

OPEL proudly presents:

OPEL JUNIOR OPUS 2

REVELATION



Wir leben Autos.

JUNIOR WAR ROOM - MONDAY, 4:00 P.M.

SO GUYS, HERE WE
ARE AGAIN---

SOON WE'LL ANNOUNCE THE REAL
NAME OF OUR SO-CALLED "JUNIOR"...

...
HOW? THAT'S WHAT WE'RE GONNA
DISCUSS TODAY.

I LO KATIE

YEAH, KATIE!
WITH PLEASURE, KATIE.



CHRISTOPH, ...YOU'RE A NEW-
COMER IN OUR COMPANY, BUT
I GUESS YOU ALREADY KNOW
ENOUGH ABOUT JUNIOR TO
FOLLOW THE CONVERSATION,
RIGHT?

TOTALLY NEW CAR,
SMALL OUTSIDE,
ENGINEERED IN GERMANY,
3 DOORS, 4 SEATER,
3.70 METERS LONG,
COLORFUL, MUSCULAR AND
FUN, WITTY...

GOOD BOY!
☆☆☆



...AND SOMEWHAT IRREVERENT,
CHRISTOPH!

GOOD GIRL!

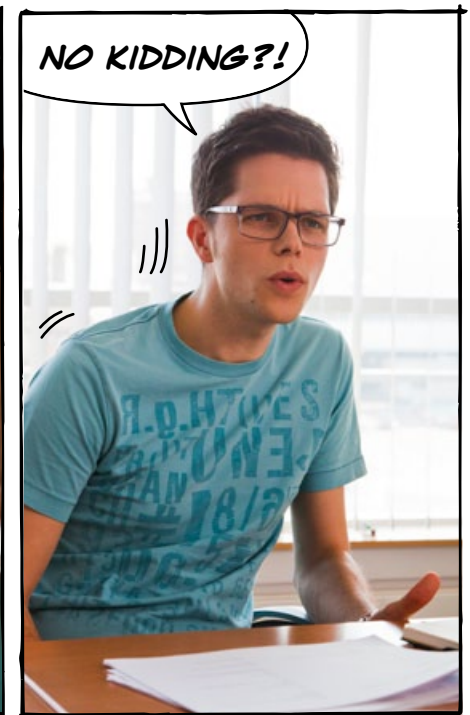
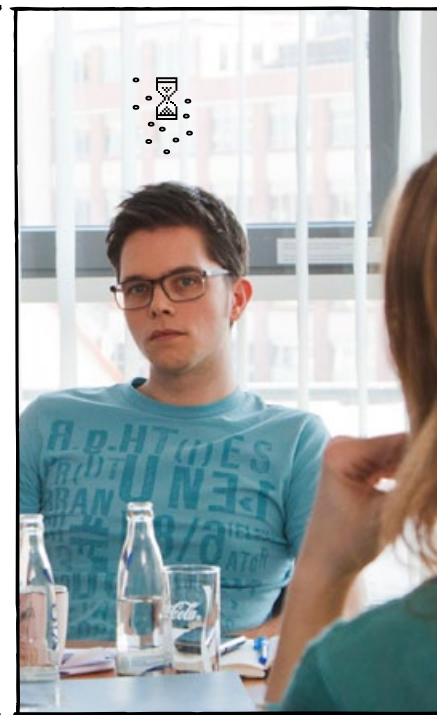
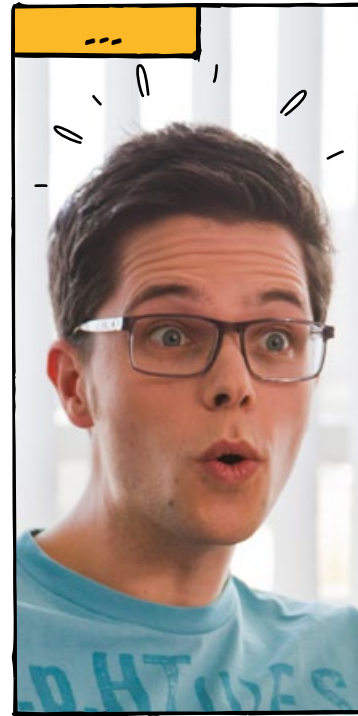


OPHÉLIE, NAMING EXPERT

...AND THIS IS PRECISELY
REFLECTED IN THE NAME WE'VE
SELECTED.

... CHRISTOPH, IT'S NOW
TIME FOR YOU TO GET
TO KNOW IT. AND JUNIOR'S
REAL NAME IS ...







