



GM South Africa

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# Marketing Bulletin

Subject: **Continuity of Opel in South Africa**  
To: **All Retailers**  
**Retailer Principals, Group Heads, Sales Managers, Sales Executives & Departmental Managers**

Date  
**April 15, 2009**

From:  
**Brian Olson**

Reference Number  
VM 56.09

Department  
**Sales and Marketing**

Dear Retail Partners,

As you are probably aware, the media in South Africa has recently published a number of factually incorrect articles about the future of Opel in South Africa. While GMSA is addressing many of these errors directly with the relevant publications, it is extremely important that all members of dealer staff (including service and parts) are aware of the facts. Please read this bulletin carefully **and share the information herein with as many Opel owners and prospects as possible.**

We forecast that the 2009 South African new car market will be down by over 50% compared to just two years ago. In order to forecast and supply the right vehicles for the market, we have adjusted our line-up to reflect this much smaller South African new vehicle market.

GMSA remains committed to the Opel brand in South Africa. In addition to retaining most models, we have already introduced two new models in 2009, the Corsa 1.6 Sport and the Vivaro bus. Initial feedback on both models has been positive. Continuing to support the Opel brand through the introduction of new models is a clear statement of our intent to continue with the brand in South Africa.

Opel Corsa Ute currently represents about 40% of South African Opel volume. We will continue to manufacture this product with no planned changes to the current range.

The deterioration of the rand against the Euro has made the Opel range of passenger vehicles less affordable, and as a consequence demand for some models and trim levels has fallen. Specifically:

- GMSA will no longer import the Tigra or Meriva. As we have not sold these models in quantity for over a year, the overall number of Opels sold in South Africa in 2009 will not be affected.
- We have stopped importing some models of Astra and Corsa from Europe, due to low sales for the vehicles at their current prices. **However, popular trim levels are still being imported and sold.**
- Some low volume models (such as Combo, Vivaro van and Astra OPC) are available by special order.
- Corsa Lite has been discontinued due to declining demand and rising component cost increases resulting from currency fluctuations. We will no longer manufacture this model. For customers seeking a very low cost vehicle, the Chevrolet Spark remains an excellent choice.



ISUZU

HUMMER



A complete list of the Opel model range was published in the February 2009 e-Bulletin, and we will continue to update you on changes in the portfolio, including new model introductions.

During these difficult economic times, it is more important than ever for us to stand as one team, with one message. We know that you are doing everything in your power to disseminate messages about Opel correctly. Please rest assured that we are also doing our utmost to communicate to the public and the press that Chevrolet, Opel, and Isuzu are here to stay in South Africa.

Kind regards,  
**GMSA Marketing Team**