

FOUNDED 1949

ACCLAIMED

Powerful: Opel presented four world premieres at the Geneva Motor Show to considerable acclaim. Among them was the ADAM R2 Rally Concept car powered by 185 hp.

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The Opel/Vauxhall Leadership Board with the new Cascada (left to right): Malcolm Ward (Design), Susanna S. Webber (Purchasing and Supply Chain),
Thomas Simon (Quality), Dr. Thomas Sedran (Corporate Strategies), Steve Girsky (Chairman of the Supervisory Board), Dr. Karl-Thomas Neumann (Chairman of the Board),
Michael Lohscheller (Finance), Michael J. Bly (Powertrain), Michael F. Ableson (Engineering), Gregory Hagy (Business Development), Johan Willems (Communications),
Peter Thom (Manufacturing), Bruce Kauppila (Product Planning), Riccardo Ventura (Legal), Alejandro Martinez (IT). Holger Kimmes (Personnel),
Joachim Koschnicke (Government Relations), and Duncan Aldred (Sales and Marketing) are missing on the photo

»A NEW CHAPTER«

The Opel/Vauxhall Leadership Board, including the new Chairman of the Board, is ready

ppearance of the new one: The Chairman of the Supervisory Board Steve Girsky is introducing a real car enthusiast. Dr. Karl-Thomas Neumann, Chairman of the Board of Adam Opel AG, took to the Opel stage on March 1. "Good morning colleagues," the 51-year old says, greeting the employees scrum in the foyer of the headquarter in

Rüsselsheim. One employee wants to know why he chose Opel. "I love cars. And Opel knows cars," is his response. "I came to Opel because I am convinced: We can do it, and we will do it." The ten-year plan, Drive! Opel 2022, is a good base. "I completely support the plan and will continue driving it forward," emphasizes the newly appointed Chairman of the Board.

The Opel/Vauxhall Leadership Board gathered on stage to witness the official passing of the baton. "It has been a pleasure working with all of you," says Steve Girsky, who moves back now to his office in the U.S. He expressed his gratitude toward Dr. Thomas Sedran, who as interim CEO introduced numerous initiatives for increased profitability.

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The Company Magazine of Adam Opel AG

TEAMWORK



Developing in Turin.
The new generation
of diesel engines starts
with the 1.6 CDTI
Ecotec. Engineers at the
Powertrain Engineering
Center in Turin designed

the engine, with support on hand from colleagues in Germany, South Korea, and the U.S.

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▶ PRECISION WORK

Printing in Rüsselsheim. Tools fresh from the printer? What sounds like just a dream has been turned into tangible reality. The Virtual Engineering Team

works with a 3D printer that produces devices such as a gauge – out of a light, yet robust plastic material.

CHARITABLE WORK



Swimming in Gliwice. In his freetime Marek Tyczka gives swimming lessons to people, who are physically disabled. Water breaks down barriers and has a therapeutic effect,

as the mechatronics engineer points out.

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OPEL NEWS OPEL POST NO. 1/MARCH 2013

The First Day

Whether it was a town hall meeting in front of thousands of employees, expert talking about the Cascada, or just chatting in the cafeteria: Karl-Thomas Neumann was open, friendly, and in great spirits altogether on his first day at the headquarters in Rüsselsheim. "I've really been looking forward to this day. I'm a little bit nervous," he said. But there was no sign of nerves to be seen. He listened intently and answered employee questions tirelessly.





LETTER TO ALL READERS

Dear Employees,

In 2012, we introduced a number of initiatives in internal communications to ensure you are always up to date on the latest business decisions. To do this, we rely on personal conversations, dialogue forums, and informational events for employees. Our 'Meet the Board' meetings are just one example of these intense personal exchanges. We are also making more use of the NewsFlash to keep in touch with you.

The Opel Post continues to play a key role in our communication with you, but now in a more modern format. The Internet wasn't on anyone's radar when the first issue of our employee magazine was published. A lot has changed since then. Today, breaking news is spread digitally. For this reason, the Management Board decided to adapt our strategy and publish Opel Post electronically from now on.

Of course, there is a considerable amount of saving potential in terms of printing costs; I don't want to hide that. But the key reason is the direct channel to the reader. We further developed the Opel Post and we are using new technology and new media. It is now possible to download the Opel Post as a PDF version and read it on your computer at home or use it on your smartphone or tablet. Naturally you can also print it out if you want to.

Your employee magazine is available at www.opel.de/opelpost in electronic format four times a year.

In addition to the digital version, a four-page printed synopsis of the Opel Post will be available. Our dealers and former employees will also receive copies of this compact printed version of the Opel Post.



Johan Willems Member of the Management Board and Vice President, Communications

We have of course ensured that we deliver the familiar quality and layout you are used to, even in the digital age. The Opel Post remains the company magazine for current and retired employees.

The current issue of the Opel Post features an extensive first interview with the newly appointed Chairman of the Management Board Dr. Karl-Thomas Neumann. Our colleagues at the engineering center in Turin also tell us why they are so proud of the next generation of diesel engines. And we learn more about how Opel is digitally printing tools for employees on the assembly line. A new 3D printer produces readyto-go tools in minutes.

