

ALL NEW HOLDEN CREWMAN



**HOLDEN**  
DRIVE ON

[holden.com.au](http://holden.com.au)



## LEGEND. BORN AND BRED

Two words sum-up true Aussie ingenuity, strength and pure-blooded spirit.

Two words – Holden Ute.

For over fifty years the Holden Ute impressed, imposed and inspired, to become the legend it is today. Some twenty years on from that very first Ute, the awesome Holden One Tonner burst onto the scene and ripped its way straight into Australian folklore. And now, at last, comes a new Holden Ute – set to take its rightful place alongside its much-loved brothers. With its clever combination of passenger car comfort, awesome power and space enough for you and the 'crew'. Unrivalled heritage. Unparalleled performance. Unlimited passion. Are you ready for a legend born and bred? Get ready! THE ALL-NEW HOLDEN CREWMAN IS HERE.





GET READY for one tough piece of work. The new Holden Crewman has all the presence and performance to command total respect on any work site.

With a powerful 3.8L ECOTEC V6 ENGINE for straight-up grunt. Large HEAVY GAUGE, GALVANISED STEEL TRAY that'll take a heap of whatever you throw at it. DUAL FRONT AIRBAGS feature a 65L driver airbag and 120L passenger airbag for increased protection in severe frontal impacts. POWER KEY remote deadlock for added security when making stops. And conveniently mounted STEERING WHEEL CONTROLS to let you focus on the job at hand. When it comes to no-nonsense hard work, the new Holden Crewman really means business.

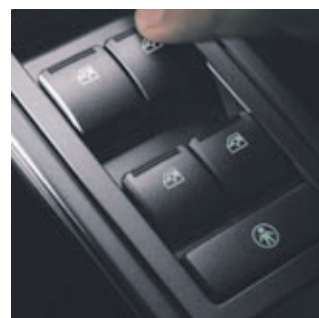
C R E W M A N



## C R E W M A N S

GET SET for a Ute load of fun. With the versatility of the new Crewman S, you can mix business and pleasure like never before. A hard worker that plays hard too, this car is the perfect companion for you and the 'crew'.

Its FLUSH FITTING TONNEAU SYSTEM keeps your cargo secure and allows easy access without the use of straps. LEATHER WRAP STEERING WHEEL, CRUISE CONTROL and POWER WINDOWS offer increased comfort for those long weekends away. And 16" ALLOY WHEELS provide added strength and the looks to match. The opportunities are endless with the new Holden Crewman – get your hands on one and pack more in.





GO! Get out there and perform with the Crewman SS.

One drive of this high-performance sports machine and you'll realise you not only own the road, you dominate every square inch of it. Size counts, and this massive beast has all you need to make one hell of a big impression.

The huge roar of a 5.7L GEN III V8 ALLOY ENGINE announces the Crewman's arrival anywhere it goes. Its SPORTS TUNED SUSPENSION is the perfect match for the awesome V8, adding an extra dimension to its performance car driveability. A thumping 6 DISC IN-DASH CD lets you mix on the move from steering wheel controls. And ALLOY PEDALS, COLOUR CODED DIALS, 17" ALLOY WHEELS and SPORTS FRONT BUMPER AND SIDE SKIRTS complete the slick look and aggressive attitude of this high-octane animal. A whole new breed of Ute has arrived. The Holden Crewman SS – born to rule.

C R E W M A N S S



## A NEW LEGEND HAS ARRIVED

Australia's first and only four-door Ute is here, and with it comes legendary levels of passenger comfort, driveability and space. We've put a lot into the all-new Crewman so now you can too.

A COVERED CONSOLE

COMPARTMENT efficiently clears away clutter and has a dedicated power socket inside. FRONT DOOR AND UNDER REAR SEAT STORAGE BINS provide a simple but clever place to stow a variety of items for work or play. The TRIP COMPUTER includes trip distance, speed warning, stopwatch and distance to empty. PYROTECHNIC SEAT BELT PRE-TENSIONERS increase safety by reducing unwanted forward movement in the event of a collision. And its high-definition CD PLAYER will really get you moving. More space, more comfort, more power and performance – the new Holden Crewman – a Ute with four-doors and so much more.



## CREWMAN POWER

All Crewmans are powered by passion. How much passion is up to you: ECOTEC V6 passion, or Generation III Alloy V8 passion.



