OTC MEETING

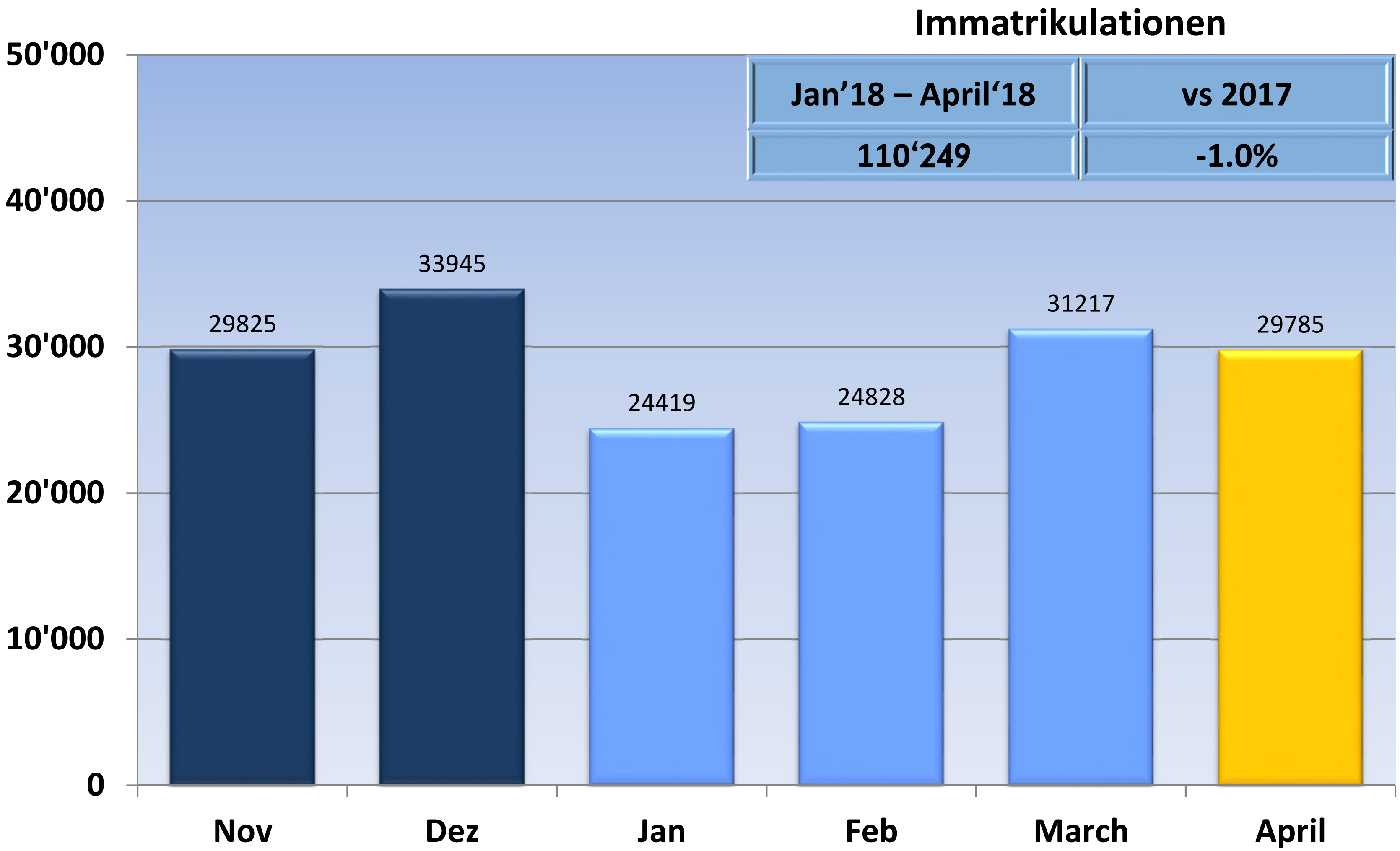
15. Mai 2018

Silvano Dendena

www.opel.com

SALES

TOTALMARKT: JANUAR-APRIL ‘18



April: 29,785 (+3.0% vs. 2017)

RESULTATE APRIL 2018

MARKT:

• Immatrikulationen: PW + NF	29’785

OPEL:

• Immatrikulationen	1’067
• Marktanteil	3.6%

HÄNDLER:

