



**AUTOMOTIVE  
HISTORIANS  
AUSTRALIA INC**

FOUNDING PATRON: Ron Tauranac AO

# **BIRTH OF AUSTRALIAN AUTO INDUSTRY & EXPORT DRIVE**

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Louis F. Fourie

*Society of Automotive Historians*



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## Prior to World War I

- The only significant assembly or body building done on a foreign automobile involved:
  - Buick bodies built by Bedford Motors in the UK from 1909
  - Ford assembly started in Manchester, UK in October 1911
- A few domestic cars were built with Tarrant the most at approximately a dozen cars.

Duties applied as follows:

<u>Timeframe</u>	<u>Components</u>	<u>Preferential</u>	<u>Others</u>
From 1902	Chassis	0%	5%
	Body	30%	35%
1908-1911	Single row seat	£15	£17
	Double row seat	£21	£25
	Closed or semi-closed	£36	£42



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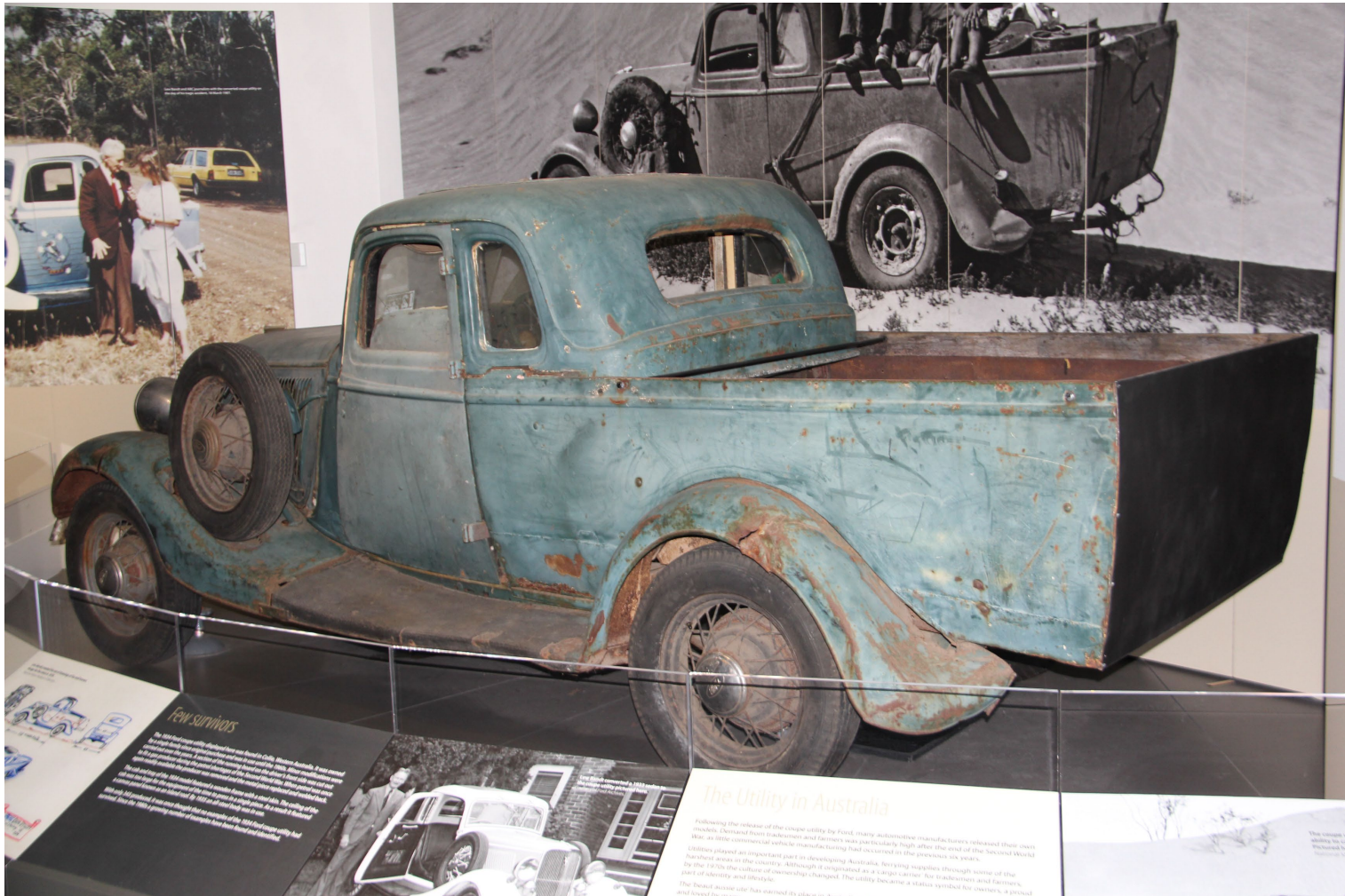
## Emerging Auto Industry Timeline

