
THE HOLDEN COLLECTION
LC TORANA

BRG 213
Series 54
Series list

The COTY winning LC Torana was released in October 1969. It was available as both 4 and 6 cylinder in many model variants. The model range was Torana 2 door 4 cylinder, Torana S 2 door and 4 door 6 cylinder, Torana S 2 door and 4 door 4 cylinder, DeLuxe 2 door and 4 door 4 cylinder, Torana SL 4 door 6 cylinder, Torana SL 2 door, 4 cylinder, Deluxe 2 door and 4 door 4 cylinder OHC and Torana GTR. The GTR was the sporty small car and was available in bright colours, sports wheels, rally stripes, sports suspension and full instrumentation.

Later in 1970 the GTR XU-1 option was released for series production racing with Bathurst in mind. In June 1971 the four cylinder model line up was changed with the introduction of the 1600cc OHC engine. The S & SL were dropped and the base model renamed Torana 1200 & the popular model, the Deluxe.

Papers and correspondence relating to the LC Torana release. 54/1

1969. 19cm. (3 volumes).

[Includes speeches and programmes, background, press test cars, distribution of material, Oct. 17 & 25, invitations, questions, Womens Day, general planning, maps, bookings/trans, news releases, road test cars, venues, speeches, costs.]

Engineering report for LC Torana. 54/2

1969. 2cm.

[New model data and competitor comparison data for pricing presentation.]

Press release for LC Torana. 54/3

1969. 1cm.

[Includes press release, engineering report, technical specifications & black & white photographs.]

Features book - Engineering department. 54/4

1969-1971. 1cm.

Selling manual. 54/5

1969. 2cm.

[Includes summary of features and changes to 1969 Torana for Torana 2dr, S, SL and Brabham Torana.]

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- Consensus communication research report. 54/6
1970. 2cm.
[Includes 3 reports 'Torana 4S and Ford Escort Super', 'TV commercial test: Torana - The Funtastic Four', 'A study of attitudes to Torana 4'.]
- Brochures. 54/7
1969-1971. 0.5cm. (6 items).
[Includes Breakaway (x2). Preparing the Torana for racing, Mighty little mule eater, Torana GTR, Torana 6.]
- Press reviews of LC Torana. 54/8
1970. 0.5cm.
- Manuals. 54/9
1969-1971. 1.5cm. (3 items).
[Owner manual and Guardian Maintenance plan, Torana 1900 owner manual. Latest version - earlier versions available by prior arrangement only.]
- Holden performance run program. 54/10
1969-1971. 0.5cm.
[Includes program and maps for LC run - Melbourne to Broadbeach.]
- Colour charts. 54/11
1971. 0.5cm.
[Colour charts A616, A617 and Breakaway A607.]
- Papers and correspondence re: GTR XU-1. 54/12
1970-1972. 7cm. (2 volumes).
[Includes programme, questions and answers, road test cars & general correspondence, news releases, speeches and catering.]
- Black and white photographs. 54/13
1970-1972. 0.5cm.
[Includes 4 and 6 cylinder vehicles, engine, dimensions and GTR XU-1.]
- Colour transparencies. 54/14
1970. 0.5cm.
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Film and video are described in the Library Catalogue. For details on this subject do a KEYWORD search and limit to Film & sound.