



Media Information

June, 2019

New Opel Corsa-e: Opel automobile production history

120 Years of Automobile Production: Mobility for Millions

- Exclusive anniversary offer: 120 Years models with top equipment
- Long tradition: “Laubfrosch”, Corsa and co. make millions mobile
- For everyone: democratisation of technology is core Opel brand characteristic
- Pioneer: environmental compatibility was and remains priority

Rüsselsheim. In 2019 Opel celebrates [120 years of automobile production](#) – and thereby 120 years full of technologies for everyone. What started in a garage in Rüsselsheim in 1899 with 65 Opel “Patentmotorwagen System Lutzmann”, hand-made over three years, has long become a mass phenomenon with more than 70 million vehicles built to date. From the very beginning, Opel championed the cause of producing cars as efficiently as possible and thus making them affordable for a broad audience.

Comfort and technologies for everyone: current Opel special models “120 Years”

The ["120 Years" special models](#) complement the Opel portfolio for this anniversary. The passenger car model lines from the [Astra](#) bestseller over the sporty SUV models Crossland X and [Grandland X](#) all the way to the Opel flagship [Insignia](#) feature a "120 Years" special model with a host of state-of-the-art technologies as well as design and comfort features as standard at attractive conditions. The special models positioned above the “Edition” variant come with assistance systems such as Park Assist and Cruise Control as well as comfort features like heated seats, heated steering wheel and velour floor mats as standard. The “120 Years” models become true eye catchers with stylish alloy wheels, chrome elements, door sills with Opel lettering and of course the “120 Years” badge.

The first Opel: “Patentmotorwagen System Lutzmann”



The story of Opel automobile production began at the end of the 19th century. Opel joined the ranks of the automobile pioneers by buying Friedrich Lutzmann's motor car factory. In February 1899, the first Opel "Patentmotorwagen System Lutzmann" was built in Rüsselsheim. Development in the young automotive industry was fast and furious. While the first models were direct descendants of horse-drawn carriages, Opel launched an ultra-modern small car for an extremely competitive price of 3,950 marks in 1909. The 4/8 PS Opel "Doktorwagen" already had an Opel-engineered and Opel-built 4-cylinder in-line engine. It transformed the motor car from a prestigious toy for the rich and the famous into an affordable mobility solution for a broad audience.

Opel was the first German automaker to already introduce highly efficient assembly line production in 1924, which made the Opel 4/12 PS "Laubfrosch" (Tree Frog) and all subsequent Opel 4 PS variants bestsellers. The two-seater with a top speed of 60 km/h was available for 3,900 Goldmark thanks to assembly line production. Later, the "car for everyone" was available for 1,930 Reichsmark.

From Olympia Rekord to the KAD models: economic miracles on wheels

The first all-new Opel after the war was the Olympia Rekord and it began a new era in 1953 with its pontoon-style body and chrome plated shark mouth. And a new type of vehicle also made its debut with the Olympia Rekord Caravan – a lifestyle estate for the whole family. The success continued, with the "big three" – **K**apitän, **A**dmiral and **D**iplomat – arriving in the luxury class in 1964. The second generation of these **KAD** models even boasted a unique level of driving comfort thanks to the legendary de Dion rear axle. Opel introduced the safety steering column in all passenger car models in 1968, just one of the innovations to help cope with the growing amount of traffic.

Opel became the first European manufacturer to open a true, modern design studio in June 1964. And only one year later, the first concept car from a European manufacturer, the Experimental GT, celebrated its debut at the 1965 Frankfurt Motor Show. Just three years later, the serial production Opel GT was available from Opel dealers and marked the birth of a sports car legend. The icon was affordable for a broad audience thanks to mass production technology and the GT became the next bestseller from Rüsselsheim.



From Corsa to Ampera: bestseller and environmentally-aware trendsetters

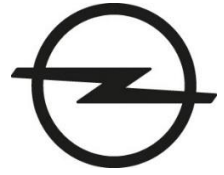
In 1982, Opel made a huge splash with a small car. The Corsa A rounded off the company's offering positioned neatly under the Kadett. The Corsa was an impressive display of getting the most out of a small space without compromising on driving pleasure or cost effectiveness. Every single generation of the Corsa (A to E) has promoted and continued the democratisation of individual mobility. To date, almost 14 million Corsa have been registered. In 2019 the next generation will follow, adding a new chapter to the story – with a fully electric version of the Corsa.

In 1989, Opel again showed its ability to quickly bring climate-friendly innovations to series production. The Rüsselsheim automaker became the first European manufacturer to equip all its models, from large sedans to small cars, with [three-way catalytic converters](#) as standard equipment. And Opel was the first car manufacturer to implement recycling for plastics.

Another trendsetter made its debut at the 2009 Geneva Motor Show: the Opel Ampera, a car that redefined electro-mobility. The 2012 European Car of the Year was powered electrically and also had its own source of power on board with the range extender. This made the Ampera as independent from charging stations as a conventional passenger car. Opel presented the next generation of the electric car at the 2016 Paris Motor Show. The Ampera-e has an all-electric WLTP range of 423 kilometres thanks to its state-of-the-art lithium-ion battery. And the 150 kW/204 hp electric motor gives it sports car-like acceleration.

From Mokka to Grandland X: a phenomenon called SUV

The shooting star right now is the SUV. Customers want to sit a little higher so they have a better overview of the traffic situation and also enjoy the flair of adventure. Opel has been offering a unique car in the B segment since 2012: the Mokka. The cool car also has optional all-wheel drive and has been a huge success right from the start. From 2017 it was joined by the Crossland X and its bigger brother Grandland X, which makes its world premiere as the first Opel PHEV in 2019.



About Opel

Opel is one of the largest European car manufacturers and was founded by Adam Opel in Rüsselsheim, Germany, in 1862. The company started building automobiles in 1899. Opel has been part of the [Groupe PSA](#) since August 2017. Together with its British sister brand Vauxhall, the company is represented in more than 60 countries around the globe selling over one million vehicles in 2018. Opel is currently implementing its electrification strategy to secure sustainable success and ensure that the future mobility demands of customers are met. By 2024, all European passenger car models will offer an electric variant. This strategy is part of the company plan [PACE!](#) with which Opel aims to become sustainably profitable, global and electric.

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Contact:

Martin Golka
Colin Yong

+49 (0) 6142-7-55215
+49 (0) 6142-7-69576

martin.golka@opel.com
colin.yong@opel.com