



HOLDEN

News

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HOLDEN TAKES COVERS OFF ALL-NEW BARINA

Another chapter in Holden's product renaissance is due to begin with the debut of the stylish all-new Barina hatchback at the Australian International Motor Show in Melbourne.

The new generation model, which will go on sale in October, adds further appeal to Holden's emerging small car range that now includes the highly-acclaimed Australian-built Cruze sedan and hatch and the baby of the Holden family, the Barina Spark.

Barina, has already been launched successfully in Europe and the United States by Holden's sister brand Chevrolet. It delivers fresh new styling and a high level of standard safety features to the sub-compact segment.

Its striking interior and exterior design was led by Holden's Ondrej Koromhaz while on assignment at General Motors' South Korea design centre and takes familiar design cues from its Barina Spark and Cruze stable mates.

Holden New Zealand Managing Director Jeff Murray said the debut of the new-generation Barina marked a new chapter in the light car's amazing 26-year history.

"It's obvious from the introduction of this new model that Barina has come of age. There is no doubt that Barina is a world-class vehicle with leading safety credentials and design. We are confident that there will be a lot of interest once this car arrives in showrooms around New Zealand," Mr Murray said.

"The Barina represents yet another example of our product renaissance which is seeing our entire model line-up refreshed with exciting new vehicles that has beat out other entries in its range.

"The first most notable aspect of the all-new Barina is the eye-catching design and it can't help but stand out from the rest. This vehicle will deliver what drivers of the small car are looking for.

"We can only be excited by the new Barina's potential and we believe it will appeal to an even broader range of customers, when it goes on sale in just a few months time."

Locally-inspired interior and exterior design

The Ondrej Koromhaz-led Barina design features a muscular appearance with a wide stance, sculpted body panels and dynamic proportions. Its five door body has a coupe-like profile with aggressive shoulder lines and concealed rear door handles.

Rounded, exposed head and taillights give the front and rear fascia a three-dimensional, sporty appearance while the Barina's dynamic proportions are carried through the high beltline, sweeping roofline and integrated rear spoiler.

The Barina's compact dimensions conceal a spacious and edgy interior complete with motorcycle-inspired instrument panel and multiple storage pockets.

On the driver's side, the detailed instrument cluster features a large, round analog tachometer set within an asymmetrical LCD readout alongside an easy-to-read digital speedometer. Ice blue interior illumination and LED backlighting is featured throughout the cabin.

Koromahz said he was proud to see the all-new Barina make its first appearance in his home country after leading its advanced design work.

"After several years in the making, it's very satisfying to see the finished product ready to hit the roads. I think customers will respond very favourably to the new Barina," he said.

"We worked hard to give it an assertive appearance with lots of character that will appeal equally to men and women.

"We also aimed to deliver a really strong road presence with modern, sporty details like exposed headlights and concealed rear door handles.

"Overall, it's pleasing that we've been able to deliver Holden customers such a strong package."

Infotainment

Barina's modern interior design and spacious layout is enhanced by an array of convenience features, including Bluetooth phone and audio streaming, USB input with iPod connectivity, cruise control and steering wheel audio controls.

Performance

With performance to match its good looks, the all-new Barina is equipped with a responsive 1.6-litre 4-cylinder petrol engine equipped with a 16-valve cylinder head with dual overhead camshafts and variable valve timing. It comes mated to a five-speed manual transmission or optional six-speed automatic.

Safety credentials

Barina also boasts a high level of standard safety features.

It delivers the active safety benefits of Electronic Stability Control (ESC), incorporating an anti-lock braking system, brake assist, electronic brakeforce distribution and traction control. Occupants are protected by a total of six airbags – dual front, front side impact and full length curtain airbags.

The all-new Barina will be on display alongside a range of Holden vehicles at the Australian International Motor Show at Melbourne Exhibition Centre from 1-10 July.

Pricing, full specifications and features will be announced closer to Barina's launch in October.

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