The Opel Post is now available online. Join us in taking this step forward into the digital age and continue to place your trust in us. Enjoy reading the latest issue of the Opel Post.

Best regards,



▶ WHAT MOVES US

Middle East

EXPORTS are heading beyond Europe's borders. Opel is now present in the United Arab Emirates with a new portfolio as part of the company's international strategy for growth. "For Opel, the UAE is a key market in the Middle East," says Andy Dunstan, **Executive Director, Opel Sales** Central & Eastern Europe. Opel's partner Liberty Automobiles is presenting the models on offer in new showrooms in Dubai.

Power Pair

THE JOINT PURCHASING ORGANIZATION (JPO) with the French partner PSA Peugeot Citroën has started. The JPO is the cornerstone of the strategic alliance and is essential for creating synergies. The combined purchasing power of GM and PSA is set to deliver considerable savings.

Collector

THE ADAM AND THE MOKKA have been collecting up award after award. Both recently scored points on the design front. 81 percent of readers of the German automobile magazine Auto Bild voted the ADAM the most attractive small car in its class. The new Mokka is the most attractive SUV. 24,000 readers of the Auto Zeitung automobile magazine and online users came to this conclusion.



THE ADAM IS A SMOOTH TALKER and countered Fiat's provocative advertising slogan ('Adam loves Eve. And Eve loves Fiat 500') with a mighty display of flower power at other manufacturers' dealerships in Frankfurt. 'From ADAM with love' was written on the red roses. And because smooth talkers always have the right song for the right moment, you can download the ADAM song at http://bit.ly/L



I've been an **ADAM** fan from day one.

Valentino Rossi, motorcycle world champion and brand ambassador in Italy

IT'S A HIT The ADAM already has 30,000 orders in Europe. Industry experts aren't surprised, because the ADAM is already an award-winner. The city car came out on top in five categories at the prestigious PLUS X Awards for Innovation.



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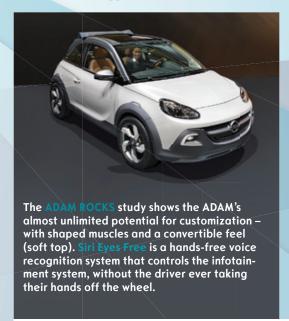
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The ADAM is worth a closer look

eneva, Switzerland, Exhibition Center, Hall 2. It's March 5th and Pascale Dumoulin has earned the right to take it easy this morning. The sales promotion and event Marketing expert at Opel Suisse has been doing her homework over the past five and a half months. Dumoulin is standing beside a three-meter tower featuring the Opel logo. She tugs at the sleeves of her blouse and says with a smile: "This is my third time managing our appearance at the Geneva Motor Show, thereby, I have gained a lot of experience and expertise. But this time it's more exciting to see, if everything goes according to plan." Journalists rush past her, notepads, cameras, and TV equipment in tow. Booth 2232 is getting noisier, busier, and more frantic as 9 a.m. approaches.



NEW, CONFIDENT AND ATTRACTIVE

New CEO Dr. Karl-Thomas Neumann presents four world premieres to the international stage at the Geneva Motor Show, thus highlighting the crown jewel of the brand: its strong products

The reason for the excitement is the Opel press conference with the new Chairman of the Board and four world premieres. Karl-Thomas Neumann, with the Opel emblem firmly pinned to the lapel of his jacket, is clearly engaged to finally get started. He delivers his message with confidence: "We want to steer Opel back to its former strength and glory with passion, innovation and German engineering."

A SHOW FOR 700,000 VISITORS

The four products also demonstrate a renewed sense of confidence. They are "part of Opel's strongest portfolio yet," according to Neumann. First to be unveiled is the four-seater Cascada convertible manufactured in Gliwice. Next up came the 1.6 CDTI Ecotec, a highly efficient turbocharged-diesel engine soon to be installed in the Zafira Tourer, the minicrossover study ADAM ROCKS, and, of course, the ADAM R2, Opel's next step in its new motor racing strategy for rally championships.

Marketing expert Dumoulin played a key role in organizing the exhibition booth, which is one of the world's most important motor shows with 700,000 visitors. Colleagues from Switzerland and Germany were among the other key players. The result: 1,544 square meters, 25 consultants and a 30-member team of hostesses look after the curious visitor. "It's worth the effort," says Dumoulin. "We can effectively showcase our new innovations, maintain contact with existing and potential customers. In addition, we prove very clearly that

»The booth concept and the four world premieres delight the visitors.«

Opel Suisse



our products do not have to shy away from direct competition."

