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Enthusiasm Continued to this Day

What did the five brothers who turned the bicycle and sewing machine business founded by their father Adam Opel into a car company actually read – back then in tranquil Rüsselsheim? With some certainty it must have been the “Automobiltechnische Zeitung”, because the publication was founded in 1898 under the name “Der Motorwagen” – and only one year later, the Patent Motorwagen, System Lutzmann, was the first Opel automobile to be available on the market.

Enthusiasm for the new means of transport was already significant at the end of the 19th century. Both ATZ and Opel continue to share this passion to this day. The magazine’s recipe for success: always the latest solution concepts in automotive development and up-to-date information for engineers and managers. While the brands recipe for success lies in the focus on state-of-the-art, affordable technology for a wide range of customers.

Just as ATZ has always quickly picked up topics and trends throughout its history to become an indispensable medium, Opel has also repeatedly created milestones that have secured the brand a permanent place on the automotive map. Innovations paired with emotion and tradition. We have remained true to this commitment. With numerous models from the legendary 4/12 hp Tree Frog to the Kadett and Kapitän to current bestsellers such as the Corsa, Astra, Mokka or Grandland.

Opel was already an electrifying brand many decades ago. In 1968, an Opel Kadett was equipped with an electric motor for the first time, and in 1971 an electrically powered Opel GT set six sensational electric vehicle world records on the Hockenheim racetrack. With the Ampera, Europe’s Car of the Year 2012, the Rüsselsheim-based carmaker established a new seg-

ment. And just as Opel was a pioneer in the 1920s with the introduction of assembly line technology, we are now pioneers on the way to becoming a sustainable mobility brand that will rely entirely on electric vehicles in Europe from 2028.

As the youngest member of the electrified family, the hydrogen fuel cell Vivaro-e Hydrogen enriches the locally emission-free range. It is no coincidence that a Vivaro serves as the technology carrier for the innovative drive concept. Opel has more than two decades of experience in the development of hydrogen fuel cell propulsion.

However, our history was not just shaped by technical highlights. At Opel, it has also always been about emotions. We just saw it again in the excitement of the fans when we introduced the Manta GSe as an ElektroMOD version – our electrified homage to the Manta, the iconic car of the 1970s and 1980s. When talking about emotions and Opel, the GT obviously needs to be mentioned. In 1965, Opel presented the Experimental GT at the IAA in Frankfurt, the first concept car from a European carmaker. Just three years later, the first production GT rolled off the assembly line. The driving performance, the incomparable design and the attractive price made the GT an affordable dream-car. Only flying is better!

ATZ has accompanied all of these developments since it was founded in 1898. With an expert eye, great expert knowledge, critical evaluation – but always with enthusiasm and understanding. On behalf of Opel, I would like to sincerely thank its employees and engineers for this. Happy anniversary! We will raise a glass with the editorial team and invite everybody to the “125 years of Opel automobiles” celebrations next year.