



Media Information

June 26, 2020

Congratulations! Opel Brand Ambassador Jürgen Klopp Leads Liverpool FC to Premier League Title

- Strong display: First English Championship in 30 years for Liverpool
- Good things come in threes: Klopp adds further title to UEFA Champions League and FIFA Club World Cup
- Long-term partnership: Jürgen Klopp and Opel have been working together successfully since 2012

Rüsselsheim. When Opel Brand Ambassador Jürgen Klopp took over as Liverpool FC manager on October 8, 2015, he made two things very clear. “I am the normal one,” he told members of the media. He also had a clear message for all those involved with the club. “If somebody wants to help LFC you have to change from doubter to believer”. Almost five years down the line, the next chapter of this success story has been written. Because Jürgen Klopp and his team have returned to the summit of English football. Jürgen Klopp has crowned career on the sidelines with this title. After leading his side to the Champions League title in 2019 and winning the FIFA Best Men’s Coach award in the same year, Klopp has now steered Liverpool FC to the Premier League title – 30 years after the Reds last tasted domestic championship glory. As in the past, Opel is congratulating Jürgen Klopp with visual displays in various media.

“Congratulations to Jürgen, his entire coaching staff, the team, the fans – actually, everybody involved at Liverpool FC. We at Opel know what it is like to make a comeback after such a long time and I can only hope all those close to Liverpool enjoy it,” said Opel CEO Michael Lohscheller. “Jürgen is honest, hard-working, emotional, believable and successful. At the same time, he has kept both feet firmly on the ground. In short: we could not ask for a better Brand Ambassador. And Jürgen, we certainly believe!”



Jürgen Klopp has been brand ambassador for the Rüsselsheim-based carmaker since 2012. The public and football fans in particular perceive the collaboration between Opel and Jürgen Klopp as one of the most authentic partnerships in German sport. The same applies to the cooperation between Opel and Borussia Dortmund, which has also existed since 2012 when Jürgen Klopp was still in charge of BVB. Opel has also been affiliated with Mainz 05 – Jürgen Klopp's first club, for which he was active as a player and coach from 1990 to 2008 – since 2012: first as official automobile partner, and since 2015 also with naming rights for the OPEL ARENA.

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.

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