Dumoulin is very happy with the end result. Since September, she has made countless telephone calls, written hundreds of e-mails, and spent hours on the road traveling from her office in Zurich to the exhibition center in Geneva. When asked how she evaluates the Opel presentation in Geneva, she says: "The booth concept and the four world premieres delight the visitors. It makes me proud." woy

The ADAM R2 Rally Concept car is designed to conform to FIA regulations. The drive system boasts a 1.6-liter Ecotec 16V gasoline engine. The competition version delivers 185 hp (136 kW) and a maximum torque of approximately 190 Newton meters. Opel has built 40 of the new rally-ready ADAMs for competitions in France and Germany, and all of them are sold already.

Dr. Karl-Thomas Neumann has taken the wheel: In this Opel Post, the new CEO also talks about the motivations that led him to Opel/Vauxhall, about a winner's mentality, and the love of his youth – an orange Kadett D

to Opel/Vauxhall. What connects you to the brand at a personal level? Karl-Thomas Neumann: I decided I wanted to work for Opel/Vauxhall not just a few months ago, but more than three decades ago. I have a long, emotional connection to Opel/ Vauxhall: My first true love was an Opel: a Kadett D, built in 1980. It was my pride and joy, in that 1970s' orange colour, with black velour seats. I was

Opel Post: Mr. Neumann, welcome

and I am enthusiastic about the brand. And I want my three kids – today they are two, four and ten years old – to one day also be proud and enthusiastic owners of an Opel/Vauxhall.

If someone is a passionate marathon runner like yourself, they need qualities such as fighting spirit and staying power. Are these things that you plan to leverage in your new position?

A few of the qualities that you need on the race course are definitely helpful in this position. What I want to do is bring Opel/Vauxhall, a manufacturer with a rich tradition, back to the top. You see, this is because the company is part of Europe's automotive industry's DNA. I made sure that I learned everything I could before I decided to take this position. I wouldn't have taken on this task if I weren't convinced that we will succeed.

What were the points that won you over?

The products, no doubt about it. They stand for the art of engineering and 'Made in Germany' quality. The ADAM currently embodies these values in an outstanding way: developed and manufactured in Germany, which has never existed previously in the small car segment. Also, Opel/Vauxhall offers an overall price-performance relationship that customers would have to seek out for a long time before finding something better somewhere else. And then there are the pioneering technological solutions. Starting with features such as the FlexFix bike carrier system. Then the models themselves, I'm thinking here of the Ampera. And finally, the company has a long tradition in motor sports and created a loyal fan community. We want to build on this.



Born on April 1, 1961 in Twistringen, Lower Saxony, Germany



Career

Dr. Karl-Thomas Neumann has been the Chairman of the Board of Adam Opel AG and GM Europe President since March 1. He is also Vice President of the GM Executive Committee. The married father of three children last worked for Volkswagen, where he was CEO and Vice President of VW China from September 2010 to August 2012. From 1999 forward, Neumann held additional management positions at VW in Wolfsburg, such as Director of Research and Director for Electronics Strategy. From 2004 to 2009, he worked at supplier Continental, where first he was a member of the Management Board (Automotive Systems division) before taking over the chairmanship in 2008. He is a passionate marathon runner and sailor, who studied electrical engineering in Dortmund and Duisburg, where he completed his doctoral studies in 1993. His professional career began at the Fraunhofer Institute.

His first own car





The latest models have been well-received by both the media and customers ...

... and rightfully so. I've driven the entire portfolio myself. I'm excited. There's no question about it; Opel/Vauxhall employees master their art. Opel/Vauxhall has consistently gotten better since the Insignia's market launch.

But how can this momentum be used to strengthen the brand image in the long term?

This is a key point. We want to use the emotionality that is already anchored in the Opel/Vauxhall image even more. It has to become really chic to drive our brand. The negative headlines that we had were related to issues with corporate issues; we're seeing a period of peace and quiet and continuity now in this regard.

Thinking about the European car market, what can the industry expect in the next years?

The slump in our main market of Europe is a challenge for us, and also for our competitors. Yet at the beginning of the year we were able to go against the trend, expanding our market share in Germany – and significantly so in Western Europe. The market, however, has developed even worse than expected. We currently aren't anticip ating a long-term recovery in demand. It would not be responsible just to hope for market momentum, which is why we are basing our ten-year plan on conservative assumptions.

You are known as a man with clear strategies. Are you making serious corrections to the course being set at Opel/Vauxhall?

No, I continue driving the existing strategy forward. The ten-year plan, 'Drive! Opel 2022' already provides important stimuli that will lead us back to the road to success. And I will still put my own signature on the plan. Our product offensive, with 23 new

models and 13 engines by 2016, will have an effect, of that I am sure. We can count on the full support of General Motors during the implementation phase, also in financial terms. Yes, I know, there's the story of the evil stepmother in America. You can forget that cliché. GM needs Europe. For GM, Europe is Opel/Vauxhall.

What has to change in the company itself for us to get back to the road to success?

There are three priorities. First is, costs. We have to work on our structure and our product costs, without reducing the attractiveness and quality of our vehicles. The new 'Germany-wide plan' is an important milestone in this regard. Second is our brand. The goal is to again position Opel/Vauxhall more clearly, fill it with sympathy and emotions. We have to bring the Opel/Vauxhall brand back it's former glory. Third is our corporate culture. We all have to live the values of responsibility,

speed, and respect. It's about unconditional customer orientation. We are going to have a winner's mentality again. We are the attackers!

