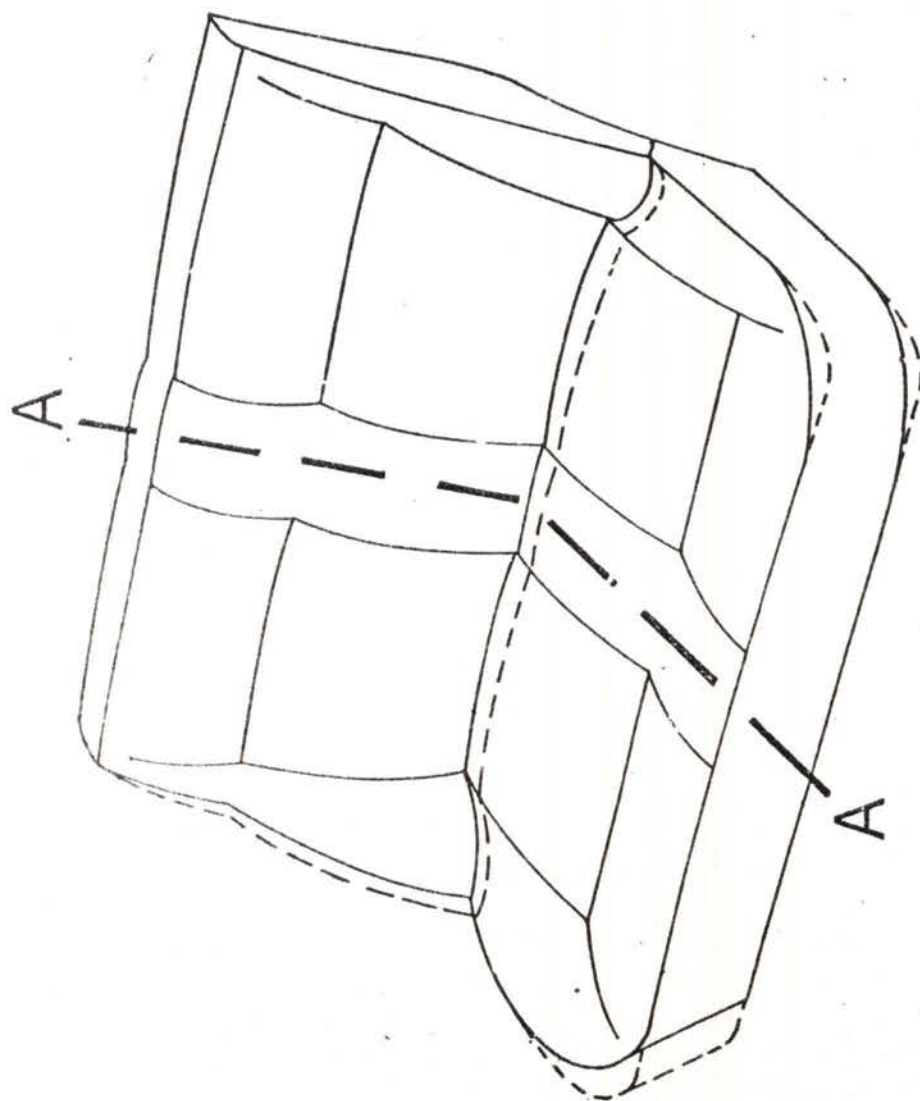
TD 70 STYLES



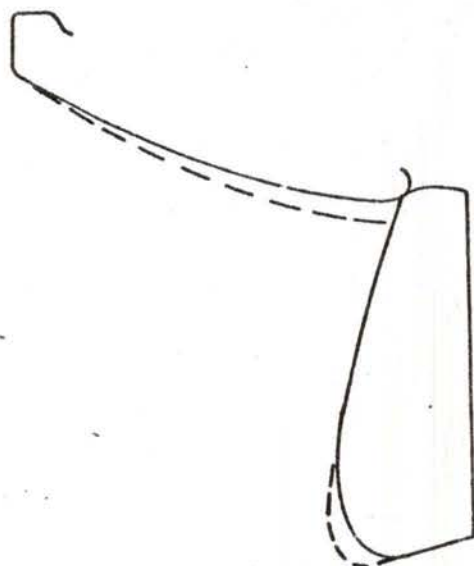
SECTION A-A

TC

TD



SECTION A-A



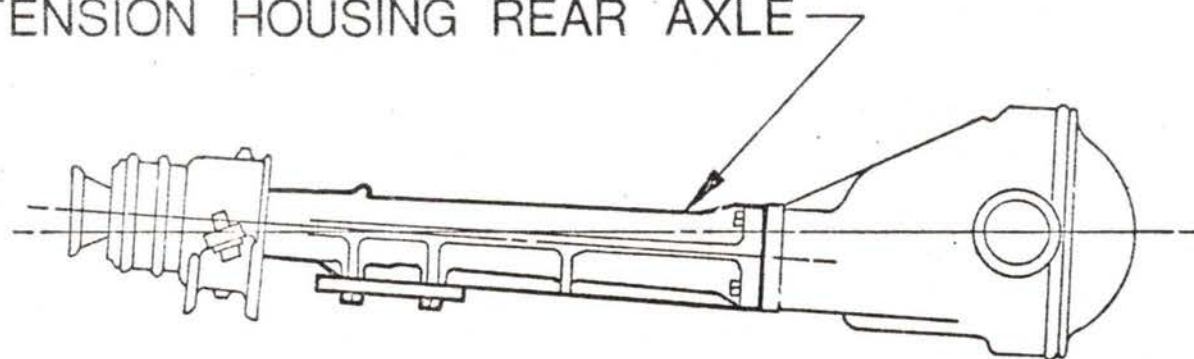
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TD