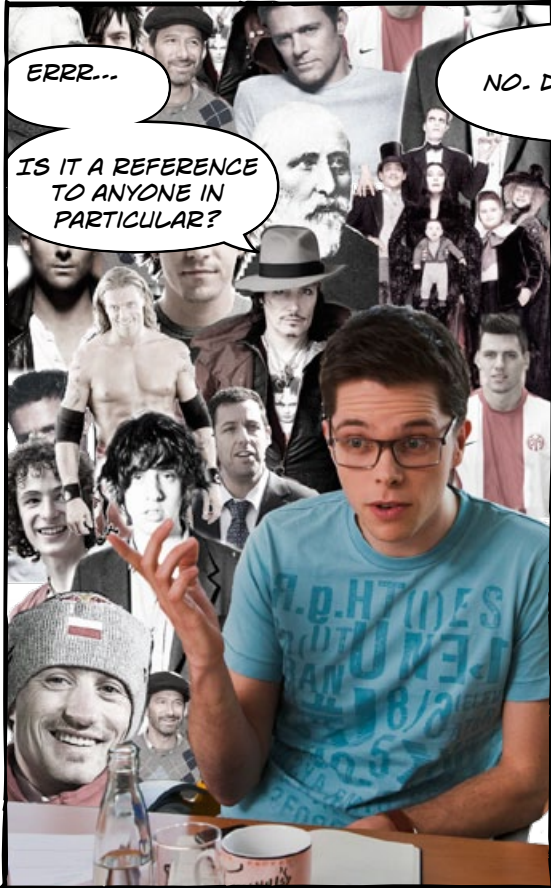
NO KIDDING!



WAAA! THAT'S QUITE...
...UNEXPECTED!
SORRY GUYS,
I'M LATE...



IT'S NOT SUPPOSED TO BE EXPECTED AT ALL, CHRISTOPH. BUT TO BE BOLD!...
DIFFERENT!
...UNIQUE!!



ERRR...
IS IT A REFERENCE TO ANYONE IN PARTICULAR?

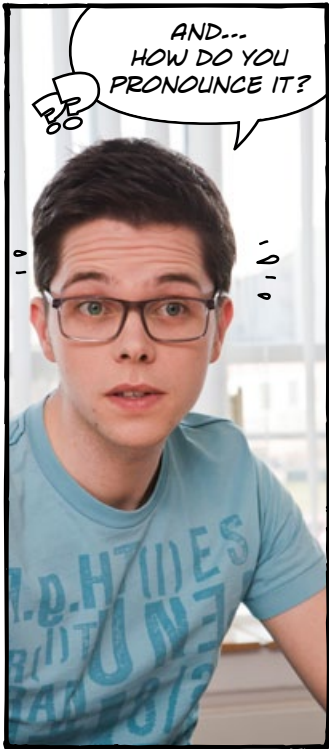
NO. DEFINITELY NOT!



...WE LIKE IT BECAUSE IT HAS SOMETHING UNIVERSAL...
JUST GOOGLED IT: LOOK, IT'S ALL OVER THE PLACE.
...BUT STILL WAITING FOR AN AUTOMOTIVE MEANING.



IT'S GOOD, IT'S SHORT...
SOUNDS ROBUST AND TECHNICAL.
NOT TOO SWEET, NOT CUTE. NOT "TOYISH"...
YEAH, ROBUST AND TECHNICAL. WE ENGINEERS LIKE THAT!



AND... HOW DO YOU PRONOUNCE IT?



ADAM?! SIMPLY: ADAM!

SHHHH!



ANYWAY GUYS, WE ALL KNOW IT, SO WE CAN SAY IT LOUD AS LONG AS IT STAYS IN THIS ROOM, RIGHT?

...BUT FOR ME, I'D RATHER SAY: ADAM.



HU...REALLY?! I WOULD'VE SAID: ADAM.