Why is Opel/Vauxhall making this change now with you at the wheel? Because the overall package is better than ever before. We have the best range of models that we've ever had, a new management team, and a plan that rests on conservative assumptions rather than hope. We have you, our employees, a team managed to create models like the ADAM and the Mokka under massive pressure. That's why I'm sure that we will create the most successful turnaround in the history of the European automobile industry.



We are going to have a winner's mentality again.





6 INNOVATION OPEL POST NO. 1/MARCH 2013

News

€130 Million to Expand Plant

SZENTGOTTHÁRD The Hungarian site is growing fast. Opel has invested €130 million in expanding the plant. Plans are in place to extend the plant by around 1,600 square meters and equip it with 80 new machines. This should increase its production volume by 100,000 to 600,000 engines per year.

Diesel Celebrates Special Milestone

KAISERSLAUTERN Joy in the Palatinate area of Germany: Head of Manufacturing Peter Thom and Production Director Marc Schiff were on hand to witness the millionth B-diesel engine to roll off the production line in Kaiserslautern. The 'millionaire' was a 2.0 BiTurbo CDTI used in the Insignia, Astra, and Zafira Tourer.



Plant director Elvira Tölkes with Peter Thom and Marc Schiff (left to right)

Girsky visits Saragossa

SARAGOSSA Steve Girsky, Chairman of the Supervisory Board at Adam Opel AG, for his first time visited to Saragossa where he met with plant management and employees. Girsky praised several employees for "the excellent achievements in their job." He also encouraged them to continue to improve quality and keep the pace.

New Robots in Skeleton Construction

LUTON The English plant is renovating its infrastructure. The welding robots in skeleton construction are slowly being replaced. The 111 new devices are faster, quieter, and easier to operate. They perform two-thirds of all welding tasks.

RIDING A WILD HORSE

The new generation of diesel engines celebrated its world premiere with the 1.6 CDTI Ecotec at the Geneva Motor Show. Opel Post visited the project development engineers at the Powertrain Engineering Center in Turin

t's February in Turin, and it's time to present the new 1.6 CDTI Ecotec diesel engine at the Powertrain Engineering Center. More and more employees are flocking into the foyer. The atmosphere is electrifying. The development engineers who participated in

Turin, the 'Pearl of Piedmont,' is located in northeast Italy the project are beaming with pride. It all stemmed from many years of intensive work, a team of over 300, and a home base in Turin with support from several other locations around the world. The engine came as a result of global collaboration between engineers from several GM engine development centers, including teams from Germany, Cana-

da, South Korea, and the U.S.

"Our team of highly-qualified specialists dedicated all of their energies to the task at hand," says Pierpaolo Antonioli, Managing Director & Diesel Sector Director GM Powertrain Europe, as he introduces the engineers who have been part of the project since day one. The majority arrived at the center fresh out of university just four years ago. Antonioli explains how GM combined its global expertise and many years of experience from various different markets in order to develop the new generation of diesel engines. "Using an ap-

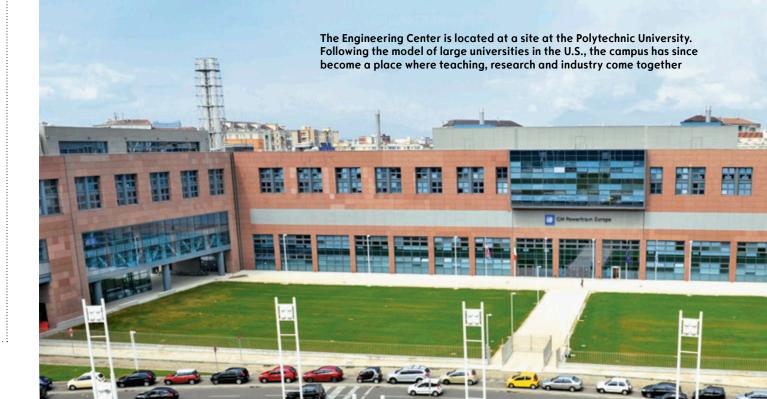
proach that relied on different people and different points of view brought a whole new dimension to the entire project. Working together in this way guaranteed better results in a shorter amount of time."

Teamwork was key when it came to designing the chassis, for example. The time difference between Italy and the U.S. meant it was possible for designers to work almost around the clock, remembers Gianmarco Boretto, Pro-

»How much fun did you have on a scale of one to ten?« »At least ten!«

gram Manager and Chief Engineer MDE (Midsize Diesel Engine). "We would focus on one area for eight hours in Turin, hand it over to our fellow workers in North America to work on, and then take over again the next day." Teamwork was the key to success here. "The systems we were working on were highly complex and they interact with one another. Working together as one team was the only way to put us on the right path toward the desired result."