• Ablieferungen Händler	927

AUTO SCHWEIZ – RESULTS APRIL 2018

Immatrikulationen von neuen Personenwagen (CH+FL)										Januar - April 2018
Mises en circulation des voitures de tourisme neuves (CH+FL)										janvier - avril 2018
Stichtag: 30. April 2018 rb										
	Marktanteil [%]					Marktanteil [%]				
Marken	Apr/ 18	*Apr/ 17*	Apr/ 18	*Apr/ 17*	+/- %	Kum. 18	*Kum. 17*	Kum. 18	*Kum. 17*	+/- %
Volkswagen	10.7	*12.3*	2,831	*3,172*	-10.8	9.9	*10.6*	9,744	*10,418*	-6.5
BMW	8.0	*7.1*	2,126	*1,823*	16.6	8.0	*7.4*	7,863	*7,312*	7.5
Mercedes	7.9	*8.9*	2,089	*2,293*	-8.9	8.4	*8.8*	8,325	*8,629*	-3.5
Audi	6.6	*6.4*	1,745	*1,644*	6.1	5.8	*5.9*	5,707	*5,827*	-2.1
Renault	5.5	*3.9*	1,468	*1,009*	45.5	4.5	*4.2*	4,422	*4,182*	5.7
Skoda	5.4	*6.1*	1,423	*1,574*	-9.6	6.4	*6.4*	6,353	*6,305*	0.8
Ford	4.4	*4.1*	1,164	*1,070*	8.8	4.9	*4.2*	4,785	*4,159*	15.1
Seat	4.1	*4.1*	1,090	*1,064*	2.4	4.1	*4.1*	4,090	*3,995*	2.4
Toyota	3.7	*3.9*	985	*1,014*	-2.9	3.3	*3.7*	3,272	*3,635*	-10.0
Fiat	3.5	*3.0*	936	*762*	22.8	3.1	*3.3*	3,048	*3,296*	-7.5
Opel	3.5	*4.4*	917	*1,148*	-20.1	4.1	*4.4*	4,022	*4,356*	-7.7
Hyundai	3.2	*3.1*	844	*812*	3.9	2.9	*2.9*	2,891	*2,858*	1.2
Peugeot	3.2	*3.2*	837	*838*	-0.1	3.2	*3.4*	3,184	*3,313*	-3.9
Suzuki	3.1	*3.1*	829	*802*	3.4	2.6	*2.7*	2,558	*2,662*	-3.9
Dacia	2.8	*2.8*	742	*716*	3.6	2.8	*2.6*	2,800	*2,610*	7.3
Volvo	2.3	*2.4*	620	*629*	-1.4	2.7	*2.6*	2,662	*2,523*	5.5
GESAMT-TOTAL	100.0	*100.0*	**26,519**	***25,815***	2.7	100.0	*100.0*	**98,608**	***98,584***	0.0

RESULTATE APRIL 2018

Distrikte im Vergleich / districts en comparaison

Total District 1	253	212	-41
Total District 2	207	204	-3
Total District 3	209	189	-20
Total District 4	199	182	-17
Total District 5	177	140	-37
Direct Sales	64	161	97
Total Country	**1'109**	**1'088**	**-21**

April: Händlerablieferungen **927** ggü 1.045 in 2017

PERSONENWAGEN APRIL 2018

Rang	Marke	April 17	April 18	MA 17	MA 18
1	Volkswagen	3,172	2,831	12.3	10.7
2	BMW	1,823	2,126	7.1	8.0
3	Mercedes	2,293	2,089	8.9	7.9
4	Audi	1,644	1,745	6.4	6.6
5	Renault	1,009	1,468	3.9	5.5
6	Skoda	1,574	1,423	6.1	5.4
7	Ford	1,070	1,164	4.1	4.4
8	Seat	1,064	1,090	4.1	4.1
9	Toyota	1,014	985	3.9	3.7
10	Fiat	762	936	3.0	3.5
11	Opel	1,148	917	4.4	3.5

PERSONENWAGEN APRIL KUM. 2018

Rang	Marke	Kum 17	Kum 18	MA 17	MA 18
1	Volkswagen	10,418	9,744	10.6	9.9
2	Mercedes	8,629	8,325	8.8	8.4
3	BMW	7,312	7,863	7.4	8.0
4	Skoda	6,305	6,353	6.4	6.4
5	Audi	5,827	5,707	5.9	5.8
6	Ford	4,159	4,785	4.2	4.9
7	Renault	4,182	4,422	4.2	4.5
8	Seat	3,995	4,090	4.1	4.1
9	Opel	4,356	4,022	4.4	4.1
10	Toyota	3,635	3,272	3.7	3.3

Quelle: MOFIS auto-schweiz Statistiken

NUTZFAHRZEUGE BIS 3.5T APRIL 2018

Rang	Marke	April 17	April 18	MA 17	MA 18
1	VW	429	478	17.3	18.4
2	FORD	343	305	13.8	11.7
3	RENAULT	233	301	9.4	11.6
4	MERCEDES	257	249	10.4	9.6
5	FIAT	177	219	7.1	8.4
6	IVECO	167	195	6.7	7.5
7	CITROEN	180	172	7.3	6.6
8	NISSAN	144	158	5.8	6.1
9	OPEL	151	149	6.1	5.7
10	PEUGEOT	125	129	5.0	5.0

Quelle: MOFIS auto-schweiz Statistiken

NUTZFAHRZEUGE BIS 3.5T KUM. 2017

Rang	Marke	Kum 17	Kum 18	MA 17	MA 18
1	VW	1,942	1,769	18.8	17.9
2	FORD	1,427	1,347	13.8	13.6
3	RENAULT	1,047	1,085	10.2	11.0
4	MERCEDES	997	1,013	9.7	10.2
5	FIAT	718	787	7.0	8.0
6	CITROEN	641	640	6.2	6.5
7	OPEL	742	625	7.2	6.3
8	IVECO	618	597	6.0	6.0
9	NISSAN	619	528	6.0	5.3
10	PEUGEOT	442	452	4.3	4.6

