



**Wir leben Autos.**



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# Pilot Honorary Awards Ceremony

## Nick Reilly

President, General Motors Europe  
CEO Opel/Vauxhall

April 6, 2011



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# Opel/Vauxhall getting stronger every day

- Increased market share in 2010 in 18 of 27 European countries including key markets like Spain, UK, France and Italy
- In top three brands in Germany, UK and six other countries
- GM:
  - 2010 first profitable year since 2004
  - Completely restructured, at top of automotive industry
  - Sold 8.4 million cars in 2010



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# Market recovery expected in 2011

- Automotive industry growing again
- North America: solid growth
- Europe: flat compared to 2010 (Western and Central down, Eastern up)
- Emerging markets: BRIC growing by 5 to 20 percent



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# Globalization: opportunities and threats

- Strong manufacturing base vital for highly-developed Western economies
- Downside of globalization made clear by Japan natural disaster
- Leveraging GM development network and economies of scale





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# Investing in our future

- We are committed to developing, manufacturing and selling great cars that are top quality wrapped in great design
- **€11 billion product initiative:**
  - Renew and refresh our entire product lineup
  - Launch initiatives to strengthen our brand
  - Attract old and new customers to our dealerships
- **We have started to deliver!**



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# Insignia



- More than 250,000 orders



Buick Regal



# Astra



- More than 200,000 orders



# Corsa



- 30% of Opel/Vauxhall sales
- More than 400,000 units annually



# Astra Sports Tourer

- 80,000 orders



# Meriva

## Congratulations to the Figueruelas team!



# Meriva

## Congratulations to the Figueruelas team!



- More than 100,000 produced in ten months
- Number 1 in segment





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# Zafira



Zafira Tourer Concept







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# Opel/Vauxhall's green future

- Offer sustainable individual mobility with an increasingly smaller ecological footprint
  - Reduce oil consumption
  - Cut emissions
  - Raise efficiency
  - Boost economy
- Environmental leadership in all our business operations



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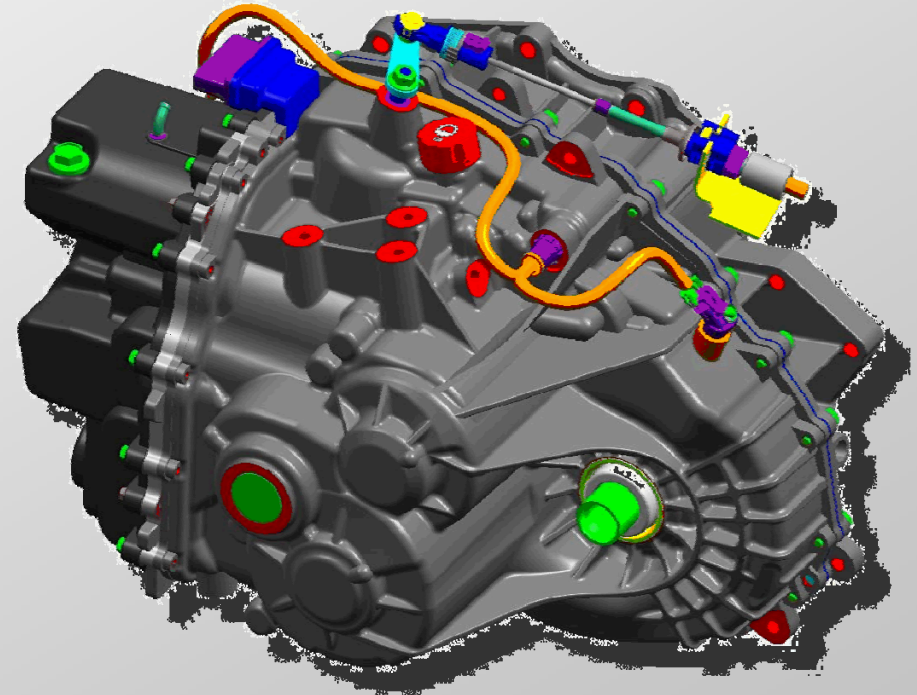
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# Solar energy plants



# €1bn for new, fuel-efficient powertrains

- Reduce dependency on oil
- Minimize CO<sub>2</sub> emissions
- Encourage energy diversity



New 7-speed dry dual-clutch transmission

# Growth of ecoFLEX model range



- Downsizing
- Start/Stop
- LPG
- CNG



# e-mobility unlimited

- Small battery electric vehicles for short distances
- Extended-range electric vehicles for long and short distances
- Hydrogen fuel-cell electric vehicles for long distances with zero emissions and no limitation on size and function



Ampera



HydroGen4



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# Ampera



# Ampera





# Export out of Europe

- Distribution agreement for Israel
- Australia and others under study



# Brand image

- Great expressive styling
- Innovative flexibility and practicability
- Affordable technology
- Environmental compatibility
- Dependability
- People orientation:  
Deeply rooted at the center of society



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# Brand ambassadors



Katie Melua



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