



Media Information

September 9, 2019

“Everyone Deserves the Best Seat”: Opel Zafira Life

- On air: new 360-degree advertising campaign starts today in all media on TV
- German debut: Opel Zafira Life makes German premiere at IAA
- Dealer debut: Zafira Life at German Opel partners on September 21
- Ace of space: Zafira Life is ideal van for families, leisure and business

Rüsselsheim. What to do if there is no comfortable chair left in the classroom? Quite simple, thinks the young student: I take the teacher’s leather chair! After all, I also have the best seat in the new [Opel Zafira Life](#). This scene from the international TV and communications campaign for the new Opel van, which starts today, describes what the new Zafira Life is all about: everyone really deserves the best seat!

“Our new Opel Zafira Life is the ideal family, leisure and business van with space for up to nine people. Here, every passenger enjoys top comfort – never mind where they sit. The campaign is a great way to start our brand offensive, which excellently communicates Opel’s promise of ‘innovations for everyone’”, said International Marketing Director Opel/Vauxhall, Tobias Gubitz.

“Everyone deserves the best seat” is the central message of the wide-reaching 360-degree campaign created by Opel’s agency, Velocity McCann, because the Opel Zafira Life, with its top technologies and the highest level of comfort, is designed to offer everyone the best possible space at all times. Visitors to the IAA in Frankfurt will be able to convince themselves of this on site (public days September 12-22). Zafira Life drivers and passengers enjoy the journey on optional heated leather seats with a massage function. The remaining passengers get into the rear with a [lounge seating area](#) and a face-to-face seating arrangement. To get in, they only have to briefly lift a foot under the side of the vehicle – and the [sensor-controlled electric sliding door](#) opens automatically. The Zafira



Life is therefore the ideal car for families with an active lifestyle, who no longer want to decide between versatility and fun, but instead want both.

In addition, the spots feature amusing scenes like the cat that makes itself comfortable first in the office chair and then on the [heated massage seat](#) of the Zafira Life. Even the youngest feel comfortable in the new Opel van. At home, the baby begins to cry as soon as the skylight darkens the room. In the Zafira Life, on the other hand, it always has the best view skywards – thanks to the optional [panorama glass roof](#). The Opel Zafira Life makes everyone happy. This is shown not only by the five spots broadcast across Europe on TV, in cinemas and online, but also in large-format posters and print advertisements, that show happy faces of families, sports enthusiasts and business people. More activities on social media channels and at dealerships will also accompany the campaign. The new Zafira Life – the perfect partner for families, leisure and business.

Big van in best shape: new Opel Zafira Life

Customers will be able to experience the latest Zafira generation for the first time on Opel Day at German dealers on September 21. The Opel Zafira Life will present itself in best shape: in three lengths – as "Small" variant, 4.60 meters in length, as "Medium" with 4.95m and as "Large" with 5.30m. Especially practical in everyday life: most versions of the spacious van are less than 1.90m high and thus fit easily into normal underground garages – important for use as a hotel shuttle, but also for any user who wants to park easily.

At the same time, the Zafira Life impresses with its small turning circle, good handling and optional sensor-controlled sliding doors – a comfort feature unique in this segment. Inside, the Zafira Life offers up to 3,600 litres of luggage space in the "S" version, which increases to a maximum of 4,900L in the "L". Configurations with up to eight leather seats further enhance comfort. There is additional lounge equipment with a movable table, plenty of legroom and 48 centimetres-wide seats in the rear.

In addition to the highly flexible space and top comfort, the Zafira Life scores with numerous technologies that make travel even more relaxed and safer. The portfolio includes state-of-the-art driver assistance and infotainment systems including head-up display, intelligent speed assistant, 180-degree panorama reversing camera and IntelliGrip



electronic traction control. The modern technology is combined with the typical Opel-look and attractive proportions with short overhangs. The options-list also includes the two-piece panorama glass roof and the tailgate with a separately opening rear window.

Credits:

Agency	Velocity McCann, Dushan Drakalski, Frances Draskau
Production:	Markenfilm
Director:	Oskar Bård
Music:	Massive
Opel-responsibility:	Tobias A. Gubitz, Director Brand Strategy & Marketing Communications

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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