It all began back in 2008 at a development center that had only been up and running for around two years. "The project was a test run for the Turin site, and for us on a personal >>>





challenge at hand was enormous: Constructing a newly developed engine from scratch and setting technological standards. Describing the mood at the beginning, Boretto comments, "The task was huge at first, like riding a wild horse. Once you think you've tamed it, it'll throw you right out of your saddle." In the end, we were able to deliver results quickly and efficiently.

Roberto Golisano, Assistant Chief Engineer MDE, was involved in the project from its first days. He sums up the thoughts of many of his colleagues in a few words: "Just the thought of a complete stranger getting into a car and relying on our work fills us with great pride and gives us a real sense of the weight of responsibility on our shoulders." Indeed, there is still much work ahead, and it's Gianmarco Boretto's job to bring everyone back down to ground level. "We're getting to the business end things. Series production is ongoing, and

volumes and investments are getting serious. We really have to give everything to master the final challenges we're going to face."

The Zafira Tourer is the first of seventy applications currently planned for the diesel engine. And the control unit is set to be used in all future four-cylinder diesel models manufactured by General Motors. That adds up to about four million vehicles. And since we're already throwing around figures, we asked the participants, "How much fun did you have on a scale of one to ten?" The answer was loud and clear: "At least ten!" sin

der turbocharged diesel engine features Blue Injection selective catalytic reduction (SCR) technology, meaning the unit already complies with the tight exhaust regulations from the future Euro 6 emissions class. The main goals during development were to come out top of the class in the areas of vibration and noise development and deliver more engine output and increased torque while consuming less fuel.

The Zafira Tourer needs only 4.1 liters of diesel over 100 kilometers thanks to the drivetrain, and emits just 109 g CO₂ per kilometer.

The engine is built at the Hungarian plant in Szentgotthárd.

Cold-weather Test at Minus 30°C

Liven though it was developed in sunny Italy, the 1.6 CDTI Ecotec still had to undergo an endurance test in northern Sweden. The three-week test phase saw more than 30 project participants travel to the Arvidsjaur-Arjeplog area of Northern Sweden. Among them were engineers, mechanics and employees from the calibration and software team in Turin.

Markus Weßlau was in charge of on-site operations and responsible for coordinating the engine with the vehicle. "The test center in Sweden is state-of-the-art; it even has a refrigerated container. We use it on the off chance it's not cold enough." The tests focused on a range of aspects, including cold start at up to temperatures as low as minus 30° C, cold temperature drivability, combustion noise and exhaust gas treatment.



Markus Weßlau in Sweden: The testing region is 100 kilometers south of the Arctic circle

Six Partners

NEW! FEYENOORD ROTTERDAM A Dutch club with a long tradition of excellence in the Eredivisie, 14-time Dutch Champion, 11-time Dutch Cup winner //
BORUSSIA DORTMUND In full swing with Jürgen Klopp and his belief in exciting, turbocharged soccer // BAYER 04 LEVERKUSEN Strong combination play, hungry for goals and in the European arena for years // FSV MAINZ 05 No massive budget, but a long-term strategy: on the way to becoming a top team // SC FREIBURG The club with a 'green image', relies on sustainable, energy-efficient infrastructure // FORTUNA DÜSSELDORF Founded in the former working-class district of Flingern, has enormous comeback qualities



Thomas Külpp

IT Director

Thomas Külpp presented the ADAM to Bayer 04 Leverkusen and the Mokka to Mainz. "I wanted to get direct feedback about our vehicles and Opel as a company, clearing up rumors and false information while introducing the advantages of our vehicles in chats with potential customers. I think that the idea of showing up as an employee and not as a product promoter is a great opportunity to attract customer attention to our products."



Marcus Amend
Development Center employee

Marcus Amend advertised for the ADAM at the home game between FSV Mainz 05 and FC Bayern Munich: "Since I'm one of the ten ADAM test drivers, I wanted to share my positive impressions. Many people were surprised by the high-quality interior in the seating trials. As it got dark when we had to leave, it was difficult to drive away because of how well you saw the great Ambi-Light lighting. In no time, we had another crowd of people around us."

PERSONAL CONTACT

On the street or in front of the soccer stadium – two programs rely on employees as Opel brand ambassadors

Opel Post: There are currently two programs that turn employees into brand ambassadors. What's the idea behind this?

Thomas Sedran: An essential component of our DRIVE! 2022 strategy is to seek out contact with existing and potential customers. We are wherever our customers are. Whether on the street or at the soccer stadium, our message about what Opel stands for – German quality products with great design and exciting technology – can be better communicated by our employees. Developed, produced, and presented by people who love cars.

Let's start with the street. The program called 'How to help a customer' applies to roadside assistance. That's not necessarily the most pleasant topic with which to approach a customer.

It's especially important to be there for customers when they run into difficulties. We provide roadside assistance by calling the 'How to help a customer' service number. But it's not just when they've run into a problem. The program's base is much broader. If a conversation turns to Opel and the person you're talking to has a question, you can give him or

her the direct number for the Customer Info Center at any time. We've set up the 'How to help a customer' website to assist our employees in this effort. They should speak to friends and family about it. No ad campaign, TV spot or brochures are as convincing and long-lasting as a personal connection.

