



News Release

PUBLIC AFFAIRS, GENERAL MOTORS-HOLDEN'S LIMITED
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PRESS INFORMATION

For Immediate Release:

9.30 am Tuesday February 24, 1981.

\$350 SAVINGS ON GOLDEN HOLDEN GEMINI "FUTURES" CAR.

The \$5990 price for a special edition of Australia's most popular small four cylinder family car designed especially for Sydney motorists represents a saving of \$350 compared to a regular model with similar equipment.

The special edition Holden, the Golden Gemini offers economy car buyers outstanding "futures" potential and added features.

Only 500 of the special edition cars - each with an individual "assay" number - will be produced to go on sale from March 10.

Mr J.A. (John) Crennan, NSW Zone Manager for General Motors-Holden's Limited said: "The 'futures' Gemini is set to follow in the wheeltracks of past similar successful GM-H limited edition cars like the Commodore Vacationers and Monaro SS."

The limited edition Geminis will be available exclusively from Sydney metropolitan GM-H dealers.

Mr Crennan said the rapidly growing trend to four cylinder cars - which was predominant in Sydney - has inspired production of the special Gemini value package.

Independent NRMA tests show the 1.6 litre, four speed Gemini SL model - similar to the "Golden Gemini" - is capable of 10.3 litres/100 kms (27.4 mpg) in average driving conditions.

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As well as individual assay number plaques, the special edition Geminis feature "mini-Commodore" styling with airstream headlight protectors, highlight coachstripping and quartz driving lights.

The special edition Geminis will be available in, primarily, an exclusive Dynasty Gold, or as well, in Flamenco Red or Palais White with four speed manual or three speed automatic gears.

"The GM-H limited edition models are clearly identified in the used car market and offer owners long term investment for their added appeal and second hand value as a trade-in or for private re-sale", Mr Crennan said.

The style, features and intrinsic appeal of the Golden Geminis are set to make the "assay series" a sought-after investment and unrivalled commuter transport value.

The regular GM-H Gemini range last month again headed Australia's economy, family car sales as the most popular small four cylinder model.

In 1980, more than 30,100 GM-H Geminis were registered to lead Australia's most fiercely contested and fastest growing car market segment - for economy models - for the second year running.

The Gemini sales rated 42 percent ahead of the nearest rival.

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