- August 1917 ban on importation of car bodies.
- 1918 amended to only one body allowed for every two chassis imports
- Dodge agent for Adelaide S. A. Cheney contracts with Holden and Frost.
- Some other body builders were Duncan and Fraser, Steenbohms, T. J. Richards (later to be Chrysler) and Melbourne Motor Body later becoming Ruskin Motor Bodies and BMC.
- Ford incorporated Australian operations in Geelong on March 31, 1925 with five plants to assemble and build bodies.
- GM established five assembly operations from November 1, 1926.
- GM bought Holden in April 1931.
- Between 1919 and 1939 Holden built bodies for 9 GM brands plus 39 other manufacturers.

# Ford Ranchero's Granddaddy

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## 1934 Ford Ute





## Holden Bodies

What is unusual about this Holden bodied  
1934 or 1935 Chevrolet Standard?



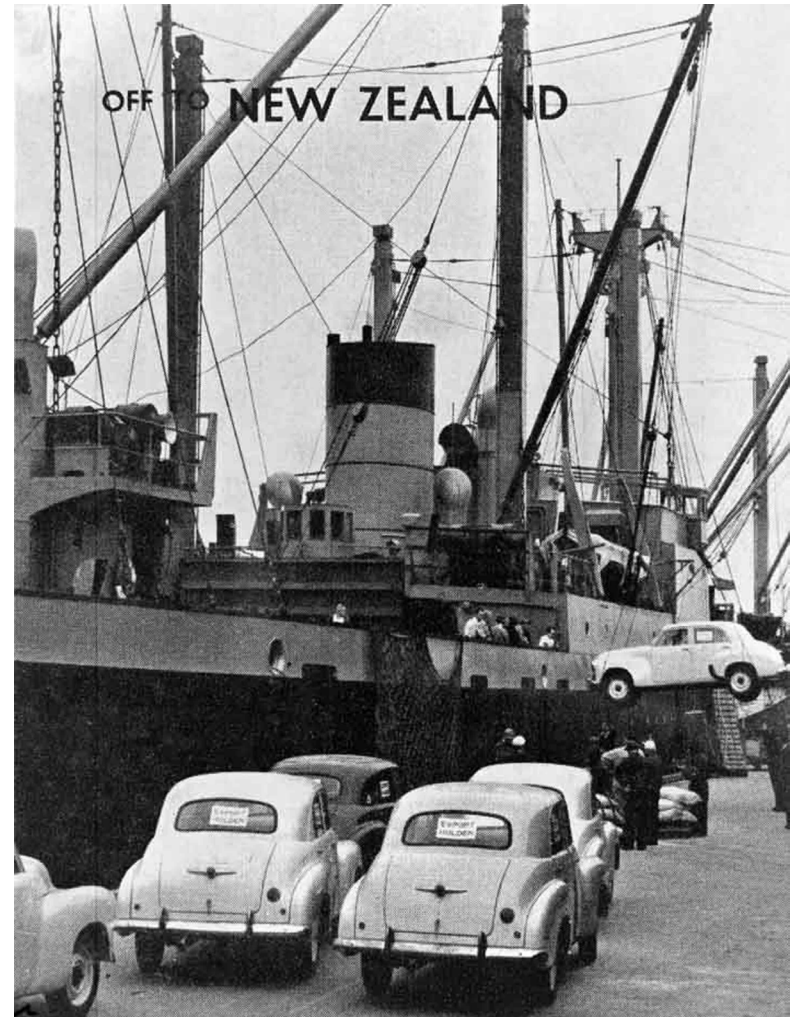


## 1937 Pontiac Sloper by Holden



## Exports to New Zealand

- Holden exports started in 1954 with the FJ.
- Holden CKD assembly began on January 31, 1957 and ended November 23, 1990.
- Further exports were SUP fully built units





# Exports to South Africa

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**MADE FOR A  
COUNTRY LIKE OURS**

**MADE FOR PEOPLE LIKE US**



The only car specially designed for people like us, HOLDEN was perfected by GENERAL MOTORS in Australia for Australia.

ians - sun-loving, fun-loving, outdoor people; people who go places, people who get places - people just like us.