You just mentioned a personal connection. The volunteers who have registered for the Opel Brand Ambassadors program try to talk to customers at sporting events. Opel and soccer – do they fit together? Whenever I see how dedicated our employees are, whenever they present cars like the ADAM right in front of a soccer stadium, then I'm sure that we have the ideal environment to set down roots in the market.

An environment that you just broadened...

I'm glad that we have another partnership with a famous European soccer club: Feyenoord Rotterdam. This commitment is an important element. And this move won't be the last in the ongoing process of bringing Opel closer to the world of soccer.

Oliver Guth
Design Release Engineer

Oliver Guth helped a young Opel customer:
"I was headed down the freeway and it was already dark. I saw a young man on the shoultheat was 20 years old and not in very good tank was empty. Everything happened quickly: I called the 'How to help a customer' serof the German Automobiles.

of the German Automobil Club) showed up right away and towed the Corsa to the next young man was happy."

»We make the customer the measure of our actions.«

Thomas Sedran, Deputy Chairman of the Management Board

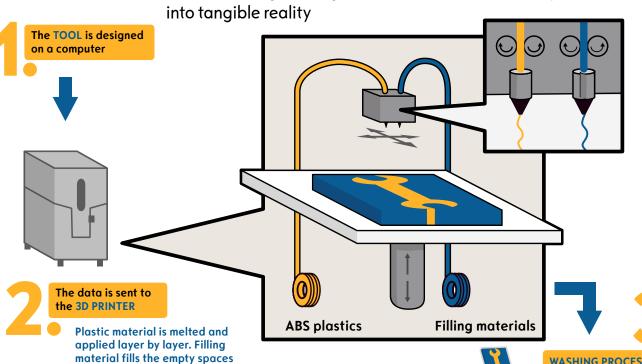
Information on the 'How to help a customer' program on the **intranet**: http://bit.ly/139i7SW

Visit the intranet site for the Opel service numbers of the 26 different markets in Europe.

INNOVATION OPEL POST NO. 1/MARCH 2013

TOOLS FRESH FROM THE PRINTER

The Virtual Engineering Team turns what sounds like just a vision



he machine resembles a refrigerator from the outside, but on the inside there is some complex high technology. A 3D printer has been standing in the rooms of the Virtual Engineering Team in Rüsselsheim for a few weeks. What it can do? Print assembly tools, layer for layer - each one a quarter of a millimeter thick - out of a light yet robust plastic material. "This reduces production costs by 30 to 70 percent in comparison to the conventional procedure", says Sascha Holl (Photo), the virtual simulation engineer who developed and implemented the new process in together with Guido Hammann and Rene Greunke. The low number of these tools, which are required for production and final assembly, used to be handmade with a milled female mold and resin, and the

process was time-consuming. The new

WASHING PROCESS

The filling material is

washed out here, and

the tool is finished!

one finishes the tools within four hours. Several printed tools, such as a guide for applying lettering on the rear of a vehicle, are in use in Rüsselsheim, Eisenach, Bochum and Gliwice. And more will follow, because, as Holl puts it, "in times when there are several vehicle launches, the new technology really gives us a time advantage."

News

The Mokka's Got It Going On



RÜSSELSHEIM The Opel/ Vauxhall SUV is toppling one top sales record after another, with more than 90,000 orders currently received from all over Europe. The newcomer is being especially well-received in Germany, Russia, the United Kingdom, Italy, and France.

PRESS REVIEWS

The vehicle has also drawn positive attention from the media. Already two victories in comparison tests were published in 'auto motor und sport' and 'AutoStraßenverkehr.' There are also cross-segment successes to report. The 4x4 all-wheel drive was the top performer in the 'Auto Bild' winter test: in the 'Auto Bild' comfort test, the Mokka was the most comfortable car. The Mokka turned in superior performances in auto motor and sport's seat-testing as well.

MOTOR SPORTS

BUCKLE ON, BOYS: Whenever the 24 ADAM Cup speedsters head to the starting line for the first time, there's a rally pilot at the wheel. Melanie Schulz (24) has motor racing in her blood. "My father drove in rallies before and my brother Steffen on the circular track. I'm already looking forward to the challenge. Since all of our cars have the same power, everyone can prove what they're made of,' with her co-pilot, Anke Gläser, Schulz is going on the hunt for



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OCIAL MEDIA PAGES

PROVIDE INSIGHT INTO

FAR AWAY MARKETS

Touchdown for Opel



Muscled men in sweaty jerseys chasing down an egg-shaped ball – that's rugby, the Australian national sport. And because Opel recently is present in Down Under, the brand has also become active as a sponsor for various teams, such as the Sydney Roosters and the Melbourne Football Club. It was taken as a given that the tattooed Melbourne star Nathan Jones Jonesy was invited to get behind the wheel at an Insignia test drive, as you can see on the Opel Australia Facebook page (www.facebook.com/OpelAustralia). The page is as friendly and uncomplicated as the Australian people. And the Astra, Insignia and other models look super under the Australian sun.

