

OPEL proudly presents:

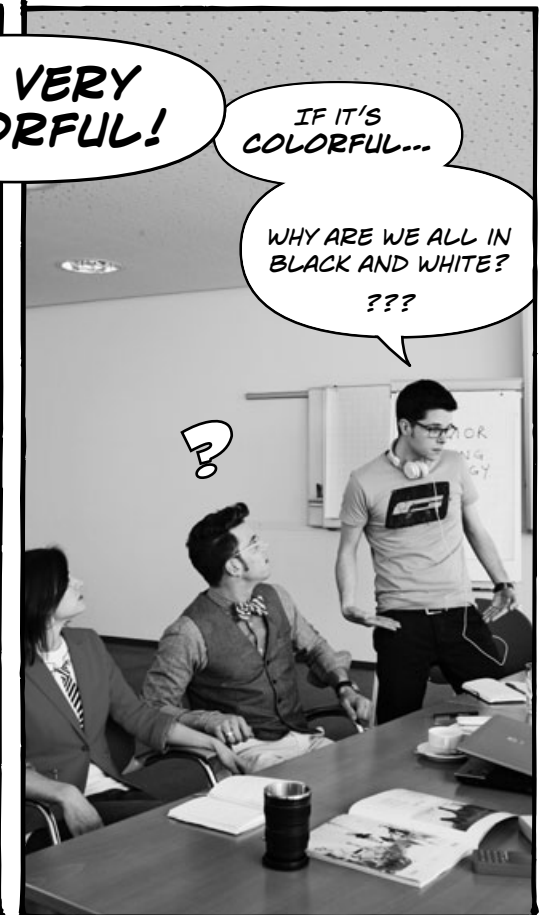
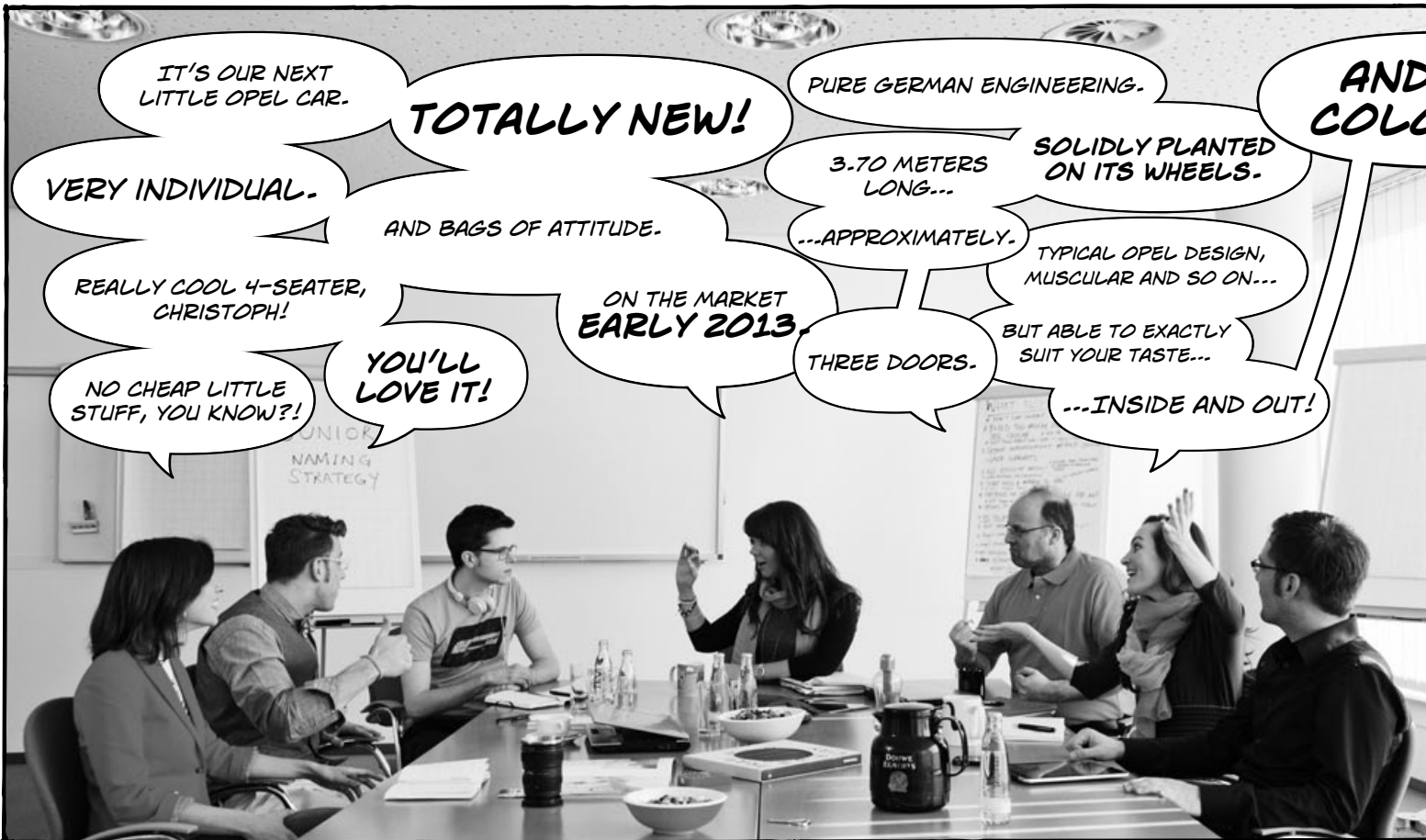
# OPEL JUNIOR OPUS 1