**MADE FOR ROADS LIKE OURS**



GENERAL MOTORS' rugged HOLDEN has been tested and proved in Australia - year after year - on highways and byways, on back roads and

dust roads, on tough roads and rough roads, on old roads and all roads. The only car specially designed and made for roads like ours.



*the Sensational*

**Exclusive to  
TRANSVAAL MOTORS  
in Johannesburg and Germiston**

**HOLDEN**

*The MAGNIFICENT 'Town and Country' Car from GENERAL MOTORS*

## Exports to South Africa

1966 Holden HR with Chevrolet 194 cu. in. Engine





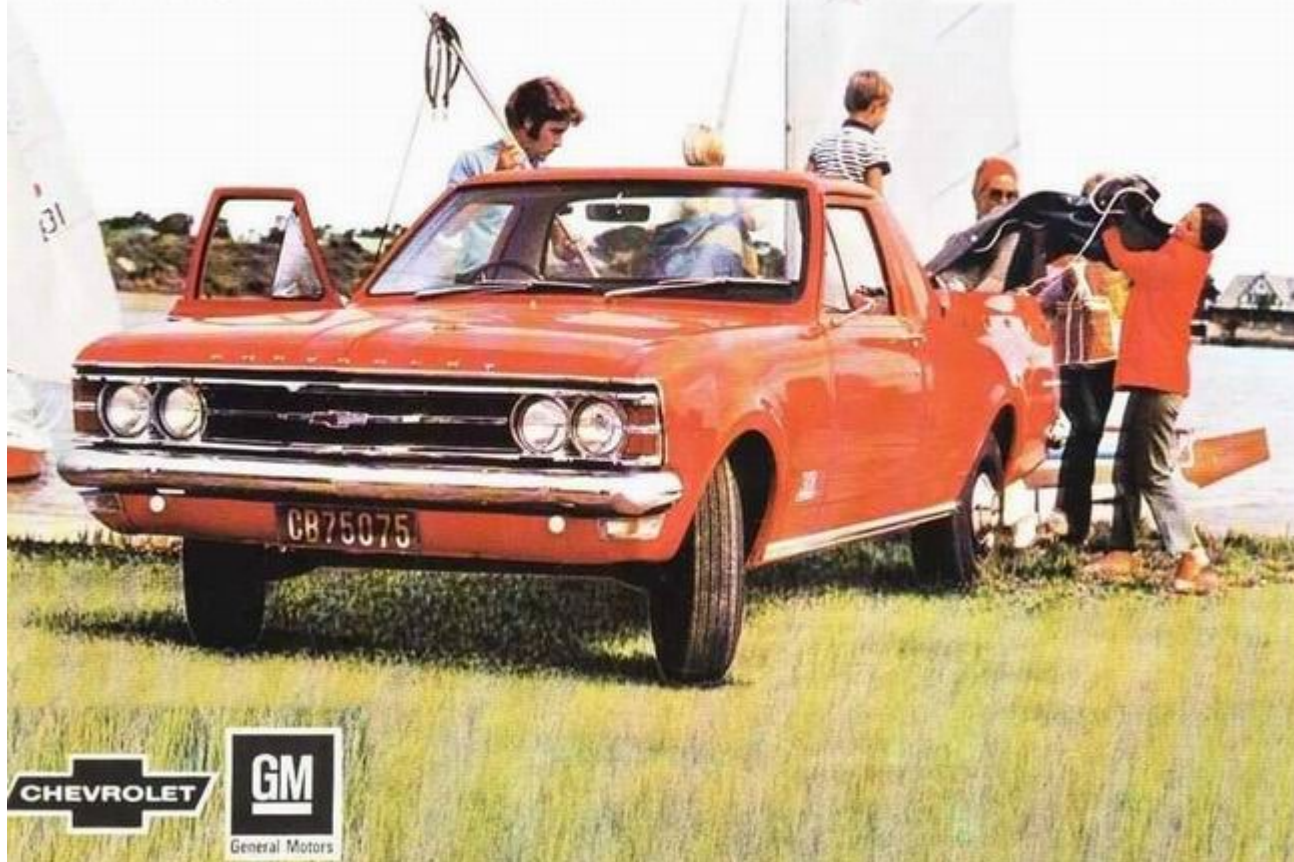
## Exports to South Africa

1969 Chevrolet Constantia, SS and Kommando



## Exports to South Africa

# Chevrolet El Camino





## Exports to South Africa

- 1972 – 1979 Chevrolet Constantia Kommando and El Camino





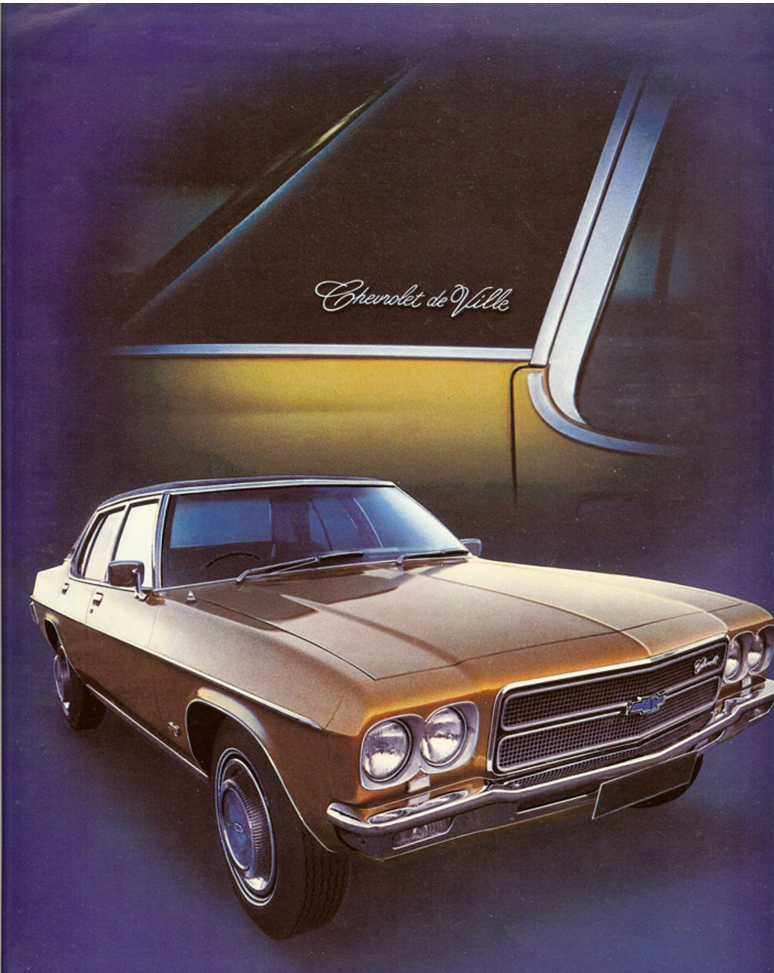
## Exports to South Africa

Left:

1972 – 1975 Chevrolet de Ville

Below:

1975 – 1979 Chevrolet Caprice Classic





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## Exports to South Africa

- 1998 - 2014 Chevrolet Lumina and Ute from VT, VX, VY, VZ, VE



One half ultimate luxury and style. The other half sheer power.

The new Chevy Lumina range benefits from both. With two new Alloytec V6 engines and increased V8 power, plus new designer features, why not experience the best of both worlds?

The new Lumina range:

3.6ℓ LS V6 175kW • 3.6ℓ S V6 190kW • 5.7ℓ SS V8 250kW

Call 0800 422 777 for your nearest Chevrolet  
Dealer or visit [www.chevrolet.co.za](http://www.chevrolet.co.za)

**CHEVROLET LUMINA**  **FOREVER**





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## Other Early Holden Exports

- By 1960 exports to over 20 markets including three CKD operations with the addition of Indonesia. RHD introduced in 1960 adding Hawaii.
- By 1970 exports to over 70 regions with seven CKD plants from the inclusion of Trinidad, Philippines, Malaysia and Pakistan
- After reaching a peak in 1973 of 41,181 the withdrawal of export incentives in 1974 dropped units to 7,540 or over 80% decline.
- From 1981 export focus turns to supplying Family II engines to Europe.
- In late-2003 OHC V6 engine exports begin.

