



**DRIVE! 2022**

**THERE ARE 10 REASONS WHY THE OPEL  
COMEBACK WILL BE SUCCESSFUL**

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MICHAEL LOHSCHELLER, VP & CFO OPEL GROUP GMBH

# COMEBACK: 10 REASONS



#1



MANAGEMENT TEAM

#2



TEN-YEAR-PLAN

#3



BRAND

#4



MODEL OFFENSIVE

#5



INVESTMENTS



GO TO MARKET

#6



LCV BUSINESS

#7



STRUCTURE

#8



CULTURE

#9



EMPLOYEES

#10

# COMEBACK: 10 REASONS



## #1 MANAGEMENT TEAM

- Change starts at the top of the company!
- New Leadership Team

## #2 10-Year-Plan

## #3 Brand



### Base Camp

**2012**

Development of Growth Plan *DRIVE! 2022*

### Milestone

Return to profitability by mid-decade

### Finish Line

**2022**

Increase market share and establish long-term profitability



# COMEBACK: 10 REASONS



## #4 MODEL OFFENSIVE



## #5 INVESTMENTS



POWERTRAINS



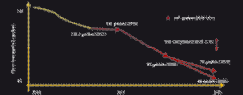
MODELS



LCV PORTFOLIO



ELECTRIFICATION



CO2 COMPLIANCE



CONNECTIVITY

## #6 GO TO MARKET STRATEGY



Opel Financial Services

## #7 LCV Business



# COMEBACK: 10 REASONS



## #8 STRUCTURE



Opel Group

## #9 CULTURE



- Focus on Customer
- Focus on strong Products
- Focus on Accountability

## #10 OPEL EMPLOYEES

