
THE HOLDEN COLLECTION
48-215 HOLDEN (FX)

BRG 213
Series 27
Series list

The Holden 48-215 was the first "All Australian" car to be produced in Australia on a mass production assembly basis. A six cylinder, 4-door, 6 seater, the car weighed less than one tonne and cost £733 including sales tax. It was "announced" to the public on November 29, 1948, where it was officially launched by Prime Minister Ben Chifley.

In January 1951 a utility version was released, with a Business sedan in July 1953. Early production colour range was limited to Convoy Grey, Seine Blue, Gawler Cream and Black.

1st car November 29 1948 – 120, 402 built

- Papers and correspondence relating to the 48-215 27/1
'Announcement' functions.
1948. 4.5cm. (2 volumes).
[Including guest lists, invitations, replies, telegrams and letters of congratulation for launch 29-11-48, preliminary organizational material regarding other launch functions including 'Open House' functions and dealer conventions, also newspaper clippings and advertising.]
- Papers and correspondence relating to the 48-215 27/2
'Announcement' functions at Fishermens Bend.
1948. 21cm. (6 volumes - 3 & 6 in 2 parts).
PART OUTSIZE (Vol 3 part 2)
[Includes guest lists, plans for 'Open House', invitations, programs, menus, speeches, press releases, stage designs, seating plans, papers dealing with the broadcast of event.]
- Papers and correspondence re: Sydney launch. 27/3
1948. 3cm. (2 volumes).
[Includes Sydney invitation lists to PR function 7-12-48, at Wentworth Hotel, Dealer convention 6-12-48 at Wentworth Hotel, invitations, napkins, menu and correspondence.]
- Papers and correspondence re: Perth launch. 27/4
1948. 1cm. (1 volume).
[Includes menu for announcement dinner, 15-12-48, Esplanade Hotel, Perth; Distributor-Dealer Dinner 14-12-48, Adelphi Hotel, Perth & papers re: PR function 15-12-48, Pavilion, Showground, Perth.]

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- Papers and correspondence re: Brisbane launch. 27/5
1948. 1cm. (1 volume).
[Includes PR function acceptances, Lennons Hotel,
Brisbane, 10-12-48.]
- Papers and correspondence re: Adelaide launch. 27/6
1948. 35cm. (12 volumes).
[Includes invitation to launch at Centennial Hall,
Wayville, 3-12-48; Company Dinner at South
Australian Hotel 3-12-48; acceptances and refusals
to these; Open House at Woodville, correspondence
and details of planning. Also includes dinner menu
from Pt Pirie function to celebrate the car, December
6 1948.]
- Press clippings re: 48-215. 27/7
1948-1949. 22cm. (4 volumes)
[Includes 2 parts – press reviews and road tests,
with part 2 in alphabetical order for each state and
township. Also press clippings from 1949 divided
state by state and overseas.]
- Papers re: 48-215 pricing and availability. 27/8
1949. 2cm. (1 volume). [Includes Holden sedan
pricing study 1949, new vehicle availability and
delivery and correspondence with New York and
newspapers.]
- Papers and pamphlets. 27/9
1948-1950, 1976. 0.5cm. (1 volume).
[Includes pamphlets of 'New Australian Car',
'Building General Motors New Australian Car
Holden', 'Holden owners tell their story', test report
on The Holden for 'The Motor', England, promotional
cards, about the Number One Holden and survey to
company personal owning Holden cars.]
- Technical specifications and facts books of 48-215. 27/10
1948- 1 cm. (3 items).
Includes owner manual, facts book and
specifications of coupe utility.
- Papers relating to continued development of 48-215. 27/11
1950-1952. 2cm. (2 volumes).
[Includes 'Summary of methods employed to
develop and prove design features at General
Motors-Holden's Ltd.' and 'Holden forward
engineering program' and product program
submission.]

