

MEDIA RELEASE
18 January 2007

VE Commodore: The Exclusive Book Launch

The new VE Commodore boasts all-new architecture, evolutionary interior and exterior design, and a host of technical, performance and safety enhancements.

"The VE Commodore represents GM Holden's future and the largest single automotive program in this country's history. Now we have the amazing VE Commodore book "Autobiography", developed by Focus Publishing and written by renowned motoring journalist Peter Robinson, to commemorate this significant company milestone," said Denny Mooney, GM Holden, CEO.

The VE Commodore is the inside story of the development of the VE from the initial idea and vision through to the 'reveal' and launch. It includes interviews with the key design, engineering and technical people, current and former GM Holden management in Australia, and other General Motors executives around the world.

From the first sketches of the design through to the engineering, engine, transmission, chassis development, body structure, safety and mechanical variants, *The VE Commodore* is a fascinating account of the creation of a landmark Australian automotive program. It also covers the all-important testing program, the early promotion and the launch to the dealers, press and public.

The VE Commodore is a high-quality, presentation-style book. Evocative full-colour pictures, state of the art graphics and technical illustrations feature throughout, befitting a product as visually striking and colourful as the VE Commodore.

With great pleasure, Jaqui Lane, CEO of Focus Publishing Interactive, will be holding a Book Launch at the Deutsche Bank Building. With the presence of GM Holden's CEO, Denny Mooney, other members of the board, and the award winning writer Peter Robinson, the book will be officially launched. Along with specialist motoring writers and media present, this will be an event not to be missed.

The Author's Experience

Australia's top international motoring journalist until his return from Italy in 2005, Peter Robinson has been paid for 45-years to indulge his passion for magazines, cars and the motor industry. He began in Melbourne in 1962 before editing *Wheels*, Australia's premier motoring magazine, for a record 16-years. In 1988, the English magazine *Autocar* - the world's oldest automotive title - enticed him away to become its European editor. Based in Italy, Robinson continued with *Wheels*, adding contracts with other globally respected magazines - *Car & Driver* in the US, *Car Graphic* in Japan and *Quattroroute* in Italy. Robinson return to Australia in 2005 in part to write *Autobiography*.

"Chronicling the process of creating an all-new Australian car has been the most challenging writing task of my 45-year career," Peter Robinson said. This is his account of that exciting story. And the great Australian car it has created.

Launch Date: Thursday 18 January 2007

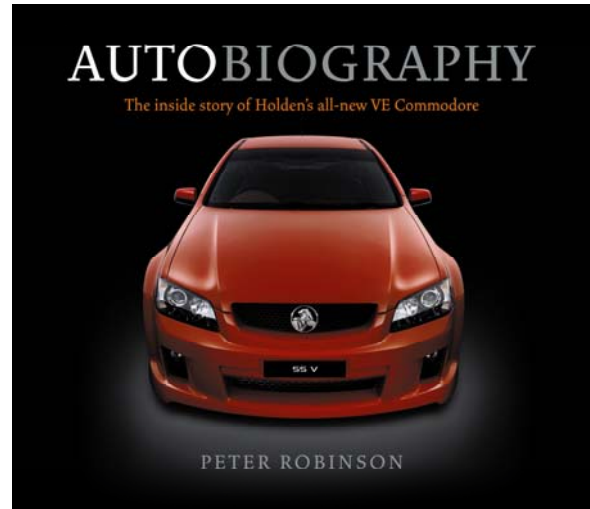
ISBN: 1 921156 10 4

Trim: 265 x 240 mm, landscape

Extent: 256 pages

Format: Hardcover with jacket

RRP: \$80.00/Available online at www.focus.com.au



For further information please contact:

Sarah Floate
Marketing Manager
Focus Publishing Interactive
ph: 02 9336 7000/m: 0438 909 627
e: sarahf@focus.com.au


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