Quelle: MOFIS auto-schweiz Statistiken

RESULTAT JANUAR-APRIL 2018

MARKT:

• Immatrikulationen: PW + NF	110’249

OPEL:

• Immatrikulationen	4’652
• Marktanteil	4.22%

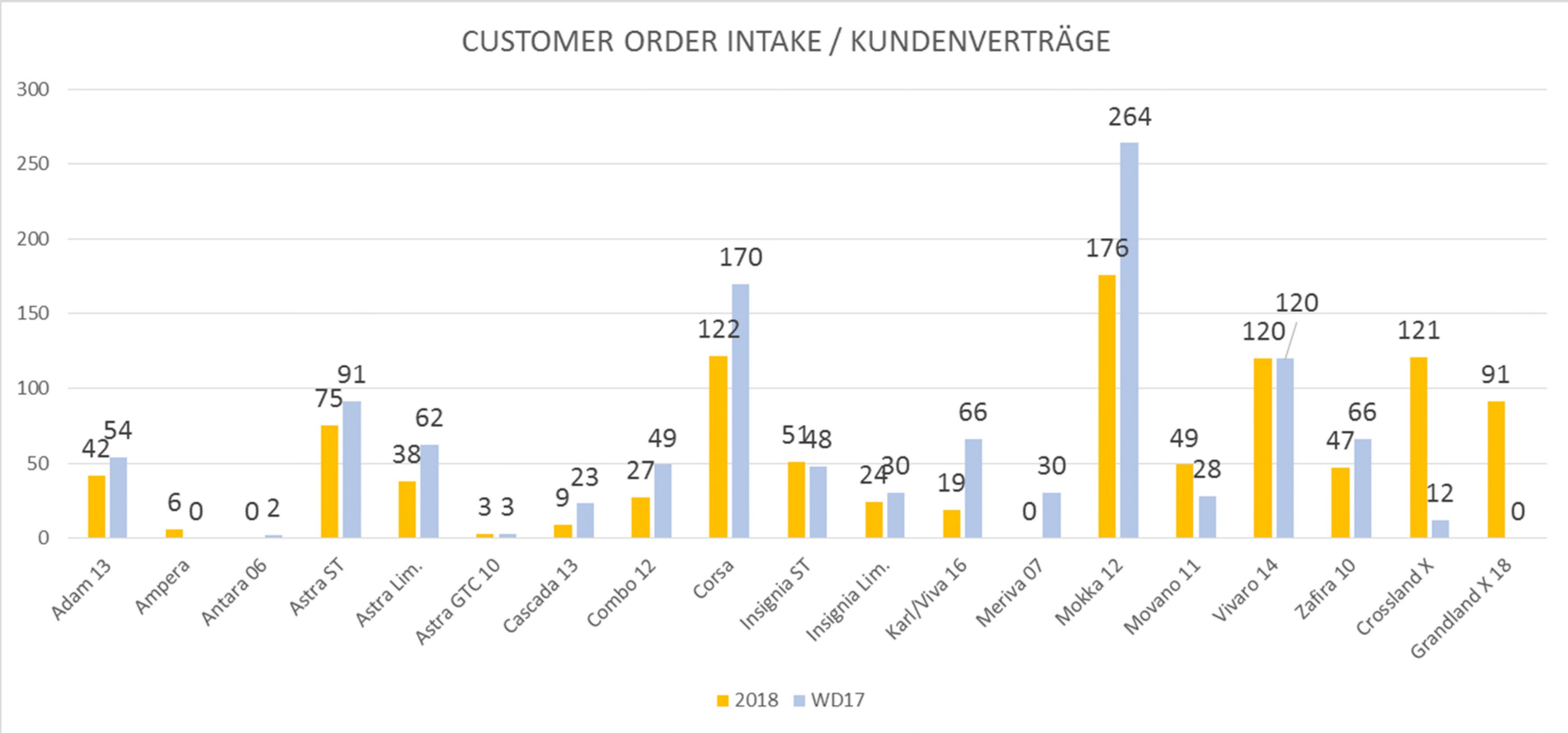
HÄNDLER:

