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CUSTOMERS DRIVE HOLDEN'S DECISION TO CONTINUE COMMODORE NAMEPLATE INTO THE FUTURE

Direct customer feedback has driven [Holden's](#) decision to retain the esteemed Commodore nameplate for the next-generation large car to be imported from GM's global operations from 2018, Holden Executive Director of Sales, Peter Keley, announced today.

"The next-generation large car we have selected from GM's global portfolio is worthy of the iconic Commodore nameplate," Mr Keley said.

"When it arrives in 2018, our new large car will honour Commodore's heritage and support a long and successful future for [Holden](#) in Australia and New Zealand. [Holden](#) and Commodore aren't going anywhere, they will remain pillars of Australian motoring for many years to come.

"Customers have confirmed that retaining the Commodore nameplate is the right decision for [Holden](#).

"Through the process of selecting the vehicle, we put to customers a number of possible criteria to better understand what they felt was important for the car to be competitive in the Australian market. And, of course, whether it deserved the Commodore nameplate.

"Ultimately, the overwhelming response from customers was that [Holden](#) should continue the Commodore nameplate into the future with our next-generation large car."

Across 17 different customer research sessions, Commodore owners and non-Commodore owners offered a range of views, with a strong majority favouring retention of the Commodore nameplate.

"We know the decision to retain or retire the Commodore nameplate will stir passionate responses among [Holden](#) fans and customers. That's why we'll ensure the next-generation car drives like a Commodore should," Mr Keley said.

"The vehicle will be tuned and honed by [Holden](#) engineers and technicians at our world-class Lang Lang Proving Ground in Victoria, ensuring it performs in Australian conditions and to Australian expectations. Right now, our Vehicle Performance team is helping shape the next-generation Commodore for Australian customers."

Across all customer research sessions, almost 70 percent of unaided customer responses to the Commodore nameplate were positive, with participants citing Commodore's reliability, performance and appropriateness for families.

Customers cited a number of criteria as critical for the future of Commodore, including: ability to perform in Australian conditions; affordability; external styling; interior space; handling; power, acceleration; towing ability; and offering variants including luxury and sport.

GM Executive Vice President and President of GM International, Stefan Jacoby, said the decision to retain the Commodore nameplate for [Holden's](#) next generation large car was not taken lightly.

“I cannot reveal full details of the next-generation vehicle, but I can say it will either compare very favourably or improve on the current Commodore’s dynamic performance, acceleration, fuel economy, running costs and mass,” Mr Jacoby said.

“The current VF Commodore has set new standards for quality and driveability and continues to perform well in the Australian and New Zealand markets. We are confident that from 2018, we can honour Commodore’s heritage and chart a new direction for the next-generation vehicle that is worthy of the esteemed Commodore name.”

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