Melbourne's footballers wear Opel jerseys





DATA, FIGURES, FACTS

CASCADA

for the love of open-air driving

The roof opens and closes at speeds of up to 50 km/h



Most impressive The Cascada top combines functionality and design

here are quite a few sophisticated engineering technology concepts hidden behind the long profile of the stylish mid-range convertible. The Cascada's most impressive feature is its tightly drawn, electric soft top that opens in just 17 seconds. It can be operated via remote control at standstill. And the top also opens and closes even while you're driving at speeds up to 50 km/h.

The rear window, integrated into the top, also demonstrates how functionality and groundbreaking design can be combined. "The glass mount is extremely elegant, and the window is connected seamlessly with the fabric," says Andreas Häfele, chief engineer for the Cascada. "The front crossmember and the main bearings for the left and right mechanics are made of magnesium," adds Program Execution Manager Klaus-Rudolf Reuter. This makes for a lighter and faster-moving top.

An additional plastic mat for the optional premium roof provides noise protection. With audible success, because the noise level inside the car is three decibels lower. Storage space is hardly affected by the small footprint of the top when folded away. The Cascada scores points as a high-quality everyday vehicle and makes 'topless' driving an affordable pleasure.

Specifications, options, and prices apply to the models offered in Germany. Offers may vary in other countries,

Cascada 1.6 SIDI Turbo INNOVATION

- Two-door convertible, four seats
- Four-cylinder gasoline engine with turbocharger
- 125 kW (170 hp) at 6,000 rpm
- Six-gear automatic transmission with ActiveSelect
- Max. of 280 Nm thanks to overboost function, from 1,650 rpm
- Maximum speed: 217 km/h
- Acceleration 0–100 km/h in 9.9 sec

BASE PRICES:

Equipment EDITION*: € 25,945 Equipment INNOVATION*: €29,545

Production in Gliwice / Poland Market launch: April 2013

OPTIONS

A SELECTION OF THE BASIC OPTIONS

- Electric top with remote control
- Front axle with HiPerStrut suspension
- Three-spoke steering wheel with remote control for stereo/CD player/radio with MP3 playback
- Air conditioning, rear floor heating
- Electric windows in the front and rear
- Easy entry
- FlexFold backrest
- LED rear lights, daytime running lights

A SELECTION OF OPTIONAL FEATURES

- AFL+ (adaptive forward lighting)
- Front and rear cameras
- Ergonomic front seats with the AGR (Actions for Healthy Backs) seal of approval
- Electric belt feed
- Electric seat adjustment, seat ventilation
- Engine pre-heating, activated via remote control
- FlexRide premium chassis
- 18-, 19-, or 20-inch light alloy wheels



Length: 4,696 mm

Wheel base: 2,695 mm



Width: 2,020 mm



Trunk volume: 280 - 380 liters

Tank volume: 56 liters

CO₂ emissions: 168 g/km

ENGINE OPTIONS

GASOLINE-POWERED

- 1.4 Turbo, 88 kW/120 hp
- **1.4 Turbo,** 103 kW/140 hp, start/stop
- 1.6 Turbo, 125 kW/170 hp, start/stop

DIESEL

2.0 CDTI, 121 kW/165 hp, start/stop 2.0 CDTI BiTurbo, 143 kW/195 hp, start/stop

All engines with manual six-gear transmission. 1.6 SIDI Turbo and 2.0 CDTI also available with six-gear automatic transmission.

GLAMOUR FACTOR WITH BRAINS

Chief engineer Andreas Häfele reveals some of the Cascada's highlights

pring this year will bring a breath of fresh air as Opel opens the roof of the Cascada, available at dealerships starting in April. Chief engineer Andreas Häfele shows us the electric soft top, a standard feature of the new convertible and just one of its many outstanding merits.

"The Cascada ranks up there with the premium suppliers in terms of technology, interior, space, seating comfort, and quality," says Häfele. The Cascada is positioned as a smart alternative to consistently high-priced competitors within the small market for mid-range conforced the rocker panel profile in order to maximize the torsional stiffness of the vehicle frame and make the passenger compartment extremely stable. A-pillars and doors were reinforced with high-hardness steel," says Häfele. The HiPerStrut wheel suspension on the front axle ensures optimal traction and neutral cornering. The drive system is supported by five turbocharged engines. "These include the new 1.6 SIDI turbocharged gasoline engine and the 195-hp 2.0 CDTI BiTurbo diesel delivering up to 400 Newton meters," says Häfele. Since mid-March, 800 journalists from 25 countries have some getting to

know the Cascada. The mid-range convertible is being tested on the Côte d'Azur in the south of France, where the sun shines 300 days of the year and the annual temperature averages 16 degrees Celsius. This is the best place to inaugurate the open-air driving season, in high style with the roof down.