## Exports to South Korea

- 1972 – 1976 Chevrolet 1700 from Torana LJ with Opel Engine





## Exports to South Korea

- 1976 – 1979 Chevrolet 1700 Caravan



## Exports to South Korea

- 2005 – 2007 GM Daewoo Statesman





## Exports to South Korea

- 2008 – 2010 Veritas





## Exports to Japan

1976 Mazda Roadpacer with Rotary Engine 799 Units Sold



# Exports to Japan

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## 1973 – 1976 Isuzu Statesman DeVille 5.0 - 246 Units Sold



**ISUZUとGMの提携で、お届けする。高級車ステーツマン デビル。**

ISUZUスピリットが生きている、GMの高級車。117ターボをはじめとし、名車づくりを心がけるISUZU。そのISUZUとGMとの提携に基づき、高級車ステーツマン デビルを発売することになりました。この車はGMの高級車テクノロジーの集積。車を通じて、お客さまに高度な満足さ——というISUZUスピリットにかなう車です。世界の一流品をお求めになるかたに、おすすめします。

ISUZUのキメ細かきサービスで、素晴らしい外車を。ステーツマン デビルは、私たちISUZUがお届けする高級輸入車です。充分なご満足を図って、ご商談や納車後のサービスにも、キメ細かきを心がけています。すばらしい外車をゆきといたサービスで——私たちISUZUの新しい一面で、国産車に接する気安さでステーツマン デビルにお近づきを。

車種を示唆する名称、ステーツマン デビル。ステーツマン デビルの意義は、包摂の高い実力者、紋章もりときわ重厚です。王冠とライオンと月桂樹をモチーフにデザイン。この誇り高い紋章は、力強い質感のボディとあいまって、乗るかたの風情を強調します。

※ターボは特別注文品。オプションで装着可能となります。



## Return of LHD Exports with VT and WH

- From June 1998 the VT, VX, VY, VZ and VE Commodores head for the Middle East as the Chevrolet Lumina.
- From late-1998 to 2011 Brazil sells the Commodore as the Chevrolet Omega.
- From 1999 the WH, WK, WL and WM Statesman and Caprice were big sellers in the Middle East as the Chevrolet Caprice.

