Media Information

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Ace of PACE! – The Opel GT X Experimental Brand Concept

- According to the PACE! plan: New concept car sharpens the brand's profile
- Expressing Opel values: The GT X Experimental is German, approachable, exciting
- "New Germanness": Enriches the best of traditional strengths with open-mindedness

Rüsselsheim. Opel is giving a preview of its exciting future with a new brand concept. Its name: the Opel GT X Experimental – a bold, 4.06-metre, 5-door, all-electric compact SUV with coupé appeal and brimming with innovative ideas. The GT X Experimental embodies Opel's values and vision along with providing a glimpse of what the future holds for Opel models. The company had already announced that it would further sharpen its profile during the presentation of the strategic PACE! plan in November 2017. The GT X Experimental expresses the Opel values – German, approachable, exciting.

"Our PACE! plan provides a very clear vision of how we want to create a successful future for Opel. Focus on a strong brand identity plays an integral role in our return to sustainable success. Our brand concept shows how our values will come to life in our products in the future. Our engineering and design teams have put this into effect brilliantly in the Opel GT X Experimental. It gives a clear idea of how we at Opel see the mobility of the future," said Opel CEO Michael Lohscheller.

Passion for democratising technical innovations fuels Opel's pioneering spirit

During the concept phase, Opel started a wide-ranging and intense process of reflection about itself and its values. Opel can look back on 156 years of industrial existence starting with precision mechanics and almost 120 years of automotive engineering fuelled by the constant commitment to make exciting and relevant innovative technologies accessible to all. Throughout its history, the specific "Opel way" can be summarised with these three values: German, approachable and exciting. As for its future, the brand wants to remain

anchored in the most modern and positive expression of its German roots: Opel's "New Germanness" takes the best of Germany's traditional values – engineering excellence, a genuine fascination for well-executed machines, an intense focus on functionality, quality and reliability – and enriches them with warmth and open-mindedness.

Inspired by Opel's innovative spirit, the new GT X Experimental captures the essence of the company's rich heritage and promises an exciting future. It blends German engineering, precision and quality with visionary innovations to give a preview of what Opel cars will be in the mid-2020s: bold, pure in appearance yet extremely approachable and human-centric. Elsewhere, German design typically stands for a proud and confident appearance, for a clear, well-organised structure and bold proportions, for purity rather than decoration overload. And it shows its functionality – just like the typical designs from Bauhaus, Braun or Frog (Federal Republic of Germany) design. Opel is proud of its German heritage but it also wants to go beyond typical German traits and capture the bold new spirit of today's modern Germany.

Playing to the important SUV market

Opel decided to embody its vision for its future automobiles in a compact SUV of just 4,063 millimetres in length (wheelbase: 2,625 mm; width: 1,830 mm; height including antenna: 1,528 mm): SUVs are currently the most popular vehicles on the market and Opel is driven by the desire to make such even more attractive for a wide public. But to do so, SUVs must also become more efficient than ever before. This is why the Opel GT X Experimental is built on a lightweight architecture, has a reduced footprint and drives on 17-inch wheels that visually look much larger, so as to maximise road comfort but also look stunning. Furthermore, the wheels have a positive impact on cost of ownership.

True to the PACE! plan promise of offering an electrified version of each Opel model by 2024, the GT X Experimental is a fully electric car with power delivered by a 50 kWh, compact next-generation lithium-ion battery with inductive charging. The GT X Experimental does not pretend to offer full autonomous driving. However, it does have Level 3 autonomous driving functions – meaning it can handle all aspects of driving but the driver must be able to respond to a request to intervene.

Showcasing Opel's future for more than 50 years

The name of the GT X Experimental is reminiscent of Opel's pioneering concept car, the 1965 Experimental GT – an accessible coupé that was also the first concept car ever produced by a car manufacturer in Europe. In addition, an "X" has been added to create a link to Opel's current SUV family and to underline the importance of the growing SUV segment. The PACE! company plan foresees that 40 per cent of all Opel cars sold in 2021 are to be SUVs.

Over decades, Opel has used concept cars to shape its future. Most concepts were never meant to ever be produced but they allowed the brand to set guiding principles for its upcoming models. In this regard, the three latest concept cars from Opel display a clear coherence with the development of the brand. The 2013 Monza concept reflected Opel's quest for more efficiency (lightweight, packaging, powertrain) and the expression of this efficiency in a sleek design. The 2016 GT Concept took efficiency to the next level, with a design around the core ideas of approachability, simplicity and purity. This has now been taken to the next level by the GT X Experimental and its philosophy based on the brand values – German, approachable, exciting – is expressed in a pure and bold design.

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