

2008, HSV introduced an engine upgrade in the form of another exclusive 1839 Bower plant the LS3 6.2 litre 317kW, 550Nm V8 in 2008.

2009, on 09.09.09 at 0900hrs the covers came of one of the most stunning design and engineering developments in Maloo's history, the HSV E2 Maloo R8. With a raft of world firsts for an Australian Ute, such as "Launch Control", "Competition Mode ESC" and Day Time Running Lamps, the most accessible and individual vehicle in HSV's line up, once again proved that being the king of Utes, means you set the standard and lead by example, in E2 HSV had a vehicle that would do just that.

OCTOBER, 2010, Twenty years on from the first VG Maloo comes the HSV E3 Maloo R8, a vehicle so technically advanced yet never compromising in or forgetting its down to earth workhorse heritage. Headlining the first 100 HSV E3 Maloo R8's to roll off the production line, is the limited edition "20 Years of Maloo R8". We've captured twenty years in one model, everything we know you love about Maloo-power, performance and looks, and with a little extra individuality for good measure! New HSV "Vector" E Vents and hood scoops, Bi-modal exhaust, Side Blind Zone Alert system, and HSV's all new Electronic Data Interface (EDI) delivering real-time performance data to your touch screen interface.

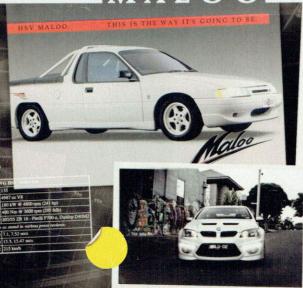




TWENTY YEARS ON, the world is a changed place - in that time Maloo has changed too, and in the process has become an iconic brand in its own right. Maloo has come to represent the many things that our loyal customers know and love about HSV. Maloo is our slightly irreverent, and always confident larrikin who knows his place, but doesn't mind pushing his luck. Maloo gives rise to that character in us all, the one who reminds you to always be yourself, and that the reward in working hard is a chance to play even harder!



MALOO







1 just want one.

hsv.com.au



the 300kw barrier, delivering 307kw of power, from an upgraded LS2 engine.

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ED 4000

WORLD'S FASTEST UTE HD /

"HSV sets new World Land Speed Record" HSV's Maloo R8 Ute breaks into Guinness World Records

The record was last set in February 2004 by Daimler Chrylser in a Dodge RAM SRT-10 8.3 litre V10, with a top speed of 248.785 km/h. HSU's LS2 6.0 litre V8 Maloo R8 Ute smashed the barrier set by the Dodge, setting the new speed at 271.44 kph. The run was conducted under strictly controlled conditions on the Federal Governments Woomera Prohibited Area in outback South Australia with HSU's five time Australian Touring car and Bathurst winning champion Mark Skaife at the heim.

independently scrutinised to ensure it was a standard production specification vehicle, in exactly the same state and condition as when it rolled off the production line. Once the Maloo R8 was certified, the attempt was run over a marked 1km course, again, to the guidelines set by Guinness World Records. The Maloo R8 had its speed in both directions measured and run within 1 hour to confirm its place as the "Worlds Fastest production Pickup/Utility".

HSV Marketing Manager Paul McDonnell explained how the project came together; "Knowing we had a weam made this a personal project outside their normal work duties. We've had terrific support may range of people and companies to make this happen. Firstly our business partner for road and e cars. Mobil Oils, has been very helpful in incorporating this record attempt within their own und Australia endurance challenge. thing our guys really wanted to make happen, in fact,

e local community in Woomera were also fantastic, we visited the local school and all the kids got

Guinness World Records official Mr Chris Sheedy was on hand to confirm the attempt was genuine and that HSV now hold the mantel for the top production Ute/pickup in the World.

"We are always keen to have new records broken or improved upon" he said "and I can confirm today that the HSV Maloo Ute is the Fastest Production Figs. up/ using venues at the data being down loaded form the After the speed in both directions were recorded, Mr Sheedy observed the data being down loaded form the MOTEO dash logger which had been fixed to the Maloo for the attempt. Speed I was recorded at 2865.72 kph, speed 2 was recorded at 2871.64 kph, setting the new world record at a blistering 271.44 kph. Mr Sheedy then was able to officially award Mark Skaife and the HSV team the new world title. the HSV Maloo Ute is the Fastest Production Pick Up/ Utility vehicle in the world. Congratulations HSV

"This is a fantastic achievement for HSV, this run has been conducted under strictly con conditions, as part of Mobil's endurance drive programme, and it's been a real team effort from all involved. Records are made to be broken, I think this one will stay for some time to come!" proclaimed Mark Skaife as he received the award in front of around 100 local fans and supporters.



