**V8.** 5.7 litre 225kW/460Nm Generation III Alloy engine • Aluminium alloy construction creates a light weight engine for smooth ride • Lower weight allows softer, more supple front suspension • Agile handling. Less weight in front end allows more precise steering response • One piece induction system made from composite materials for smoother airflow and superior 'breathing' • Inlet manifold has improved air flow for performance and fuel economy.

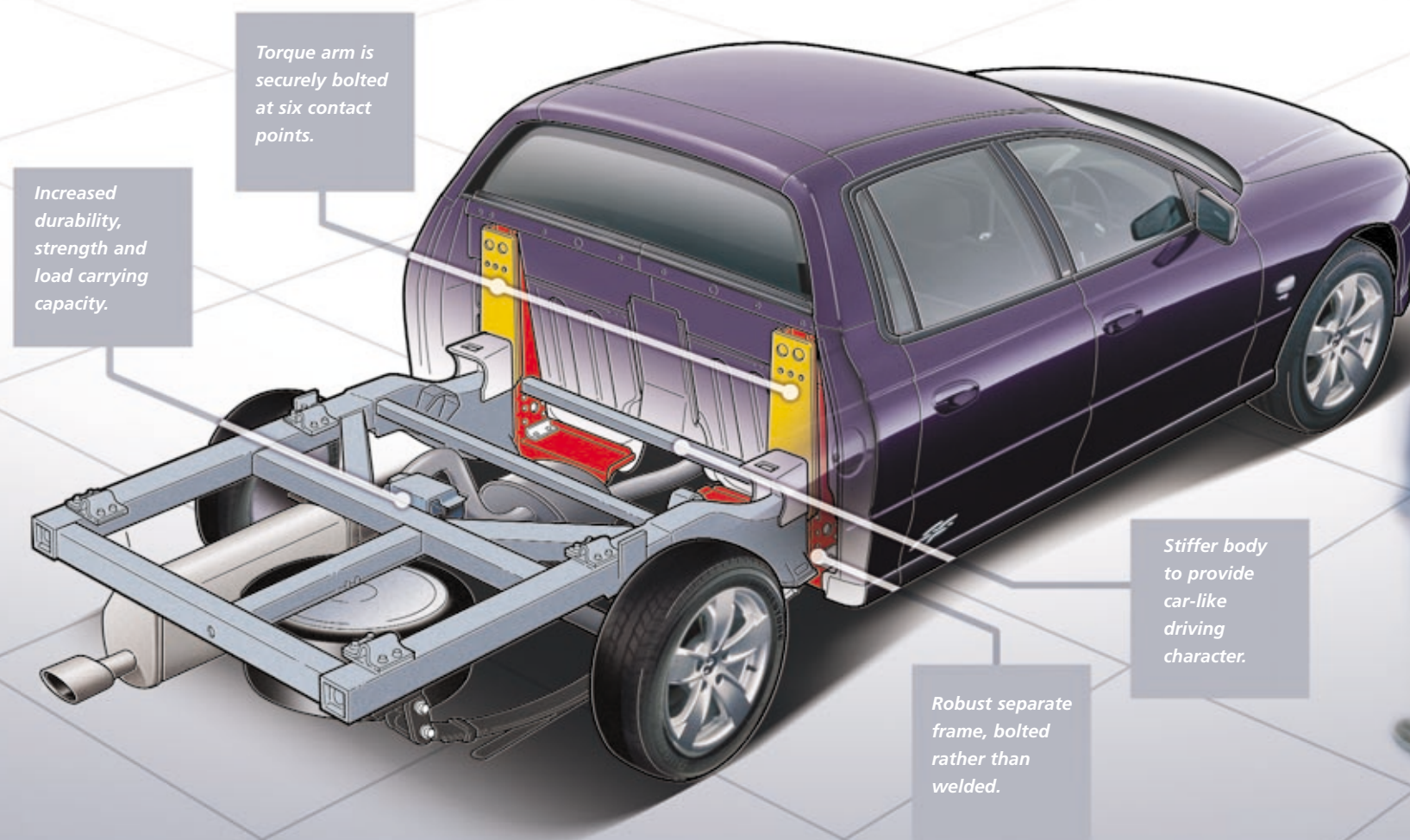


**V6.** 152kW of power, 305Nm of torque • V6 engine is compact and light, for excellent ride and handling • High power with outstanding fuel efficiency from use of friction reduction techniques on moving parts, especially pistons, rings and valve train • Faster, more powerful new engine management for individual cylinder spark control, to improve performance, driveability and economy • Die cast inlet manifold smoother for improved air flow to increase power • Stainless steel long life exhaust.