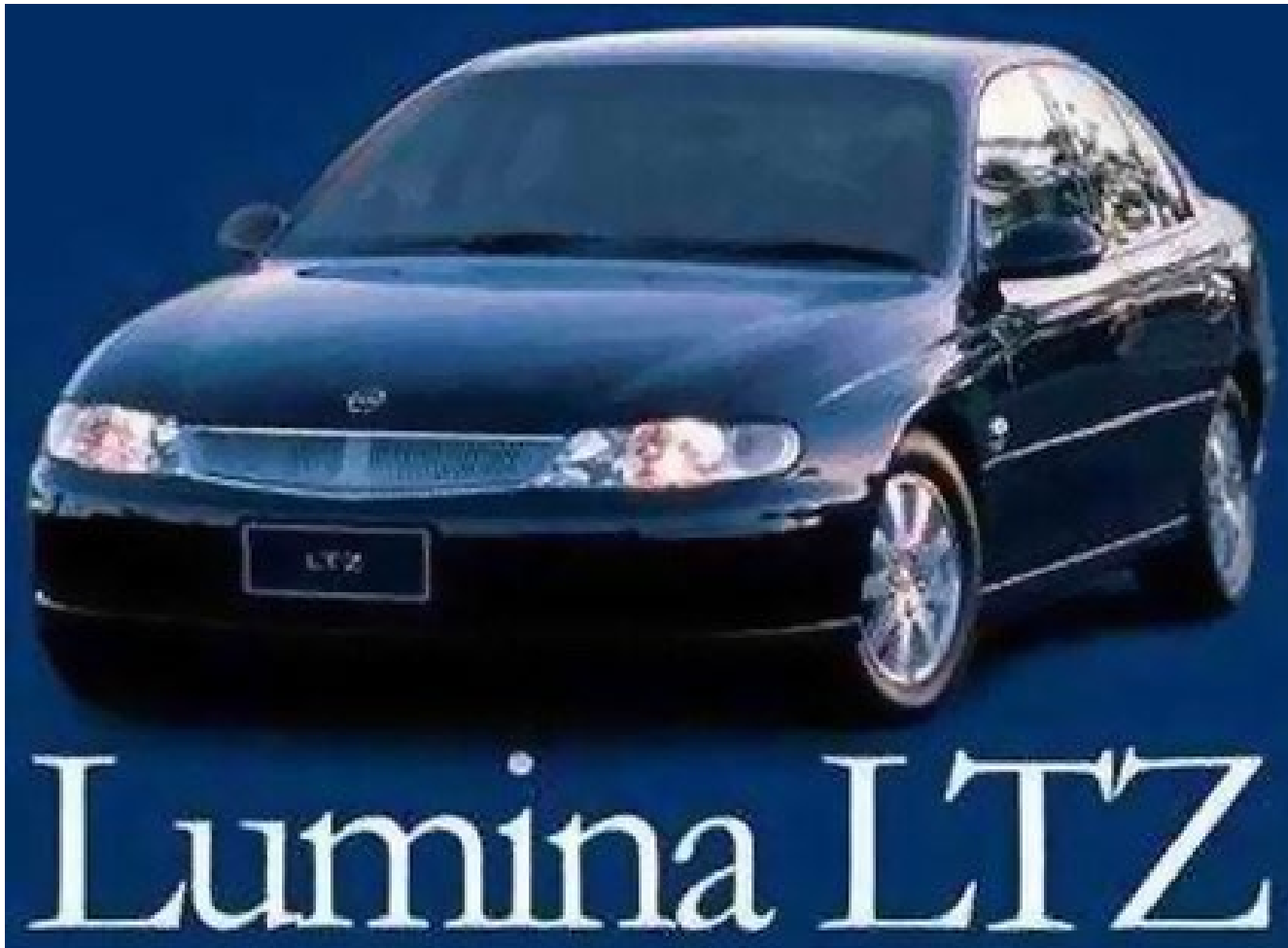


Holden will sell more WH long wheelbase vehicles  
in the Middle East than in Australia

September 1999

## Return of LHD Exports with VT and WH

- Chevrolet Lumina LTZ





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## Malaysian Mixture

- The 1994 – 1995 Opel Calais in Malaysia was derived from the Commodore VR but used the Statesman front nose with a 2.6 CIH Opel engine.
- The same mix for 1995 - 1997 was used with the Commodore VS except that the European Ecotec 2.5 V6 was used but without the independent rear suspension.
- This combination was also sold in Singapore as the Holden Calais
- The Asian financial crisis resulted in the remaining capacity of these cars being sold in New Zealand as the Commodore VS Royale.



## Exports to the USA

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- 2004 Pontiac GTO derived from Monaro





## Exports to the USA

2009 Pontiac G8

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## Exports to the USA

2011 – 2017 Chevrolet Caprice PPV





## Exports to the USA

2014 – 2017 Chevrolet SS

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## Exports to the UK

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2004 – 2007 Vauxhall Monaro – Aussie Kevin Wale “Just Ask”



## Exports to the UK

2007 – 2017 Vauxhall VXR8 from HSV





## Holden to China as Elite Buicks

2005 – 2006 Buick Royaum

from WL Caprice

2007 – 2012 Buick Park Avenue (pictured) from WM Caprice





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## Challenging Australian Automotive Industry

Multiple government initiatives to influence the industry but there was a lack of consistency. Most ambitious was the Button Plan from 1989 - 1996

- BMC/Leyland Motor Corporation drastically reduced 1975 and closed in 1983
- VW sold its Motor Products Limited plant to Nissan in 1976
- Chrysler handed over to Mitsubishi in 1981
- In 1985 Toyota gained majority ownership in Australian Motor Industries, previously set up for Standard Motor Co., also Rambler and MB
- Nissan closed 1992
- Mitsubishi closed March 2008
- Ford closed October 2016
- Toyota closed October 3, 2017
- Holden closed October 20, 2017



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# THANK YOU

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