

NATIONAL HOLDEN MUSEUM - ECHUCA

March 20 21024



PHOTOS: BRENDAN O'DONOGHUE



Announcing the impending closure of the **National Holden Motor Museum** on 14th April 2024. The Holden museum has been part of Echuca since 1993 and been the longest continuously running single make museum in Australia, since 1984. Being a tourist town, open every day has taken its toll on our personal lives, and wanting to keep the museum in Echuca, we decided to offer it for sale.

Unfortunately, no serious buyers came forward, we will close on 14th April and auction the contents which belong to us on 18th May 2024. Most of the vehicles on display are loaned to us and will be leaving. The Auctioneers are Burns and Co. Details will be on their website;

www.burnsandcoauctions.com.au

Thank you to all display vehicle owners, current and past, our loyal social media followers, local businesses, visitors, friends and families for supporting us over the years. If you haven't been to the museum before or lately, make sure to visit before we close.

Keep Holden on. **Tony and Mark Galea.**

The visit to the National Holden Museum at Echuca, Victoria, exceeded my expectations because there were so many interesting and historic vehicles and artefacts on display.

Some examples: FJ Holden Army Ute, complete Holden Commodore Independent rear wheel suspension, Holden FC hearse, various prototypes, styling bucks, engines, mechanical parts, posters, memorabilia - which for a small museum encapsulated Holden's history assisting visitors appreciate the contribution and depth of Holden, as part of the Australian motor industry.

Thanks to Rob and Wendy Cowling for leading this BSCCC visit.

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Post WW2 Reconstruction -The launch of the first Holden in 1948, part of a vision by government to create a local vehicle manufacturing industry, which included The Snowy Scheme, a house building program, as part of a large range of measures to get the country back on track and also create employment after demobilisation.

At that time, Australia had experienced WW1, the great depression and WW2 and was in debt to the tune of 120 % of GDP.

Reconstruction was also built on the shoulders of a nascent secondary industry which evolved in Australia, during WW2 - building aircraft, weapons, trucks, etc., for the war effort.

Ed.

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National Holden Museum Echuca, Victoria



Founder James Alexander Holden



Sir Edward Holden



Fishermans Bend Melbourne

Early Holden Production





FJ Army Ute



Early Concept - not put into production



FB Ute



FB Hearse





EK



EH / HD



HD / Viva



HR



Toranas



Monaros





Monaro Coupe



Panel Van





Torana - Wooden Buck



Torana Hatch



Final Monaro Series







Engineering





Australian Holden 5 Litre V8



"Generation 3" LSI V8



V6

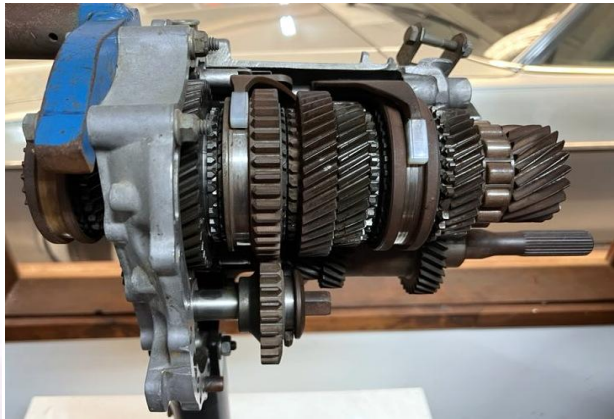
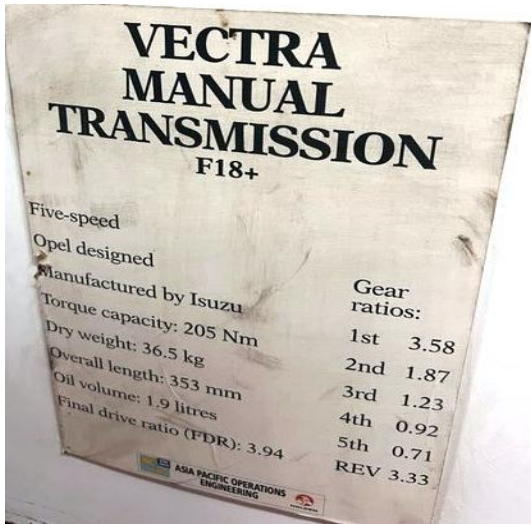


4 and 8 Cylinder Motors - inc. Supercharged



Auto Transmissions





Last Propshaft

Radial Tuned Suspension and Independent Rear Suspension - lifted engineering standards to a European Level



Prototyping and Concepts



Holden Design Centre 1930s



Camira Coupe Concept



Crude Interior

DESIGN PROTO-TYPE BODY 1983 J B CAMIRA WAGON

This display is the original exterior design proto-type body made from timber and plywood in the development of the 1983 J B Camira. (This proto-type is an example of one of the steps used by Holden in the development of a motor vehicle).