...YEAH, LIKE THIS: ADAM

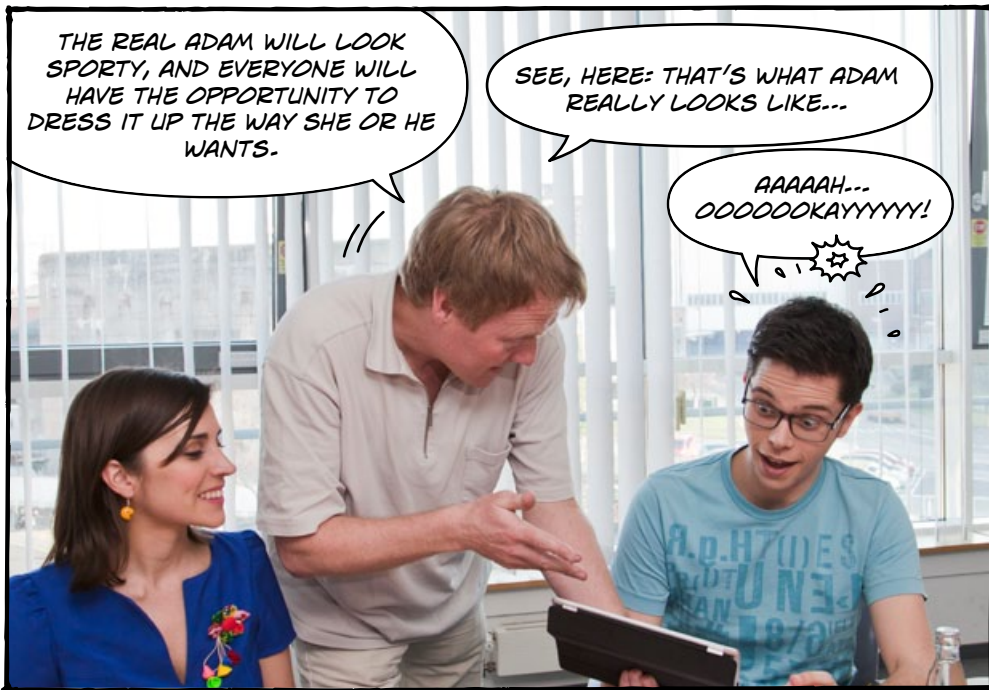


OPHÉLIE, STEFAN, KATIE: THERE IS NO DIFFERENCE! FRENCH, GERMAN OR BRITISH, IT'S ONLY YOUR ACCENTS THAT DIFFER.

IT'S ADAM, AND THAT'S IT.







THE REAL ADAM WILL LOOK SPORTY, AND EVERYONE WILL HAVE THE OPPORTUNITY TO DRESS IT UP THE WAY SHE OR HE WANTS.

SEE, HERE: THAT'S WHAT ADAM REALLY LOOKS LIKE...

AAAAAH... OOOOOOKAYYYYYY!



STEFAN, BE CAREFUL, SOMEONE COULD SEE...

...THERE MAY BE SPIES IN HERE.



I MEAN, I AM SURPRISED, STEFAN: THIS CAR LOOKS MUSCULAR AND MODERN BUT... ADAM... THIS SOUNDS...

...OLD...



VINTAGE MAYBE, IT MAY SOUND VINTAGE!

AND CREATIVE VINTAGE IS FASHION.

TAKE CLASSIC, VINTAGE STUFF AND RE-COMBINE IT WITH OTHER THINGS IN AN ORIGINAL WAY: YOUR WAY. YOU'LL CREATE SOMETHING FRESH, VERY UNIQUE AND INDIVIDUAL.



...AHA...

AND YOU... DO YOU LIKE IT?


"ADAM", I MEAN?





**...ALL CHARACTERS FEATURED
IN THIS STORY ARE REAL:**

We certify no photographer
was mistreated during the shoot.



Wir leben Autos.

ALL CHARACTERS FEATURED IN THIS STORY ARE REAL:

KATIE



is a loud and proud British girl living her dream for the last two years leading ADAM's development in Product Marketing. Her mantra in life: work hard, play harder. She's almost a car nut, most definitely a marketing geek, a social media addict, photo poser, Ibiza lover and boom-boom techno devotee.

OPHÉLIE



is French with Spanish origins. She's in charge of giving names to Opel cars and technologies, using Latin, ancient Greek or English words. When she is not travelling, she spends her time in contemporary art museums and concert halls. She's also proudly raising her 5-year old Chivah, a splendid vegetarian boy with long, shiny hair and keen eyes (just don't tell her it's "only" a cat).

JAN-ERIK



is a lovable young German whose heart has been with Opel almost since he was born. He joined the company two years ago in the Marketing Communications department. A compulsive traveller, he brings exotic recipes back from his trips that he tries again at home. With his bright, colorful shoes, he's also the fashionista in the team.

BURKHARD



is German and one of the leaders in ADAM's development. He coordinates all the experts' work including Katie's: "Her dreams also must be engineered!", he says. Burkhard's passions focus on everything that is engineered – from cars to planes and motorbikes – and on everything Italian. Both passions are embodied by his 26-year old Vespa 200PX.

ALEXANDER



is a German who grew up in South-East Asia. Just a few months ago, he came from eBay and joined Opel to lead social media and broadcast activities. Alexander (almost) only wears black clothes, and his outfit includes his smartphone and tablet – wherever he goes, they go. Send him a mail anytime, he'll check it right away.

STEFAN



has been designing cars for 25 years, most recently the ADAM's refreshing and colorful interior. His mantra comes from the eight years he spent as a leader in Advanced Design: combine avant-garde with mainstream tastes. He was born in Berlin but his favorite hobbies – fast skiing and regatta sailing – require wilder, less urban playgrounds.

PAULA



is Spanish but was born in France. She also lived in Belgium and Italy before coming to Germany. While living in all these different cultures, she never forgot how to enjoy life the Latin way, meaning: laughter, food and wine are constant companions. Paula watches tons of movies, "but only in their original language", she adds.

CHRISTOPH



is our youngster in the team: he started with Opel February 1st, 2012, to implement new media strategies... and ask the right questions! A true car and new technologies enthusiast, Christoph is also a great musician, who's been playing the drums since he was seven.

ANNE



Photographer: Born in Germany, Anne is a bundle of pure energy and has now established herself in Switzerland as a people photographer. Her vitality, enthusiasm and passion are infectious. She is always on the lookout for new camera angles and subjects.

HARDY



Graphic artist: Originally from Germany, Hardy now lives in Zurich where he works as a graphic designer at Source Associates AG. His motto is work hard and be nice to people (he truly is!). He looks for inspiration in almost every object, sound, art and design. His favorite way of re-charging is going vertical, rock climbing in the Alps.



Wir leben Autos.