• Ablieferungen Händler	4.071

RESULTAT PRO MODELL JAN-APRIL 2018

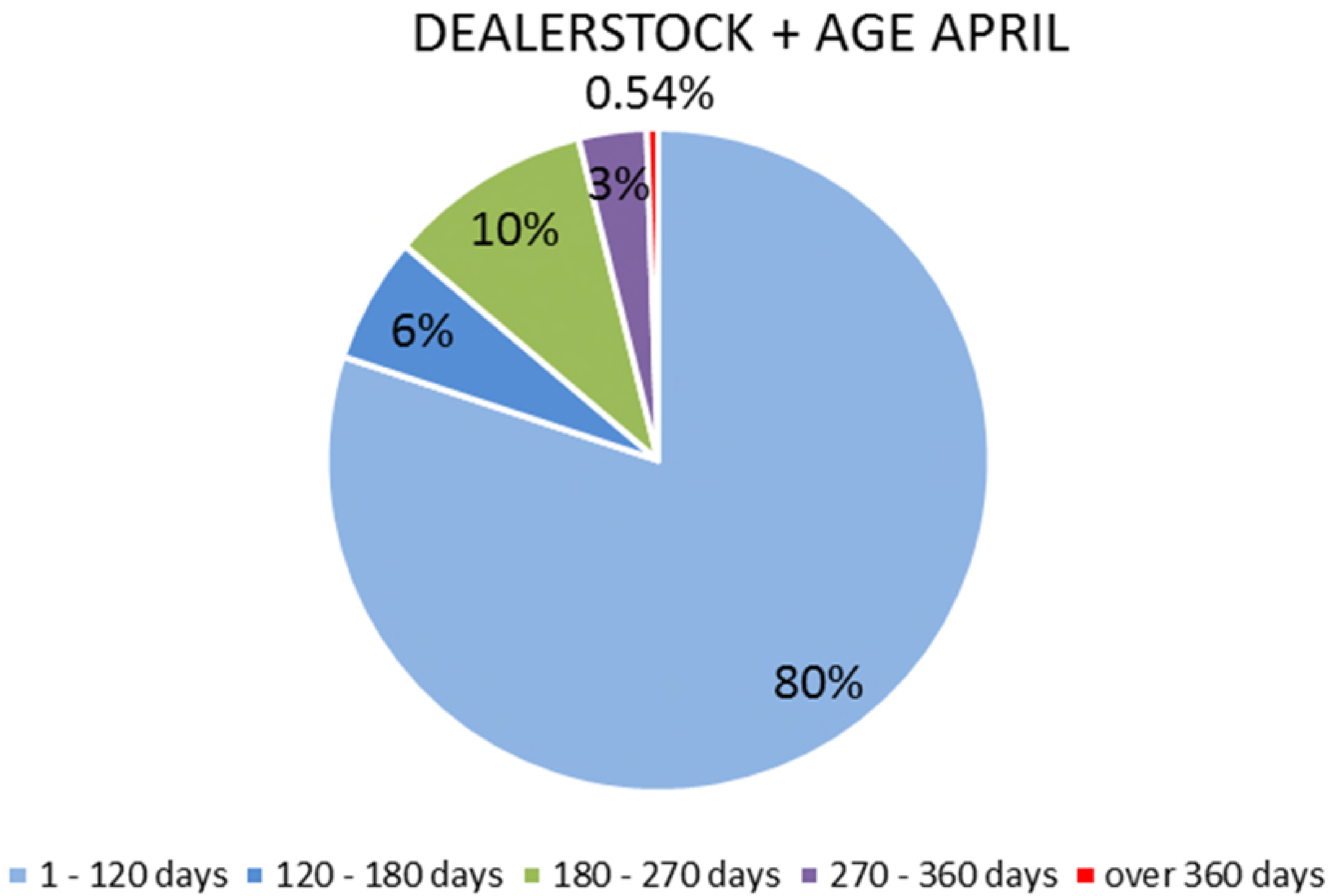
	30.04.2017	30.04.2018	+/-	+/- %
Karl + Agila	149	100	-49	-32.9%
Corsa	831	524	-307	-36.9%
Adam	175	141	-34	-19.4%
Crossland X	0	543	543	54300.0%
Combo Tour & Van	162	133	-29	-17.9%
Mokka	1'297	955	-342	-26.4%
Meriva	136	14	-122	-89.7%
Astra	979	498	-481	-49.1%
Zafira	376	231	-145	-38.6%
Insignia	154	433	279	181.2%
Antara	12	0	-12	-100.0%
Ampera	2	0	-2	-100.0%
Cascada	39	31	-8	-20.5%
Grandland X	0	327	327	32700.0%
Ampera-e	0	136	136	13600.0%
Total ohne NF / sans VU	4'312	4'066	-246	-5.7%
Vivaro	541	546	5	0.9%
Movano	175	137	-38	-21.7%
Total NF / total VU	716	683	-33	-4.6%
Total / total CH	5'028	4'749	-279	-5.5%