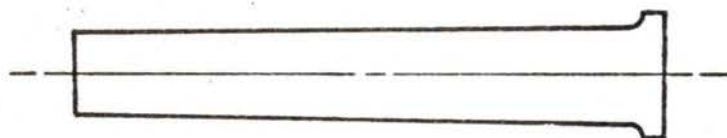
TRANSMISSION GEAR RATIOS:

	5 SPEED	4 SPEED
1ST	3.51	3.51
2ND	2.17	2.17
3RD	1.42	1.42
4TH	1.00	1.00
5TH	0.85	-
REV.	3.76	3.83

EXTENSION HOUSING REAR AXLE

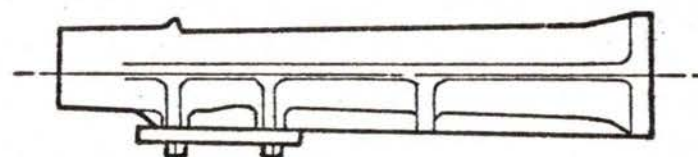


TC



STEEL

TD



ALUMINIUM

THANK YOU JOE:

BAGS, LEO AND JOE HAVE GIVEN YOU THEIR USUAL CONCISE BUT COMPREHENSIVE RUNDOWN ON THE CARS FROM THEIR SPECIALIST POINTS OF VIEW — AND, AS USUAL, THEY HAVEN'T LEFT ME WITH MUCH TO SAY.

HOWEVER, I DO WANT TO MAKE A COUPLE OF GENERAL OBSERVATIONS ABOUT OUR OVERALL PRODUCT LINE-UP.

I THINK THAT PERHAPS THE MOST SIGNIFICANT ASPECT OF TD IS THAT IT UNDERLINES THE QUITE DRAMATIC CHANGES TAKING PLACE IN THE MIX AND CHARACTER OF PASSENGER MODELS WE NOW OFFER.

YOU'LL REMEMBER WE RATIONALISED THE 'HZ' AND 'UC' RANGES CONSIDERABLY — REDUCING THE TOTAL NUMBER OF AVAILABLE MODELS WHILE SUBSTANTIALLY UPGRADING BASIC SPECIFICATIONS ACROSS THE BOARD. WE ALSO KEPT THE LID ON PRICING.

THE EXPANSION AND DIVERSIFICATION OF THE GEMINI RANGE FOLLOWED QUITE LOGICALLY, AND TAKES THE PROCESS QUITE A BIG STEP FURTHER.

THE COMBINED EFFECT OF OUR LAST THREE RELEASES, IN A PERIOD OF ABOUT SIX MONTHS — HAS BEEN A MARKED SHIFT OF EMPHASIS TOWARD MEDIUM AND SMALL CARS.

WE NOW HAVE THIRTEEN PASSENGER MODELS IN THE MID-SIZE AND SMALL CAR SEGMENTS, AND SEVEN IN THE REGULAR HOLDEN AND STATESMAN GROUP.

THAT'S A BIG SHIFT, AND ONE THAT HAS REALLY TAXED THE RESOURCES OF OUR ORGANISATION. BUT IT HAS ALREADY BEGUN TO BEAR FRUIT, AS OUR MARKET SHARE IN RECENT MONTHS DEMONSTRATES.

WE'RE CONFIDENT WE HAVE A MODEL LINE-UP VERY MUCH IN TUNE WITH THE EVOLUTIONARY CHANGES TAKING PLACE IN THE MARKET - IN TERMS OF MIX, SPECIFICATIONS AND PRICE. THE EFFORT WE'VE PUT INTO THIS PROGRAM, WHICH — AS I'M SURE YOU ALL KNOW IS CONTINUING — IS THE BEST EVIDENCE I CAN OFFER OF OUR DETERMINATION TO TACKLE COMPETITION ON ALL FRONTS.

IN FACT, I THINK WE ARE CURRENTLY IN MUCH BETTER SHAPE COMPETITIVELY THAN WE'VE BEEN FOR MANY YEARS.

A WORD ABOUT TD GEMINI PRICING.

DETAILS OF THESE, BY THE WAY, ARE IN YOUR PRESS KITS - SO THERE IS NO NEED TO WRITE THEM DOWN NOW.

FIRST, THE TD VERSIONS OF THE EXISTING GEMINI MODELS:

- THE GEMINI SEDAN,
GEMINI 'SL' SEDAN
AND
GEMINI 'SL' COUPE.

THESE WILL NOT BE INCREASED IN PRICE, DESPITE THE INCORPORATION OF RTS, THE STYLING CHANGES AND THE UPGRADED STANDARD SPECIFICATIONS.

THIS NEXT CHART SHOWS PRICES FOR THE FOUR NEW MODELS:

- THE LUXURY 'SL/E' SEDAN AND COUPE,
STATION WAGON AND PANEL VAN.

THEY ARE, AS YOU CAN SEE, ALL VERY KEENLY PRICED, AND WILL OPEN UP FOR US AREAS OF THE LIGHT CAR MARKET TO WHICH WE'VE SO FAR NOT HAD ACCESS.

I'LL NOW HAND OVER TO JOHN BREMNER, WHO WILL GIVE YOU A BRIEF RUNDOWN ON THE DAY'S PROGRAM. I'M SURE WE'LL ALL FIND IT AS ENJOYABLE AS OUR RECENT RUN AROUND TASMANIA, AND I'M CERTAINLY LOOKING FORWARD TO RIDING WITH YOU.

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