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- Papers relating to 'The Number One Holden'. 27/12
1961-1977 and 1988. 0.5cm. (1 volume).
[Includes correspondence, promotional cards and
news release.]
- Black and white photographs of Holden inauguration. 27/13
1948. 8cm. (2 volumes).
[Includes two volumes of selected photographs
Volume I - Melbourne and Adelaide
Volume II - Sydney, Brisbane, Perth.]
- Black and white photographs of Holden announcement 27/14
functions, Sydney.
1948. 3cm. (3 volumes).
[Includes NSW Zone Distributor-Dealer Sales
Convention and Dinner, Public Relations function,
Pagewood Open House.]
- Black and white photographs of Holden announcement 27/15
functions, Fishermens Bend, Melbourne.
1948. 1cm. (1 volume).
[Includes Australia wide announcement, Open
House and Sales Convention.]
Includes Chifley photo neg in reserve
- Black and white photographs of Holden announcement 27/16
functions, Brisbane.
1948. 1cm. (1 volume).
[Includes Open House, Sales Convention and Public
Relations function.]
- Black and white photographs of Holden announcement 27/17
functions, Perth.
1948. 0.5cm. (1 volume).
[Includes Open House, Sales Convention and Public
Relations function.]
- Black and white photographs of Holden announcement 27/18
functions, Adelaide.
1948. 0.5cm. (1 volume).
[Includes Woodville and Birkenhead Open House,
Sales convention and Public Relations function.]
- Black and white photographs of 48-215 27/19
1948-1953, c.1970. 1cm. (1 volume).
[Includes first off the assembly line to 100 000th
Holden and Woodville presentation 1970s.]

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- Black and white photographs of 48-215 body parts. 27/20
1947-1953. 4cm. (2 volumes).
[Photographs FC-1, 48-215 Body (with index),
Includes detail of car components, car interior,
luggage arrangements, views of car, engine bay,
pilot model van, 50/2106 utility 1952.]
- Negatives 4" x 3" 48-215 sedan and 50/2106 coupé utility. 27/21
1950-1951. 16cm. (1 box).
ACCESS ONLY BY PRIOR ARRANGEMENT
[Includes numbered series 2395 (1-73) showing
vehicle construction including Vauxhall and Holden
packing crates, plant equipment, leather safety
gloves; 2471 (2-712) production, components and
trim; 2712 (1-163) sedan and coupé ute production,
tooling jigs; 3109 (13-50) scrap conveyer and bin,
waste drums, wood kiln, seat assembly; 1665 lead
loading roof joint; 1735 seat assembly; 1906 front
engine splash pan; 1907 splash pan cut from rear
window blank.]
- Technical specifications - Engineering department 27/22
1948, 1969 0.5cm (1 volume)
NB: Originally bound with BRG 213/28/7 FJ and
BRG 213/29/8 FE.
- Colour photograph of 48-215 winged Holden badge 27/23
1998 0.5cm
- Photographs 27/24
1948-1953, ca1970
[Copies of photographs held at Holden Ltd,
Melbourne including 11 shots of 48-215.]
- Papers and correspondence concerning the selection of 27/25
Australian Car name
1947-1951 0.5cm
[Includes cabels, suggestions and letters discussing
the selection of a name for the Australian Car and
subsequent ttempts to register trademarks in
assorted countries.]
- Car colour specifications – Engineering Department 27/26
1948-1952 0.5cm
[Includes colour, laquer, enamel and trim
combinations available with notes regarding
application and changes.]
NB: Originally bound with BRG 213/28/8, BRG
213/63/11, BRG 213/29/10, BRG 213/30/12.

Sound recordings – 1948 launch 1948 [Includes 1948 launching ceremony... see Beth for details – still being copied as at July 2000	<u>27/27</u>
Service department books 1952-1953 1.5cm [Service department 1952 workshop manual giving descriptive information, maintenance and repair data and catalogue of parts and accessories 1952 with supplement 1953.]	<u>27/28</u>
AMA specification questionnaire 1952 0.5cm [Includes 48/215 series and 50/2106 series with engine performance charts.]	<u>27/29</u>

Film and video are described in the Library Catalogue. For details on this model do an Archival number search on:
BRG 213/F-371
BRG 213/F-380