



Media Information

September 17, 2020

Sporty and Humorous: New TV Commercial for Opel Grandland X Hybrid

- Key message: The Opel Grandland X is the confident and convincing choice
- No compromises: The perfect combination of efficiency and performance
- Real features: Lots of power, electric all-wheel drive and Plug-in Hybrid

Rüsselsheim. The Opel Grandland X combines style, sportiness and high efficiency. As a plug-in hybrid electric vehicle (PHEV), it not only wins comparison tests against premium competitors, it also conquers the hearts of its owners. This is shown in a humorous way by [Opel's new TV commercial](#). With subtle irony, the new TV commercial sets the stage for the moment of challenge from other brands. However, these cannot keep up - the Opel Grandland X offers the same features and the driving experience of significantly more expensive models, making it the best possible choice.

“German technology, performance and efficiency are not the monopoly of the premium brands, it is Opel too!”, says Patrick Fourniol, Director Brand Strategy & Marketing Communications at Opel.

The Grandland X impresses with all its features. With up to 221kW (300hp) of power, electric AWD and acceleration from zero to 100 km/h in seven seconds, the Opel PHEV is the real star of the commercial (combined fuel consumption according to WLTP¹: 1.4-1.3 l/100 km, 32-29 g/km CO₂; according to NEDC²: 1.6-1.5 l/100 km, 36-34 g/km CO₂; in each case weighted, combined; preliminary values).

¹ Fuel consumption and CO₂-emission data have been determined according to WLTP test procedure methodology (R (EC) No. 715/2007, R (EU) No. 2017/1151).

² Fuel consumption and CO₂-emission data have been determined according to WLTP test procedure methodology, and the relevant values are translated back into NEDC to allow the comparability with other vehicles, according to regulations R (EC) No. 715/2007, R (EU) No. 2017/1153 and R (EU) No. 2017/1151.



Opel showcases the Grandland X Hybrid4 with intelligence, humour and visual straightforwardness in this new TV spot, part of the new campaign conceived and implemented by the Frankfurt agency "VELOCITY McCANN".

After a joint training session on the sports field, two friends are on their way home and go to their parked cars. Still in the mood for competition, one of the friends brags what his car can do. "300 PS. From zero to a hundred in seven seconds. Plug-In Hybrid. Electric four-wheel drive power. The best or nothing, with "Vorsprung-Technik" for the Ultimate Driving Machine!" - three allusions to possible brands of his premium car.

"My Opel Grandland has all that too", the other friend counters with a smart smile. He's not impressed, because he drives an Opel Grandland X Hybrid4. He pulls the charging station's plug out of his car, gets in and leaves his friend speechless. With his Opel Grandland X Hybrid4, he enjoys driving in all conditions, whether across muddy forest paths or winding roads - the Opel Grandland X always convinces across the board.

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:

Axel Seegers

+49 (0)6142-6922501

axel.seegers@opel.com