



The screenshot shows the Barloworld Holden website homepage. At the top, there's a navigation bar with links for New Vehicles, Demo/Used Vehicles, Fleet, Promotions, Service, Parts, Finance, Blog, Careers, Contact Us, and News. A search bar and a subscribe form are also present. The main content area features a large banner for 'GET READY FOR SUMMER HOLIDAYS' with a list of services: Lube Oil Change & Filter, 24 Point Inspection, Safety Check, Tyre Rotation and Balance, and Front End Alignment for \$159 inc GST. Below the banner are sections for 'Demo & Used Cars Search', 'FLEET SALES' (with bullet points: Competitive pricing, Excellent service, Top Trade-ins, Finance), and 'Why choose Barloworld?' (listing benefits like excellent range of new demo and used vehicles, top service centres, on-site finance and insurance, modern convenient location, and extended warranty).

Barloworld Holden News

[GM chases economy crown](#)

GM plan reveals major model revamp in switch to fuel misers

[Holden's Spark, Cruze shake up](#)

More images of Holden's Spark micro-car hope emerge as Cruze readies for debut

[GM puts squeeze on Volt batteries](#)

GM aims to halve size and cost of Volt batteries

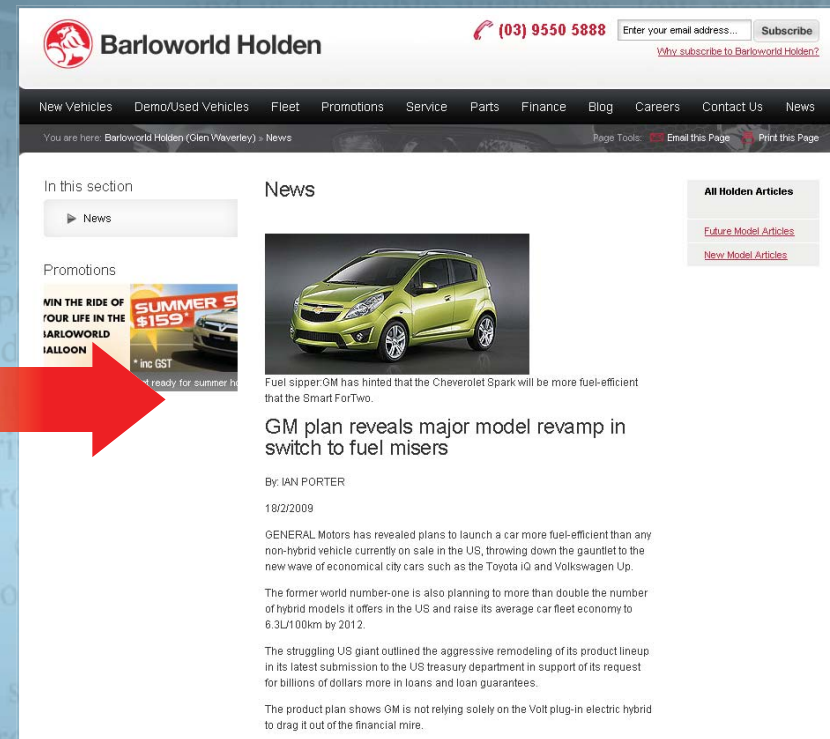
[First look: Chev Volt morphs into Opel Ampera](#)

General Motors to sell Chevrolet Volt as the Opel Ampera in Europe

[Holden to build all-new small car from 2010](#)

New four-cylinder small car to be built alongside the Commodore within two years

[Read more News »](#)



The screenshot shows the Barloworld Holden News page. It features a navigation bar similar to the homepage. The main content area is titled 'News' and includes a 'Promotions' section with a 'WIN THE RIDE OF YOUR LIFE IN THE BARLOWORLD HALLOON' offer. The main news article is titled 'GM plan reveals major model revamp in switch to fuel misers' by IAN PORTER, dated 18/2/2009. The article text includes: 'GENERAL Motors has revealed plans to launch a car more fuel-efficient than any non-hybrid vehicle currently on sale in the US, throwing down the gauntlet to the new wave of economical city cars such as the Toyota iQ and Volkswagen Up. The former world number-one is also planning to more than double the number of hybrid models it offers in the US and raise its average car fleet economy to 6.3L/100km by 2012. The struggling US giant outlined the aggressive remodeling of its product lineup in its latest submission to the US treasury department in support of its request for billions of dollars more in loans and loan guarantees. The product plan shows GM is not relying solely on the Volt plug-in electric hybrid to drag it out of the financial mire.'