**"IT'S ONLY A CODE NAME"**



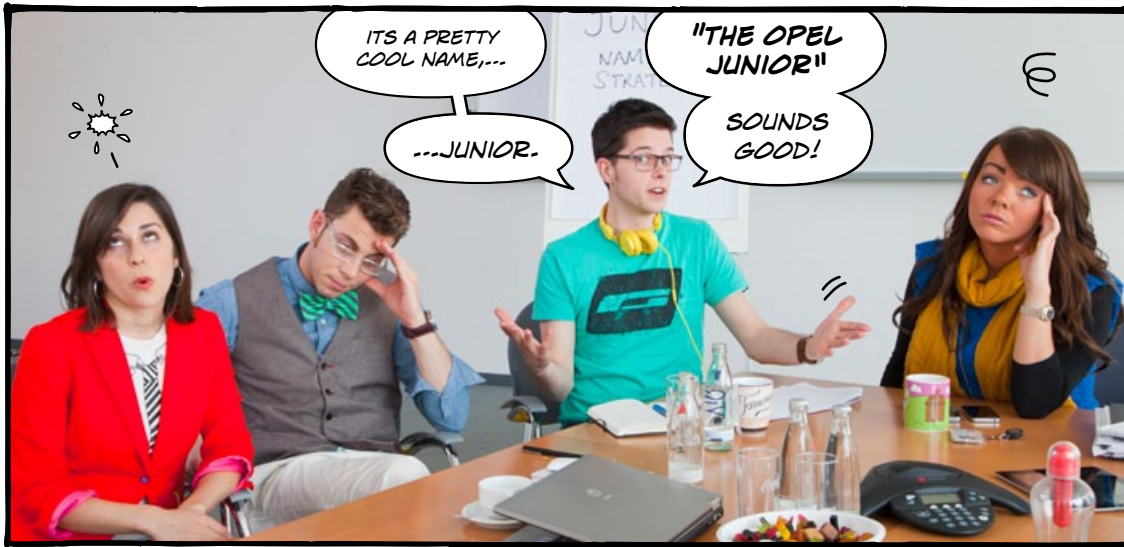
Wir leben Autos.













SORRY GUYS, I'M LATE...

DO WE ALREADY WANT TO GIVE A LITTLE HINT, SO THAT PEOPLE CAN START GUESSING?



WHAT ARE YOU THINKING ABOUT?

WELL, I DUNNO... SOMETHING LIKE THE NUMBER OF LETTERS FEATURED IN THE NAME?



WE COULD INDICATE THERE'S AN "A" IN THE NAME?

LIKE FOR EACH AND EVERY OPEL PASSENGER CAR, JAN-ERIK!



WE COULD SHOW JUNIOR'S SILHOUETTE

OR A LITTLE PIECE OF THE CAR.

BUT NOTHING TOO LITERAL, HUH?



HAHA, AN ABSTRACT SOUND SYSTEM FOR INSTANCE!









**...TO BE  
CONTINUED.**

All characters featured  
in this story are real.



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 Junior'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.

**MÔNICA**



was born in a paradise: a Brazilian island with 42 beaches and two lagoons. Later, she found another paradise, at Opel Advanced Design: Her job there is to spot the trends of the future and translate them into designs for today. Hobbies? Architecture. And dancing, "but don't mention it", she says, "some will think I am the Brazilian girl in high-heels dancing the samba with bananas on her head!"

**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 Junior'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.

**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.

**NIELS**



comes from Australia and has been designing Opel cars for 21 years. Filling note books with car and people sketches all day long – even in meetings – Niels has led Junior's exterior design development. If you want to flatter the actor Owen Wilson, tell him he's Niels' lookalike. And if you want to make Niels happy, offer him mango-flavored ice cream topped with hot raspberry sauce.

**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.