1997 VT COMMODORE/CHEVROLET LUMINA DESIGN MOCK-UP VEHICLE

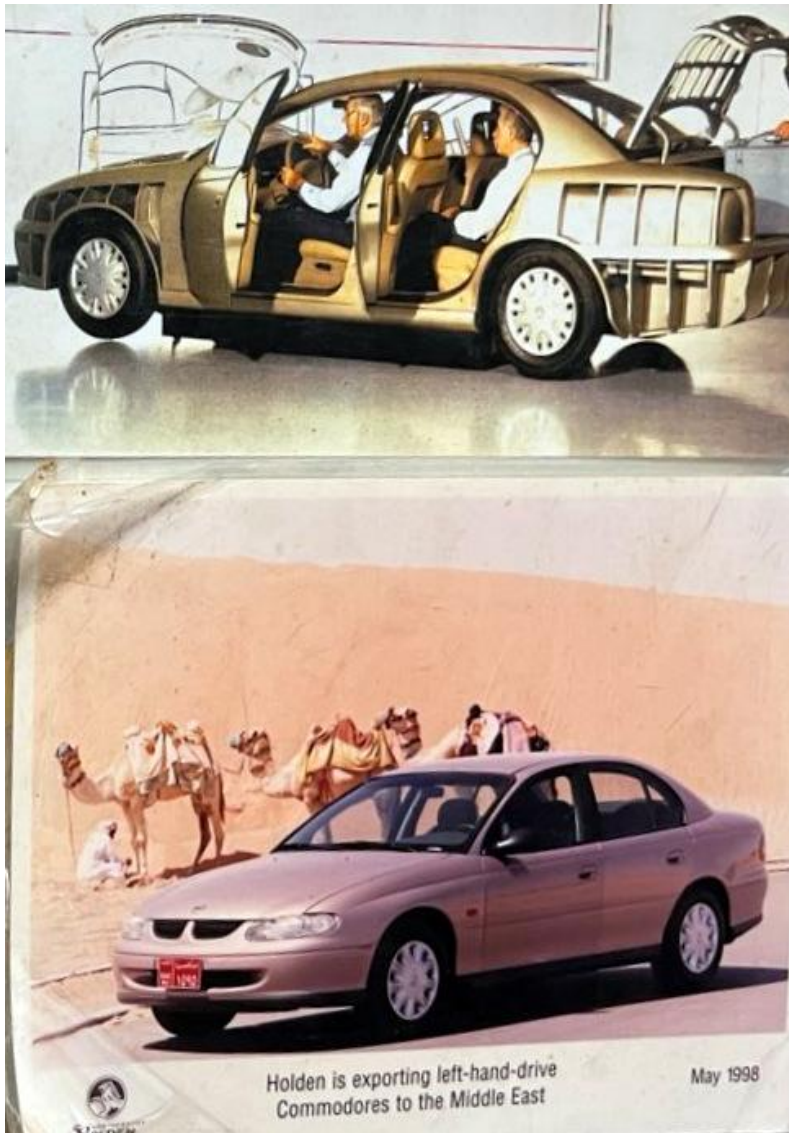
This display shows one of the early mock-up development processes of the motor vehicle not normally viewed by the general public.

The mock-up allows the styling and design teams to test and evaluate the function and design characteristics of the interior in true to size detail. The boot area is also tested for carrying capacity.

This particular mock-up is the development of the left-hand drive VT Commodore badged Chevrolet Lumina for the Middle East EXPORT MARKET. With exports looming so prominently on Holdens agenda the VT had to be conceived from the start as a car with international prospects.

COURTESY OF:

HOLDEN LTD



Holden is exporting left-hand-drive Commodores to the Middle East

May 1998



Mockup for Chevrolet Derivative of the Holden Commodore



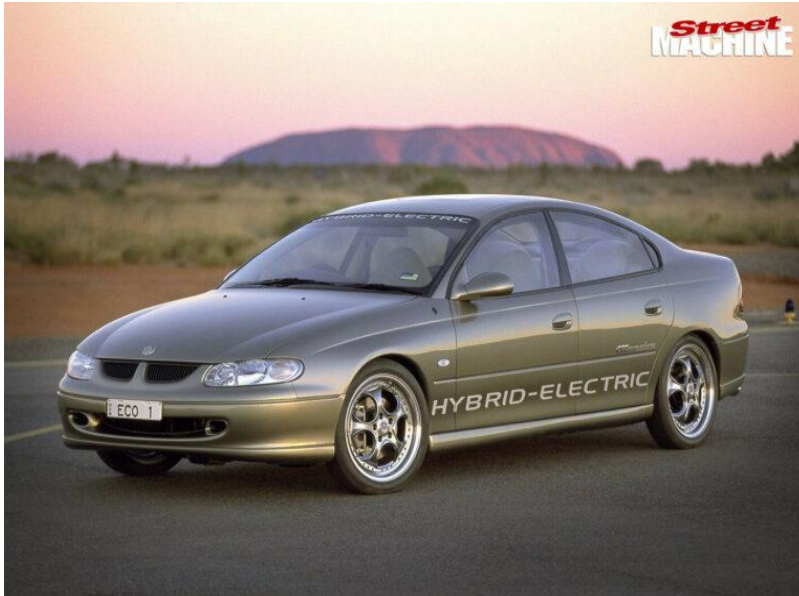
Airbags

50 % Mirror Styling Mules



DID YOU KNOW?

ECOMMODORE



Despite cheapish fuel and the LS1 powering a significant amount of private Commodore sales, Holden was so self-assured back in 2000 it hooked up with the boffins at the CSIRO to make an electric hybrid concept.

It was a driver too, the 2.0-litre, front-wheel-drive ECOMMODORE escorting the Sydney 2000 Olympic Torch Relay halfway around the nation.

On visiting the Birdwood Museum in South Australia, some years ago - there was ECOMMODORE on display.

Ed. 9/2/2024