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GoAutoWords is now live on the Barloworld Group websites. To see for yourself go to:

www.BarloworldVolkswagen.com.au

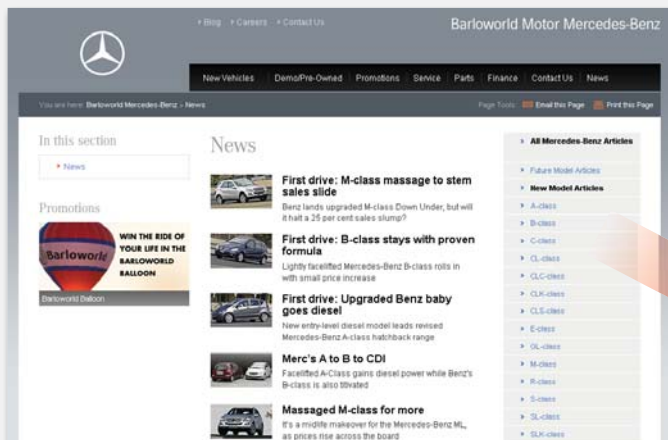
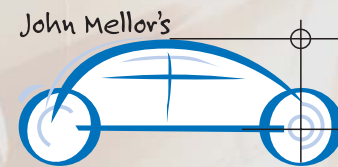
www.BarloworldMotor.com.au

www.BarloworldHolden.com.au

www.FerntreeGullyHolden.com.au

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> C-class

> CL-class

> CLC-class

> CLK-class

> CLS-class

> E-class

> GL-class

> M-class

> R-class

> S-class

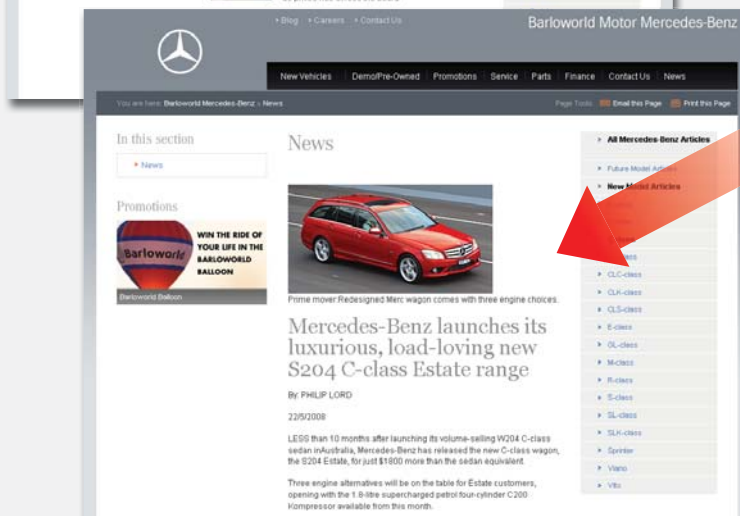
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WHAT?

- GoAutoWords automatically adds brand-specific motoring news coverage as generated from John Mellor's GoAuto Newsroom directly into your website
- Stories are limited only to the brands you sell
- Articles covering your complete brand portfolio can be run as a group on your group website as well as by single brand within each of your individual brand websites

WHO?

- Provide web visitors with a depth of information to retain them longer in your branded online environment
- Customers need to think of your website as a resource when they set out to get the latest information on the cars you sell

WHY?

- Expose readers to your dealership's latest offers in new & used cars, finance & insurance, service & parts
- Generate repeat visits and hold buyers longer in your website
- Dealers' websites are an important avenue for car buyers to reach car retailers
- Google Maps are directing car buyers straight to dealership sites in greater numbers

HOW?

- No ongoing maintenance required by your web developers. Live daily as stories are published

COST?

- For a monthly subscription fee per franchise, dealers get the latest new model stories announced in Australia and overseas