In high style with the roof down: chief engineer Andreas Häfele behind the wheel of the Cascada

»The Cascada is the smart alternative.«

Andreas Häfele, chief engineer for the Cascada

vertibles. Leather steering wheel, air conditioning, CD player/radio, Flex-Fold rear seats, and LED rear lights are included in the basic package for €25,945*. Premium features such as the electric belt feed, electrically adjustable, heated/ventilated seats, and Nappa leather seat covers are also available.

The engineers put a lot of work into the R&D work for the chassis and also the handling. "We enlarged and rein-



The Admiral was built between 1937 and 1939. The top of the four-door convertible came from the chassis manufacture Gläser

Soblesse oblige

– A glimpse at the past and you can see what makes the Cascada so special

The chassis maker Autenrieth showcased the Kapitän from 1951 to 1953 as a well-designed transformation



A Cascada is no Astra. That may sound logical, but this fact was repeatedly emphasized during its market launch. When you look at the portrait gallery of this mid-range convertible's lineage, the little details start to jump out.

Kapitän and Admiral were the illustrious names of the ancestors of today's Opel convertible. The prestigious mid-range convertibles of the 1950s and 60s, Kapitän and Rekord, rolled out of the production halls of third-party chassis makers. So did the Opel convertibles of the last decades: Kadett C Aero, Kadett E convertible, and three generations of the open Astra. They all belonged to the compact class.

Now the Cascada carries on the tradition of Opel's timelessly elegant convertibles. Being produced in an Opel plant – and landing in the mid-range segment – already sets it apart. Its length (4.7 meters), four full seats, and the roomy trunk speak for themselves. And that's really why the Cascada is no Astra.

50 models of the Rekord C were built starting in 1967. The car designer Deutsch was responsible for the remodeling in Cologne 12 WE ARE OPEL OPEL POST NO. 1/MARCH 2013



Italy



Alessio Scutari, 34 Carline Marketing Manager, Lives and works in: Rome Personal status: in a relationship Education: degree in engineering and marketing

What does work mean for you?

It's more than just a job for me, it's my passion. My goal is to develop and improve every day.

What would you do if you didn't have to worry about money for a year? I would go abroad and help people in need. I think that would be an unbelievably valuable experience.

What are the clichés about your country?

Italians are unreliable and chaotic. The first is absolute nonsense, but there might be some truth to the second.

What do you do when you're not working? I ride my motorcycle a lot, and when I'm not doing that, I enjoy spending time with my family and my friends.

Please finish this sentence: I like living in Italy...

... because I love the people, the weather, the food, the cities and towns, the history, and a whole lot more. I can't fit all the reasons into one sentence.

Italy in brief

288 Opel dealers Population: 60.6 million Germany (in comparison):

82 million Gross national product per

inhabitant: \$33,942 Germany (in comparison): \$43,742

New car registrations (2011): 1.75 million vehicles

Germany (in comparison): 3.17 million vehicles (2011)



Marek Tyczka from the pressing plant in Gliwice gives swimming lessons to the physically disabled

arek Tyczka knows how it feels not to be able to move, or to have a limited range of movement. The mechatronics technician, who works at the stamping shop in Gliwice, was involved in a serious car accident two years ago. "I was afraid I might have to spend the rest of my life bound to a wheelchair." When he finally got back on his feet, he was determined to "share the good fortune."

Tyczka went on to become a swimming coach, mainly teaching physically disabled people with multiple sclerosis, missing limbs. or muscle weakness. Swimming is hugely important for anyone with a physical disability. The 32-year old explains, "Water breaks down barriers and allows you to move around without needing a lot of assistance. Once the swimmer learns to control his or her floating position, they soon gain confidence in the water."

According to Tyczka, swimming has a very high psychological and therapeutic value for people with disabilities. "It improves coordination and cardiovascular functions, and it stabilizes the immune system." The fact that the training is so good for his swimmers drives Tyczka "to stay involved in the project."

Swimming pool therapy with Marek Tyczka



»Water breaks down barriers and allows you to move around without needing a lot of assistance.«

Marek Tyczka, employee in Gliwice



Breeder: Michael Kumb

Breed: Minorca bantam

ichael Kumb has been working toward this achievement for at least two hours a day, every day, for the past eight years. In his day job, the poultry expert is a consultant at the Rüsselsheim methods training center. Now he is a European champion bantam chicken breeder, too. The 51-year old won the title at an exhibition in Leipzig with four Minorca bantams. The international jury judged the animals on shape, color, condition and breed features.

ORGANIC DIET OF WORMS

The distinction of the Minorca is the large white ear patch, which plays a key role. The red flap of 'skin' sticking up on top of a chicken's head is also important. "It has to have five points," says Kumb. A hint of green in the feathers is another place to score points.

"That hint of green proves that the Minorcas were raised healthy." Kumb leaves nothing to chance here. His chickens can move around freely, and enjoy fresh water and an organic diet of grass, grain, and worms.

Kumb has had a keen interest in poultry for 40 years. He is involved in a club that has bred pheasants and doves, and Minorcas since 2005. "I owe a lot of my success at

the exhibition to my wife. She has given me a huge amount of freedom to enjoy such a time-consuming hobby."