



Media Information

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With Opel Logo: New Borussia Dortmund Home-Shirt

- Home-shirt premiere at last home match against Fortuna Düsseldorf on May 11
- Opel is BVB-sponsor since 2012 and strategic partner since summer 2017

Rüsselsheim. Borussia Dortmund yesterday presented its new home-shirt at the BVB *FanWelt* fan shop. The Opel lightning-flash logo is again clearly visible on the sleeves. The match-day premiere is tomorrow in front of 80,000 spectators at the sold-out Dortmund Arena, for the final home-match of the season against Fortuna Düsseldorf.

With the logo “*110 Jahre – Gestern – Heute – Morgen – Für immer Borussia Dortmund*” (110 years – yesterday – today – tomorrow – for ever Borussia Dortmund) around the neck, the new shirt of the eight-time German champions refers to the 110-year history of the club, which was founded in 1909. With Opel celebrating its own [120th anniversary](#) of automobile production, it is the perfect match – carmaker with long tradition meets tradition-rich club.

The Opel-logo has been on the BVB shirt since the 2017/18 season; and not only the players’ shirts, but also the fans’ shirts, which are sold in their hundreds of thousands every year. According to a study by Nielsen Sports, no other sleeve-sponsor in the Bundesliga achieves higher recognition with their logo than the Rüsselsheim carmaker.

Opel has enjoyed a close partnership with Borussia Dortmund since the start of the 2012/13 season. The popular football club from the industrial Ruhr region and the approachable German carmaker – that was a match right from the start and the partners have already celebrated many highlights. In the first year already, Dortmund reached the final of the UEFA Champions League and came second in the Bundesliga. Two more second places were followed by the first title in 2017 – the BVB won the DFB Cup in a dramatic final.



The new home-shirt with Opel logo is already available in Borussia Dortmund's online shop. The new away-shirt will be presented at the start of preparations for the 2019/20 season.

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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