



Media Information

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Opel with New Line-up for Important Sales and Marketing Positions

- Andreas Marx named new Head of Opel Germany
- Ulrich Selzer to take over strategic role for the internationalisation of the brand
- Tobias A. Gubitz to succeed Marx as Head of Opel/Vauxhall Product & Pricing
- Patrick Fourniol new Head of Opel/Vauxhall Brand Marketing & Strategy

Rüsselsheim. Opel/Vauxhall has announced a new line-up for important positions in Sales and Marketing. Andreas Marx has been named Head of Opel Germany effective February 1. The 49-year-old is currently in charge of international product and price management at the Rüsselsheim-based carmaker. Marx will succeed Ulrich Selzer (55) who will take over a strategic role for the internationalization of Opel. Tobias A. Gubitz (45), currently Head of Brand Marketing & Strategy, will succeed Marx as Head of Opel/Vauxhall Product & Pricing as of April 1. Patrick Fourniol (48), currently Head of Marketing at Opel's British sister brand Vauxhall, will take over from Gubitz on April 1. He in turn will be succeeded as Head of Marketing of Vauxhall by Peter Hope (53), who is currently the Head of Customer Experience of the brand.

"We are well prepared for a challenging future with this new line-up," said Xavier Duchemin, Managing Director Sales, Aftersales and Marketing at Opel/Vauxhall. "We are filling these strategic positions with proven industry experts who have extensive experience and will continue to advance Opel and Vauxhall."

"In Andreas Marx a recognized sales expert and experienced manager will assume the important position of Head of Opel Germany. He has known the team and our dealers in our home market for more than two decades – and together with a strong dealer network will ensure that we further strengthen our market position in Germany. I would like to thank Ulrich Selzer for his work. He set up the new business model in Germany and set the



course for the future. I look forward to continuing to work closely with him in his future position,” added Duchemin.

Andreas Marx joined Opel in 1997. The graduate in business administration started his career in the field of aftersales. This was followed by various management positions in sales and marketing. Most recently, he was also responsible for current and future product management as well as the international pricing of the brand with the “Blitz”. Tobias A. Gubitz joined Opel from consumer goods manufacturer Henkel in 2014 and has been responsible for the strategic brand alignment and international Marketing campaigns of Opel/Vauxhall since then. Patrick Fourniol joined Vauxhall in 2018 after holding various management positions in sales and marketing at other automotive brands.

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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