



Media Information

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120 Years of Opel Automobile Production

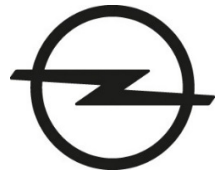
From Laubfrosch to Kadett: Mass mobility

Friedrich – who had since been promoted to chief engineer – and his brother Wilhelm introduce the assembly line production at Opel in 1924. Ford were the first company to introduce this cost-cutting method in America in 1913. Opel always had a keen eye for developments in other countries.

Adam Opel became fascinated by the sewing machine during his years of travel in France and later the System Darracq provided a major boost for car manufacturing in Rüsselsheim. The Opel brothers then launch the innovative 4/12 PS “Laubfrosch”. The two-seater with a top speed of 60 km/h is available for 3,900 Goldmark thanks to assembly line production. Later, the “car for everyone” is available for 1,930 Reichsmark. In the following years, an entire vehicle family is created based on the Laubfrosch technology. In total, 119,484 Opel 4 PS models are made until 1931.

What these revolutionary cars are for the 1920s, the Kadett is for the 1930s. Automotive progress is taking huge steps. The Kadett replaces the successful Opel P4 and celebrates its debut with a self-supporting steel body, single-wheel front suspension, 4-cylinder four-stroke engine and hydraulic drum brakes. The prices are well below those of the direct competitors. In 1938, the “normal” Opel Kadett limousine is available for an affordable 1,795 Mark.

The Kadett nameplate is revived in 1962 and Opel ups the ante even further with the Kadett A. While many competitors still rely on two-stroke or air-cooled rear-mounted engines, the newcomer shines with the comfort of a water-cooled 4-cylinder unit, a quiet 4-speed transmission and body styles ranging from coupé to Caravan.



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