DEALER COI – APRIL ACTUAL



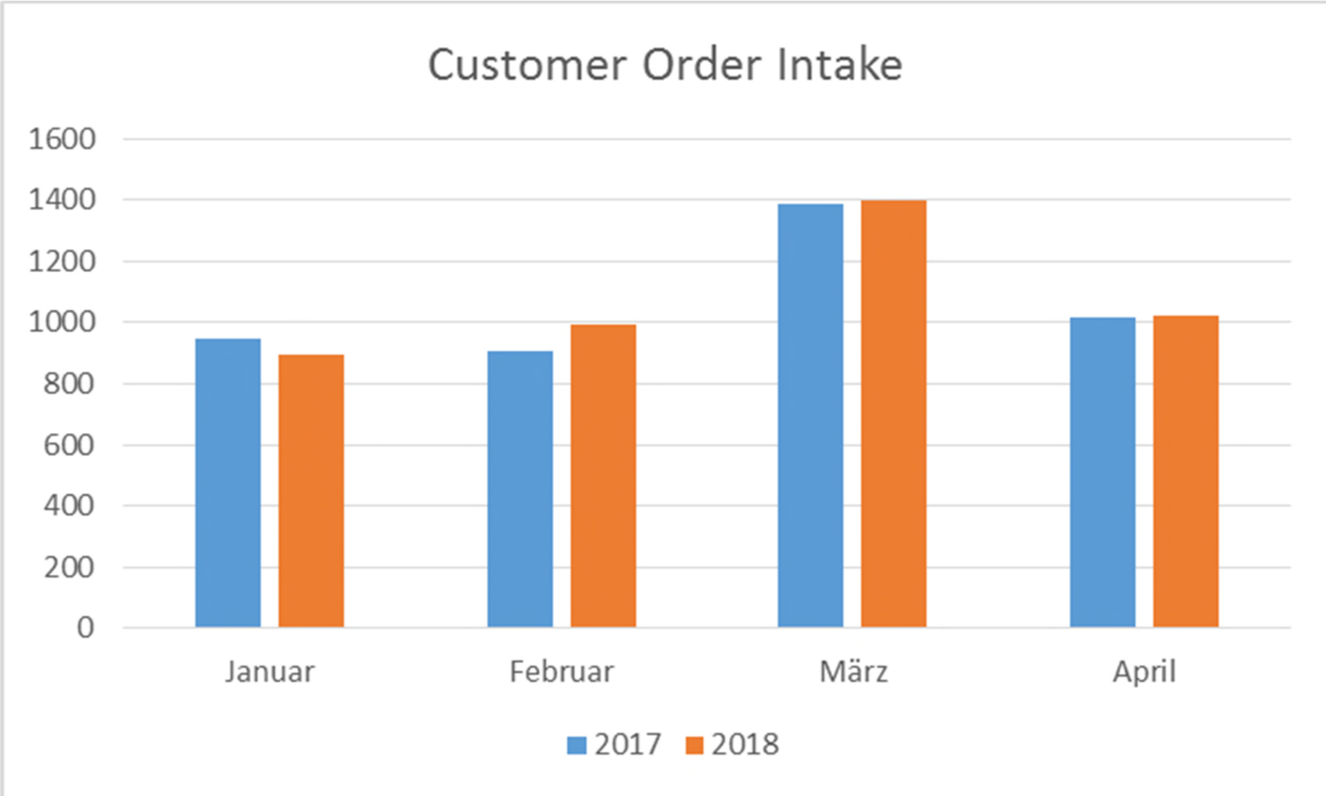
Total: 2018: 1020 // 2017: 1007 (2017WD: 1118)

ALTLAGERSITUATION



OPEL

KUNDENVERTRÄGE



RESULTAT PRO MODELL APRIL 2018

	April 2018	
	Einheiten	Marktanteil
Karl	17	*0.06%*
Adam	36	*0.12%*
Corsa	132	*0.45%*
Ampera-e 17	7	*0.02%*
Crossland X	135	*0.46%*
Mokka X	157	*0.53%*
Grandland X	88	*0.30%*
Astra / Cascada	134	*0.45%*
Zafira	68	*0.23%*
Insignia	98	*0.33%*
Combo	42	*0.14%*
Vivaro	154	*0.52%*
Movano	20	*0.07%*

PERSONENWAGEN APRIL 2018

Rang	Marke	April 17	April 18	MA 17	MA 18
1	Volkswagen	3,172	2,831	12.3	10.7
2	BMW	1,823	2,126	7.1	8.0
3	Mercedes	2,293	2,089	8.9	7.9
4	Audi	1,644	1,745	6.4	6.6
5	Renault	1,009	1,468	3.9	5.5
6	Skoda	1,574	1,423	6.1	5.4
7	Ford	1,070	1,164	4.1	4.4
8	Seat	1,064	1,090	4.1	4.1
9	Toyota	1,014	985	3.9	3.7
10	Fiat	762	936	3.0	3.5
11	Opel	1,148	917	4.4	3.5

PERSONENWAGEN APRIL KUM. 2018

Rang	Marke	Kum 17	Kum 18	MA 17	MA 18
1	Volkswagen	10,418	9,744	10.6	9.9
2	Mercedes	8,629	8,325	8.8	8.4
3	BMW	7,312	7,863	7.4	8.0
4	Skoda	6,305	6,353	6.4	6.4
5	Audi	5,827	5,707	5.9	5.8
6	Ford	4,159	4,785	4.2	4.9
7	Renault	4,182	4,422	4.2	4.5
8	Seat	3,995	4,090	4.1	4.1
9	Opel	4,356	4,022	4.4	4.1
10	Toyota	3,635	3,272	3.7	3.3

Quelle: MOFIS auto-schweiz Statistiken

NUTZFAHRZEUGE BIS 3.5T KUM. 2017

Rang	Marke	Kum 17	Kum 18	MA 17	MA 18
1	VW	1,942	1,769	18.8	17.9
2	FORD	1,427	1,347	13.8	13.6
3	RENAULT	1,047	1,085	10.2	11.0
4	MERCEDES	997	1,013	9.7	10.2
5	FIAT	718	787	7.0	8.0
6	CITROEN	641	640	6.2	6.5
7	OPEL	742	625	7.2	6.3
8	IVECO	618	597	6.0	6.0
9	NISSAN	619	528	6.0	5.3
10	PEUGEOT	442	452	4.3	4.6

