



Media Information

March 26, 2020

Together Against the Corona Crisis: Opel Supports Dealer Partners

- Set of measures decided in close cooperation with dealerships and Opel Bank
- Numerous processes to improve ability to act and competitiveness
- Andreas Marx, Head of Opel Germany: Pragmatic solutions in this challenging situation

Rüsselsheim. Given the challenges associated with the continued dynamic spread of the coronavirus, Opel is supporting its dealer partners in Germany with a comprehensive package of measures. The aim is to maintain the trading network's ability to act and be competitive.

Among other things, there are cost reductions for new and used cars for the Opel partners in Germany, easier standards and sales programmes, and measures to support liquidity. Online sales are also to be promoted as quickly as possible and support for aftersales campaigns is also offered.

“Working in partnership is particularly important in these difficult times. Together with the dealer representatives, we have developed a catalogue of measures that offers pragmatic solutions to the challenges of this time,” said Andreas Marx, Head of Opel Germany. “Our dealer partners are our face to the customer - also and especially in the current situation. We are therefore very interested in getting through this phase in the best possible way and then being able to start again quickly.”

In line with the measures announced by the federal government to combat the coronavirus epidemic in Germany, the showrooms of Opel dealers across the country are closed to the public. However, the service workshops remain open so that customers still have access to repairs and maintenance services to ensure their mobility.

The sales teams can be reached by phone, email and Facebook Messenger. The Opel consultants are available to inform customers about expiring leasing and financing



contracts, the possibilities of short-term new and used vehicle purchases or temporary mobility offers. Details can be found on opel.de.

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 around one million vehicles in 2019. 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 Opel models will offer an electric variant. This strategy is part of the company plan [PACE!](#) with which Opel will become sustainably profitable, global and electric.

Visit <https://int-media.opel.com>
<https://twitter.com/opelnewsroom>

Contact:

Nico Schmidt
Tel: +49 (0) 6142 6924093
Mobile: +49 (0) 151 21545387
nico.schmidt@opel.com