## UNIQUELY AUSTRALIAN UNIQUELY HOLDEN

One thing sets a Holden Ute apart from the rest – driveability. And the all-new Crewman is no exception. Unlike some vehicles where the chassis is just welded on, the Crewman uses Holden's unique torque arm design to bolt it in place for increased rigidity and strength. And less movement in the back means more car-like response in the front. The new Crewman – geared for even greater levels of work and play.



*Increased durability, strength and load carrying capacity.*

*Torque arm is securely bolted at six contact points.*

*Robust separate frame, bolted rather than welded.*

*Stiffer body to provide car-like driving character.*



Lockable, hinged hard tonneau.

Get personal. With Holden By Design's wide array of personalised enhancements and factory fitted extras, your Crewman can be as individual as you are. Log onto [www.holden.com.au](http://www.holden.com.au) or see your local Holden Retailer for a full listing.

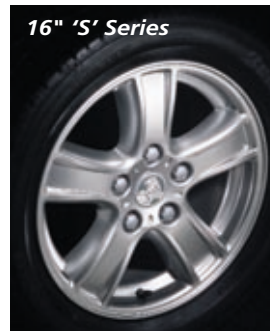


Tray liner.



Soft tonneau.

Sports bar.



16" 'S' Series



17" 'U' Series



17" 'X' Series



17" 'Y' Series



18" 'J' Series



BY DESIGN  
CAN WE BUILD YOU ONE?





## THE SMARTEST WAY TO OWN A NEW HOLDEN

### SMART CHOICES.

A smart way to get into a new Holden is by talking to Holden Financial Services. A wide range of finance options is on offer and you can select the product, term and payment structure to best suit your lifestyle. The SmartChoices range offers you flexibility to select from a choice of monthly repayments<sup>1</sup> and the option of the security of a guaranteed minimum buyback price.<sup>2</sup> For more information contact your Holden Retailer or call Holden Customer Assistance on 1800 033 349.

### SMARTCARE.

Holden offers a range of competitively priced insurance products that provide tailor-made protection. The SmartCare comprehensive motor vehicle policy offers new car replacement, agreed value and a genuine Holden Approved parts guarantee plus a range of additional premium benefits.<sup>3</sup> For more information see your local Holden Retailer or call the Holden SmartCare Hotline on 1800 060 094.

### HOLDEN LEASING.

Holden Leasing is a vehicle fleet leasing specialist, offering a wide range of leasing and management products and services. Whatever your fleet size, Holden Leasing can provide the best in flexible, value driven and

specialist fleet leasing products and services to suit your needs. Our Holden focus means we can provide the very best fleet leasing and management solutions for any business running, or wanting to run, a predominantly Holden fleet.

For more information about your leasing options, please call Holden Leasing on 03 9696 7400.

### THE HOLDEN MASTERCARD.

With the Holden MasterCard, 5% of every dollar you spend on credit purchases goes toward your rebate on a new Holden.<sup>4</sup> You can redeem a maximum core rebate of \$3000 on any new Holden.<sup>4</sup> Use your Holden MasterCard at exclusive Holden MasterCard Bonus Partners and you'll receive an extra 1% bonus rebate. Holden Retailers are Bonus Partners. When you make a Holden MasterCard purchase at a Holden Retailer you'll earn 2% bonus rebate.<sup>5</sup> You'll also pay no annual card fee in the first year, get up to 45 days interest free on credit card purchases, and a competitive rate of interest.<sup>6</sup> To apply, visit any Westpac/ Challenge Bank/Bank of Melbourne branch, your local Holden Retailer or call the Holden MasterCard 24-hour customer line on 1300 650 696.

### THE PACKAGE WOULDN'T BE COMPLETE WITHOUT EXTRA PEACE OF MIND.

#### We're with you all the way.

Holden drivers are backed by one of the most comprehensive customer care packages on the road. With over 300 retailers and 900 Roadside Assistance centres nationwide, few other cars in Australia are supported with the level of customer care offered to Holden owners.

