

OPEL proudly presents:

OPEL ADAM OPUS 3

ADAM DEE DAM

DA

ADAM'S MUSIC

Wir leben Autos.

Opel's new fashionable urban car will be called ADAM. It seems some people are intrigued – like Katie's colleague Antonio, with whom she met in a café on a Sunday morning.

SO... FINALLY, IT'S ADAM!

ADAM LIKE...

... ADAM FROM THE GARDEN OF EDEN?

...

... BUT ADAM WAS THROWN OUT OF THE GARDEN OF EDEN, WASN'T HE?

DON'T WORRY, ANTONIO: OUR ADAM IS DESIGNED FOR URBAN ENVIRONMENTS.

...NOT FOR GARDENS, I MEAN.



ER... WHEN HE LEFT THE GARDEN OF EDEN, ADAM WASN'T THAT HAPPY... ---AND HE HAD TO WEAR CLOTHES.



HEY, WELCOME FASHION DESIGNERS!

WELCOME VARIETY, WELCOME CREATIVITY AND DIFFERENCES IN STYLE!

AND THAT'S EXACTLY WHAT OUR ADAM IS ABOUT: INDIVIDUALITY! IT CAN DRESS UP MANY, MANY WAYS...



---USING COLORS, ACCESSORIES AND LOTS OF CLEVER DESIGN TRICKS, ITS DRIVER CAN JUST GIVE IT HIS OR HER OWN STYLE.



HOW WILL THAT WORK?

WE WON'T APPLY A TRADITIONAL TRIM HIERARCHY TO OUR ADAM. WE WILL PROPOSE THREE "MOODS" TO START WITH: ONE WILL BE RATHER FUNKY, THE OTHER RATHER ELEGANT, AND THE THIRD ONE RATHER SPORTY.

AND THESE MOODS WILL BE CALLED---



JAM



GLAM



SLAM



YOU MEAN:

ADAM JAM,

ADAM GLAM,

ADAM SLAM?

THIS SOUNDS... MUSICAL...

YOU'VE GOT IT! JAM, GLAM, SLAM!



---WHAT DO YOU THINK ADAM OPEL WOULD'VE SAID ABOUT THAT?

I GUESS HE WOULD FEEL FLATTERED TO SEE "ADAM" BEING SO COOL IN THE EARLY 21ST CENTURY, DON'T YOU THINK?



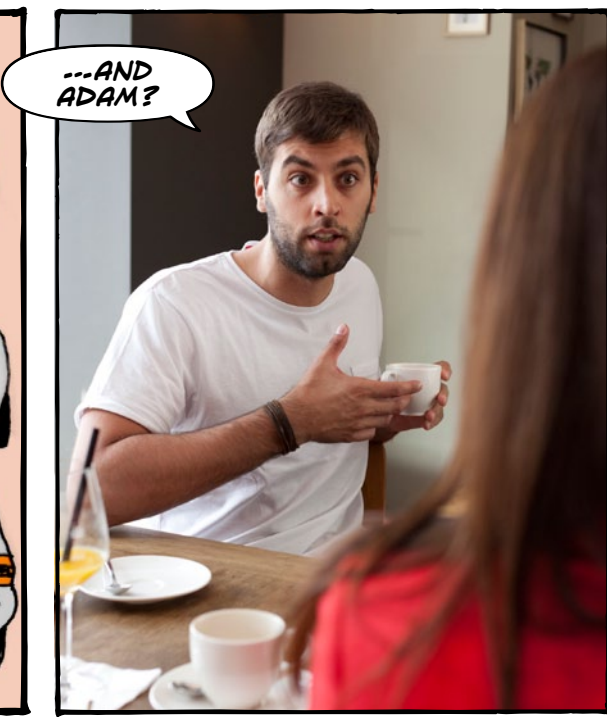
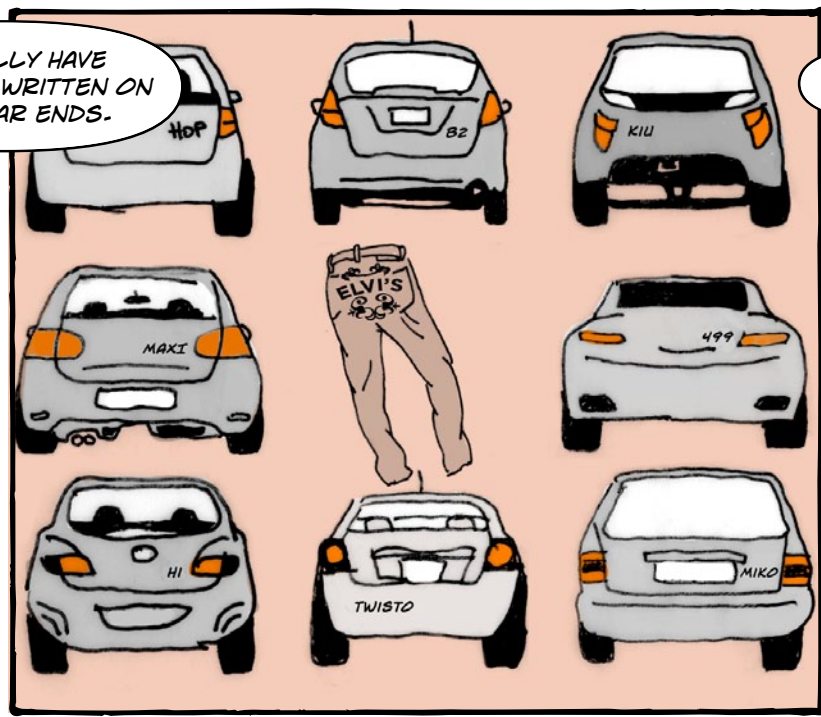
AND... ---HE WOULD BE AMAZED TO SEE HOW "ADAM" IS STAGED!

YOU MEAN?



YOU'VE PROBABLY NOTICED THAT CARS...

---USUALLY HAVE THEIR NAME WRITTEN ON THEIR REAR ENDS.




---AND ADAM?




THE CHARACTERS FEATURED IN THIS STORY ARE REAL.

...




KATIE



ANTONIO

KATIE is leading ADAM's development at Opel Product Marketing. **ANTONIO**, who is a car fan, started his young career in Marketing and now is a Sales Manager supporting Opel dealer activities in Southern Germany.



Wir leben Autos.