



by Brett Williams

Police Association facilitates big savings on Holdens



Police Association president Mark Carroll and Holden national fleet director George Loukas shake hands on the association involvement in the programme, as Holden fleet business development manager Dan Jeffries looks on

Every Police Association member stands to score a discount of up to \$1,500 on any new car in the extensive General Motors Holden range. And that substantial saving will come on top of whatever price a member negotiates with the SA Holden dealer of his or her choice.

Member access to this rare opportunity comes through the Holden Partner Program, to which the Police Association signed up in April. The only step which members have to take to participate in the programme is to contact the Police Association to obtain a certificate.

Holden fleet business development manager Dan Jeffries describes the process as "very simple".

"We don't want to confuse anybody or have lots of paperwork," he says. "The Police Association will produce a certificate for any member who is in the market for a car and wants to buy a Holden.

"He or she can then take it to any (SA) dealer of his or her choice and purchase



The Holden VE SS, one of the cars on which members will receive a discount

the vehicle using that certificate.

"The member can simply go into the dealership, negotiate the price, the trade-in value, and anything else, and then produce his or her certificate. That brings an additional discount over and above every other negotiated price."

Among the 10-odd Holden vehicles which attract a \$1,500 discount under the programme are the SV6 and Calais V sedans, the SS Sportswagon and the Ute SSV.

Some of those which bring a \$1,000 reduction are the Omega and SS sedans, the Omega and Berlina sportswagons, and the Epica CDX. On the Barina five-door hatch, Cruze CDX sedan and Captiva SX AWD, members are eligible to receive a \$500 discount.

Holden runs the Partner Program as a means of providing a financial benefit to the employees of its long-standing corporate clients.

Acting on a suggestion from one of its dealers, the successful Aussie carmaker decided to extend the offer to police, beginning with a pilot programme

in South Australia through the Police Association.

Holden national fleet director George Loukas saw the extension of the programme as "a great opportunity".

"We thought: 'Why does it just have to be with the corporate clients, when we could extend it out to the Police Association?' " he says. "At the end of the day, the association has been loyal to the Holden brand."

Mr Loukas hopes to roll out the programme to police across the country but intends to give the SA experiment a six-month run first, and then assess it.

"It's easier to run it in a smaller state, with 4,400 members, than to introduce it on a national basis with 55,000 members and encounter problems that we didn't expect," he explains.

"We'll review it at the end of the trial period in conjunction with your co-ordinators, Mark Carroll and Andy Dunn. Then we'll see if there were any problems we didn't pick up on, and we'll also look at how we can perhaps even better the programme if need be."

Police Association president Mark Carroll said he was delighted that a series of meetings between Holden and the association had brought the programme to South Australia first. "For us, this was always about working hard to secure yet another benefit for members," he says.

"As always, our core role as a union is to improve and safeguard our members' wages and conditions. But, wherever we are able to secure extra benefits – such as the holiday homes, the extended legal service and the group life insurance – that is exactly what we do.

"Now, of course, our involvement with the Holden Partner Program brings an outstanding financial advantage to members. I'm sure they will find great value in it, and we look forward to their feedback." **PJ**

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