### 3 year or 100,000km New Vehicle Warranty.

Your peace of mind, guaranteed. Every Holden comes with a 3 year or 100,000km New Vehicle Warranty,<sup>7</sup> whichever comes first. This factory backed warranty covers items including the engine, transmission, interior and exterior components. A Holden extended warranty is able to be purchased. For more details contact Holden Customer Assistance on 1800 033 349 or your Holden Retailer.

### 3 YEAR/24 HOUR ROADSIDE ASSISTANCE.

Go anywhere, anytime, with complete confidence. Holden Roadside Assistance, one of Australia's most comprehensive assistance packages, is complimentary for 3 years.<sup>8</sup> In the event of the unexpected happening, from your keys being locked in the car to mechanical and accident advice, you can get in touch with our 24 hour hotline, 365 days of the year, by calling the toll-free number 1800 817 100. This service is delivered by Assist Australia and the combined resources of the Australian motoring organisations.

### A DECIDEDLY DIFFERENT LEVEL OF SERVICE.

Retailer support when you need it, where you need it. With retailers strategically located nationwide, the Holden Service Network is one of the largest in the country. Our service centres are staffed by trained technicians who have access to regular factory training, bringing them up to speed on the latest technology. If you want to know more about the extensive benefits of Holden ownership, contact Holden Customer Assistance on 1800 033 349, Monday - Friday, 8am - 7pm, Saturday 9am - 1pm EST. or visit [www.holden.com.au](http://www.holden.com.au)

## A BOLD NEW LEGEND STARTS HERE



*Heron*



*Redhot*



*Turbine Mica*



*Phantom Mica*



*Cosmo Mica*

### Crewman SS - Cosmo Mica



Anthracite Microcheck Cloth or Anthracite Leather trim

### Crewman SS - Heron



Anthracite Microcheck Cloth or Anthracite Leather trim

### Crewman SS - Redhot



Redhot Microcheck Cloth or Anthracite Leather trim

### Crewman SS - Phantom Mica



Redhot Microcheck Cloth or Anthracite Leather trim

## HOLDEN ASSIST

Protect your investment with Holden Assist - one of Australia's most advanced satellite car monitoring systems. An interactive primary security system, Holden Assist uses mobile phone and global positioning technology to notify you if someone tries to gain unauthorised entry to your car. And, if stolen, it will locate and track it, then in conjunction with police, may immobilise the engine. If an airbag and/or seat belt tensioners are deployed, and the driver cannot be contacted - or if requested by the driver - Holden Assist will notify emergency services. It can even unlock the car remotely if you lock your keys inside.



Holden Assist service is dependant on the availability and functionality of the GSM network and GPS system.

Crewman and Crewman S only available in Heron, Turbine Mica, Redhot and Phantom Mica. Crewman SS only available in Heron, Redhot, Cosmo Mica & Phantom Mica. Leather trim is optional at an additional cost only on Crewman SS.

Variations between the colours shown and actual paint colours/interior trim colours may occur due to the printing process. Actual vehicle colours may appear different under certain light conditions. Metallic or Mica paints are available at an additional cost.



1. Fees and charges apply. For the annual percentage rate applicable to you contact your local Holden Retailer. 2. Conditions apply. A disposal fee of \$385 (inc'l GST) applies plus charges for excess wear and tear or excess kilometres may also apply, exclusive to SmartBuy contracts only. 3. Refer to the policy wording for specific terms, conditions and exclusions. 4. Earning and redemption of rebate is subject to the Holden MasterCard Rebate Program Rules. A maximum of \$3000 in the form of Holden MasterCard 'core' rebate (plus any additional 'bonus' rebate accumulated via the partner program) accrued over a maximum of 5 years may be applied per eligible vehicle purchased. Vehicle sales for which a fleet allowance is paid are not eligible for Holden MasterCard rebate. 5. At participating Retailers only. Credit card purchases of new or used vehicles are not eligible for the 2% Bonus Rebate at Holden Retailers. 6. The interest-free period applies where the card account is fully paid by the due date each month. 7. Refer to your owner's handbook or see your Holden Retailer for full terms, conditions and exclusions. 8. Roadside Assistance may not be available in some rural areas. Refer to your Holden Roadside Assistance booklet or see your Holden Retailer for terms and conditions.