



## Media Information

February 10, 2020

### **Opel Extends South America Business: Brand launch in Colombia and Ecuador**

- Renowned import partners secured
- Export to Colombia and Ecuador from summer of 2020
- Market entry with four models: Crossland X, Grandland X, Combo and Vivaro
- More model launches in the near future
- Profitable sales in new export markets key pillar of PACE! company plan

Rüsselsheim. Opel is continuing its export offensive. The Rüsselsheim-based carmaker is extending its business in South America and will be entering the Colombian and Ecuadorian markets as of the summer of this year. Opel has already signed agreements with renowned importers SKBerge and Nexumcorp, who will become the exclusive sales partners for the Colombian and Ecuadorian markets respectively.

The brand with the Blitz will enter the two new markets with an initial offering comprising of four models: the successful Crossland X and Grandland X SUVs, the multifunctional Combo Cargo and the highly flexible Vivaro van. Opel's perennial bestseller, the new Corsa, will follow shortly.

"Colombia and Ecuador are very interesting markets and will provide us with additional momentum. Obviously, being a German brand is a major advantage when entering these markets because German engineering is also synonymous with quality in South America. We can also benefit from the existing Groupe PSA infrastructure and the very positive dynamic of the group's other brands in both countries," said Michael Lohscheller, CEO Opel Automobile GmbH and member of the Groupe PSA Managing Board. "Like in every market, our top priority in South America is profitable growth with a high level of customer satisfaction."



An extensive export offensive is a key pillar of Opel/Vauxhall's company plan PACE! that ensures sustainable profitability for the company. The plan includes the clear goal of achieving 10 percent of sales in markets outside of the traditional core European markets by the mid-2020s. To this end, Opel is strengthening its presence in Asian, African and South American markets with new and renowned partners. In addition, the carmaker will enter 20 new export markets by 2022, one of these being the Russian market where the brand recently celebrated its comeback.

#### **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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