Quelle: MOFIS auto-schweiz Statistiken

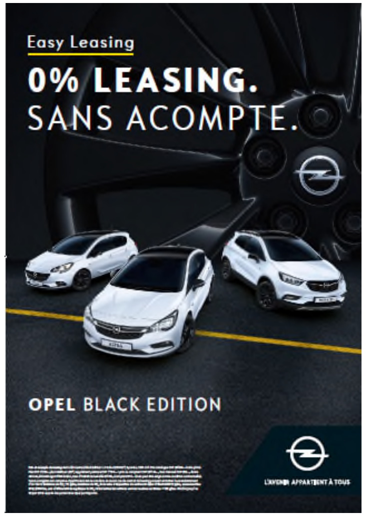
OPEL MARKETING

Marius Schwering

Marketingkommission 09. Mai 2018

BLACK EDITION

- **Plakat-Kampagne** in der **KW 19+20** geplant
- EASY LEASING ist die zentrale Aussage
- Abdeckung: National, Schwergewicht Agglomerationen und ländliche Gebiete plus Händlerabdeckung



STRATEGIE

ATL / BTL Plan

Digital Plan / Social Media

PR Plan

Verkaufsprogramme

Allgemein
&
Taktik

Aktivierung

Händler-Marketing Plan

ZUSAMMENARBEIT SALES & AFTERSALES

Die Abstimmung und die Zusammenarbeit wird für folgende Themen in Angriff genommen:

- Opel Marketing Portal
- Kommunikation / Kampagnen
- Opel FlexCare
- myOpel
- Zubehör

OPEL OCCASION

Marius Schwering/ Marcel Belliar

Follow-up letztes OTC

Marketingkommission 09. Mai 2018

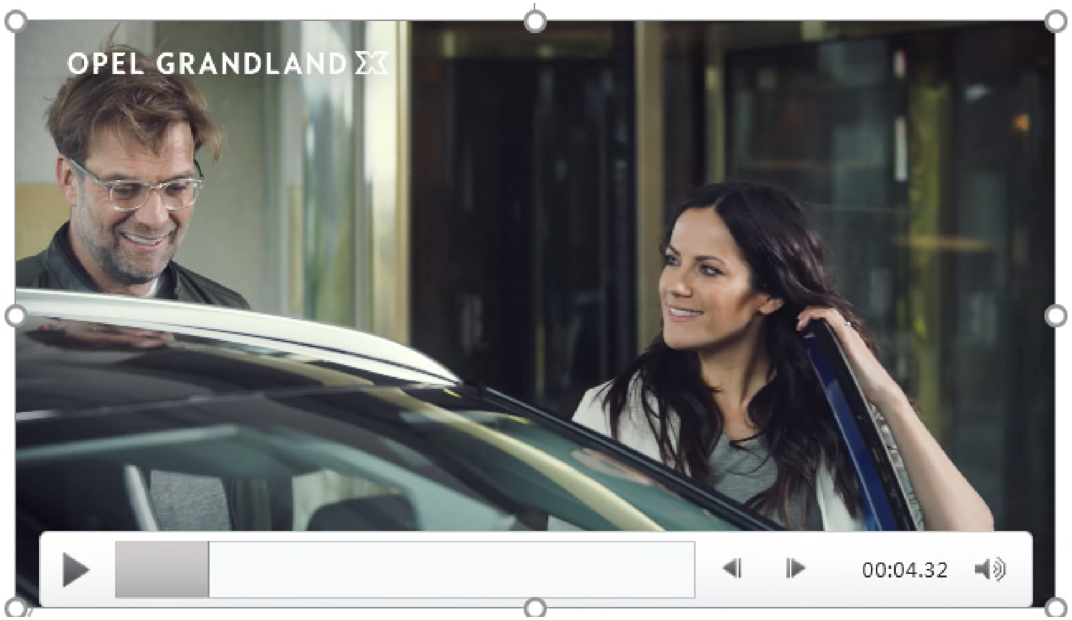
EINFÜHRUNGSPLAN / MASSNAHMENPLAN

- Leistungskatalog erarbeiten und festlegen
  - 100 Punkte Check
  - Probefahrt
  - Inzahlungnahme (Used Car Locator & Trade-in tool)
  - Fahrzeuggarantie
  - Mobilitätsschutz
  - Umtauschrecht

