

# HOLDEN TORANA

## *An Aboriginal Connection*

General Motors Holden (GMH) Australia manufactured the iconic model Torana from 1969 until 1979. The Torana came in different models and engine sizes. Its claim to fame came in 1972 when former racing legend Peter Brock won the first of his many wins at Bathurst.

But where did the name Torana originate? Initial research and GMH records state the name derives from an Aboriginal meaning.

The common thought is that Torana means “to fly” or “flight” but there does not seem to be any specific form of language from any of the Aboriginal nations around the areas where GMH had its assembly plants.

As there are many different language groups across the continent, it may well be that GMH adapted the name Torana and changed it just as much as other Aboriginal names and meanings were done by the new Australians. There is a town en route to the legendary Mount Panorama (also known as Wahluu by the Wiradjuri people) Racing Track in Bathurst called Tarana and the name ‘Urana’ relates to a temporary shelter (ie. A car). Perhaps these names influenced the GMH people at the time?



GMH Dealer advertisement circa 1970. Note the incorporation of a spear and boomerang into the advertising pitch. (Source: GMH Torana Forum)



Legendary racing car driver Peter Brock ‘flies’ around the Mount Panorama circuit in his Torana GTR XU-1, in the first of his many wins on this track.



Peter Brock ‘flies’ around Mt Panorama in yet another Torana.