

# State Library of South Australia

## Media Release



FOR IMMEDIATE RELEASE  
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### Experience the extraordinary story of Holden at the State Library of South Australia

*Rear Vision: The Holden Collection* exhibition will take place at the State Library of South Australia from 28 February 2025, showcasing the remarkable story and legacy of Australia's iconic car manufacturer, Holden, and its impact on the fabric of South Australia.

The immersive exhibition features newly acquired materials alongside nostalgic treasures from the State Library's extensive Holden archive - one of the largest dedicated Holden collections in the world. Taking up an estimated 180 metres of shelf space, the collection includes over 1700 cylinders of rolled drawings.

State Library of South Australia Director, Megan Berghuis, is thrilled to be bringing to life an exhibition featuring the treasures and memories of the Aussie icon.

"As the custodian of the stories of South Australia, it is incredible for us to bring this important part of South Australia's history to life. Holden has a rich and proud history in South Australia, having shaped our manufacturing and automotive industries, and built a community that is truly part of the fabric of our state," she said.

"It has been a huge effort by our archival and exhibitions teams, working closely with the Holden Manufacturing Heritage Association at Elizabeth, to create this exhibition, curating a selection of unique and fascinating artefacts, drawings, images and resources from our extensive archives to share the story of this much-loved brand."

The exhibition will be made of three main parts, a look at the early years, when Holden established itself in South Australia and later manufactured its first car, the impact of the brand on South Australia, including how it supported efforts during the Second World War and stories shared by the people who worked at the Holden factory over the years.

Ex-Holden employee, Jeff Jamieson, who worked at Holden for 36 years, before retiring as Executive Director of Manufacturing in 2004, is excited to relive the nostalgia of Holden's golden age.

"The Holden brand lives on in the hearts and memories of many Australians, especially those of us who played a role in the Holden community here in South Australia," he said.

"This extensive collection gives a glimpse into the lives and stories of the Holden factory over the years. It is wonderful to see the State Library care for and preserve these important pieces of our history, and to make them available for Holden enthusiasts, car lovers, historians and future generations to enjoy and learn from."

Highlights of *Rear Vision: The Holden Collection* include:

- Manufacturing and advertising images from when the first car was produced in 1948 and other models of Holden
- An original Holden Bronze Lion from the entrance of the Elizabeth plant
- The first and last Holden engine types
- VE Commodore model used in the design process
- Promotional films and advertisements
- The words of General Motors Holden workers
- Virtual reality Holden assembly line experience
- 1954 FJ Ute in pristine condition

Visitors can also enjoy a program of events and activations that will take place as part of the exhibition, including talks by authors, researchers, historians, and classic Holden specialists as well as children's activities, family days and Holden car showcases in the State Library forecourt.

For more information, visit <https://www.slsa.sa.gov.au/events/rear-vision-holden-collection>

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**Details:** *Rear Vision: The Holden Collection*  
State Library of South Australia  
Corner North Terrace and Kintore Avenue  
Free entry

**Open:** Monday: 9am to 5pm  
Tuesday: 9am to 7pm  
Wednesday to Friday: 9am to 5pm  
Saturday and Sunday: 12 to 5pm  
(Closed public holidays)

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