  - Versicherung
  - Leasing/Finanzierung

SUV-RANGE TV

- 70% WM-Blöcke



SUV-RANGE MEDIA OOH

WORK IN PROGRESS

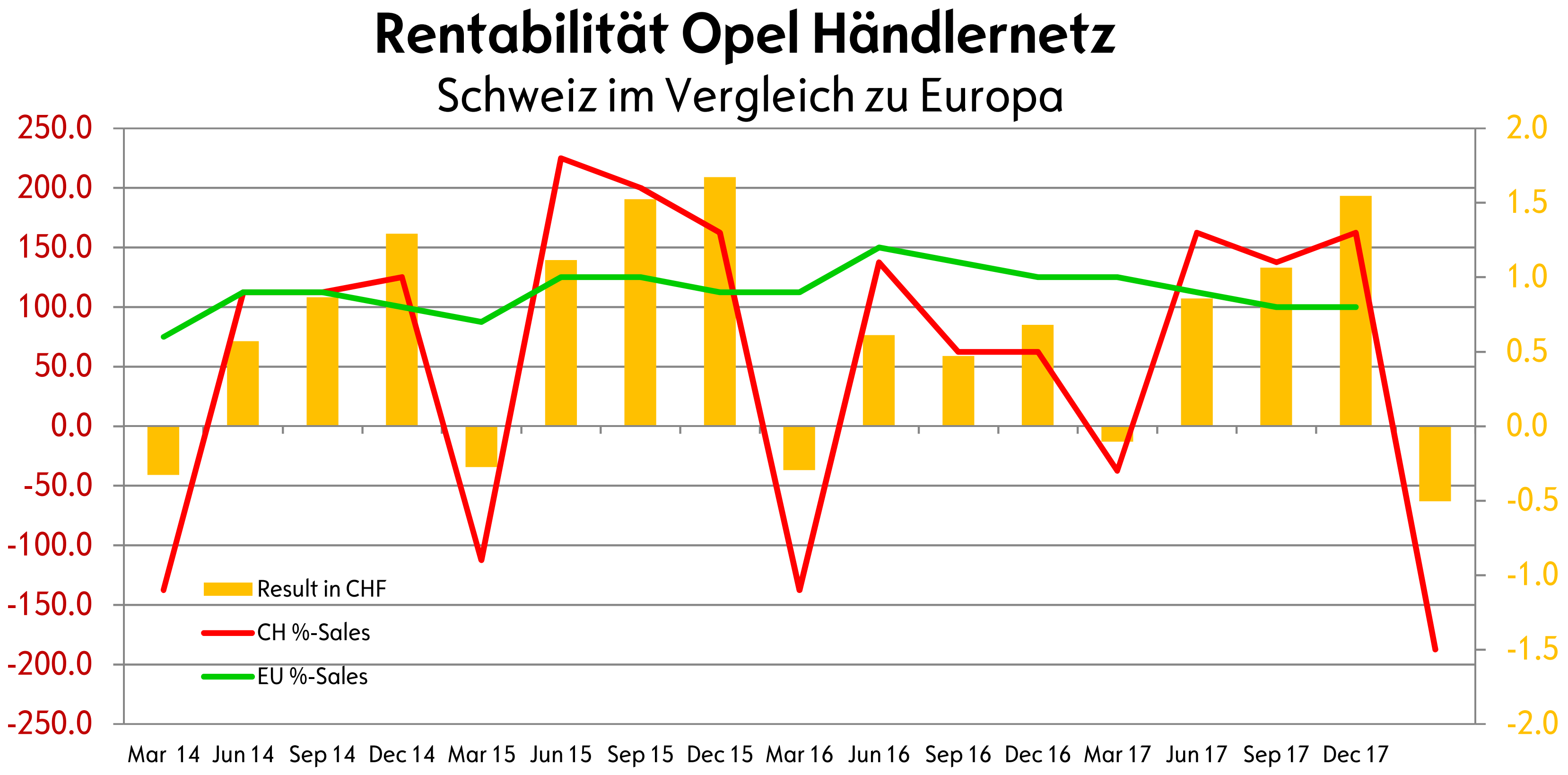
BPI Q1-2018

Martin Bächtold

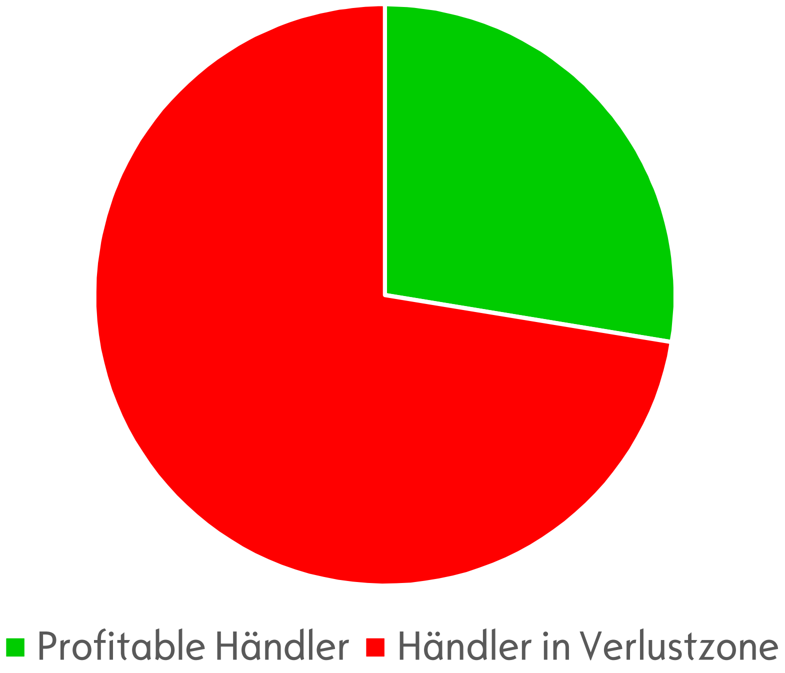
Automotive Business Solutions GmbH

17.04.2018

BPI Q1-2018 ÜBERSICHT

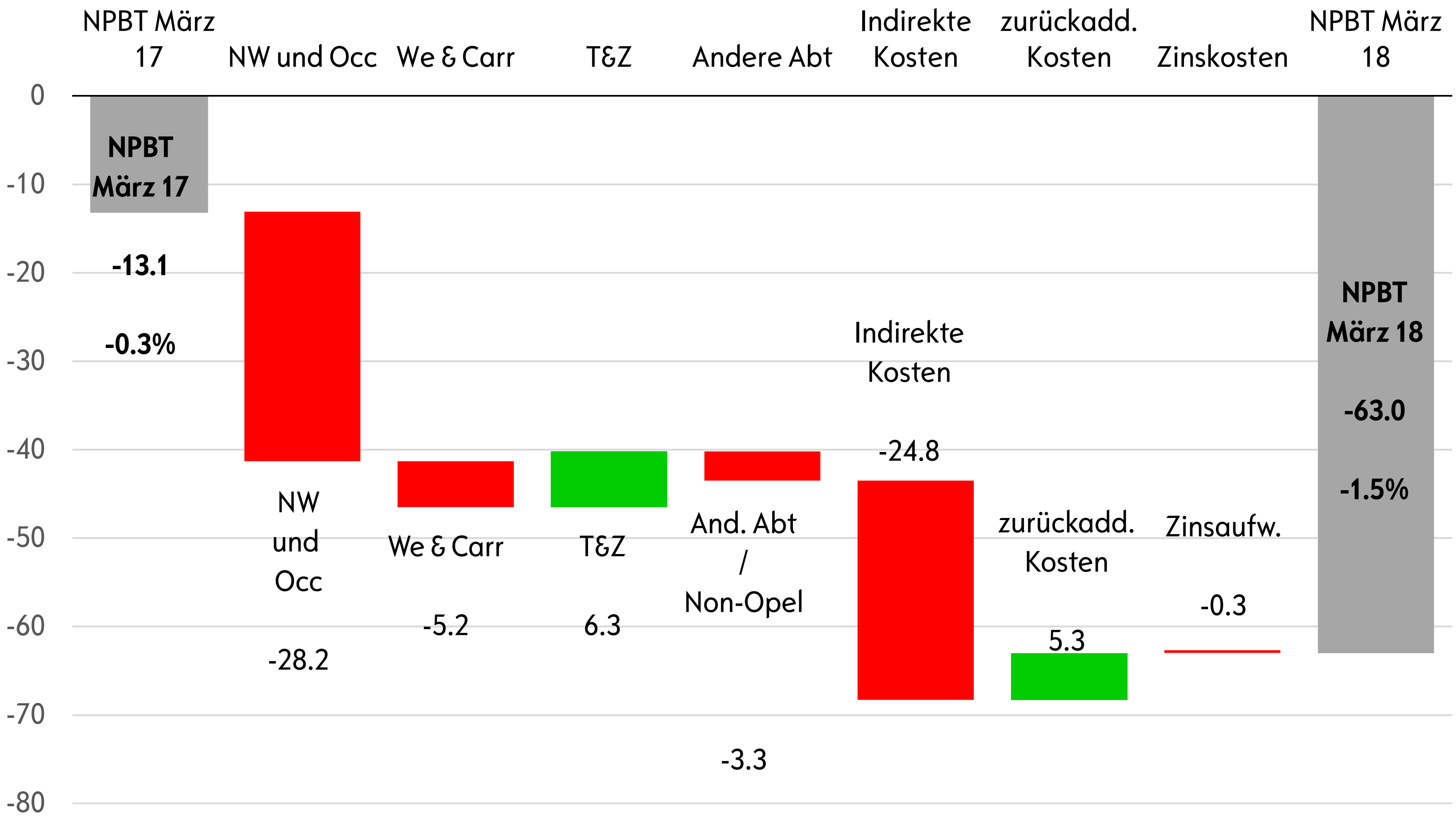


BPI Q1-2018 ÜBERSICHT SCHWEIZ



Händler total	63
Einsendungen berücksichtigt	58
Profitable Händler Q1	27.6%
Händler in Verlustzone	72.4%

BPI Q1-2018 ÜBERSICHT SCHWEIZ



BPI Q1-2018 ÜBERSICHT SCHWEIZ

KPI (YTD)				
Ratio	**BM**	**Ø OPEL CH**	**Status**	**Top 25%**
Verkauf				
Verk Neu:Occ	1:1.1	1:1.0		1:0.9
Kosten in % BG	55%	81.5%		59.2%
Verk Fz pro Verk	140	120		122
Standtage NW	60	65		57.0
Standtage Occ	75	96		83
BG Occ % BG Occ-Lager	45%	26.9%		26.5%
Werkstatt				
Gesamteffizienz	80%	71.2%		71.8%
BG % Arbeit	60%	48.3%		50.0%
Kosten in % vom BG	50%	69.8%		62.4%
Stunden/We-Durchgang	2	1.6		1.5
T&Z				
BG in % T&Z	33%	28.9%		30.3%
Kosten % BG	28%	28.0%		26.5%
Umschlaghäufigkeit	4.8	4.7		6.0
Umsatz/Fz im Gebiet	400	413		665
Karosserie				
Produktivität	80%	78.0%		77.9%
BG % Arbeit	60%	54.4%		52.2%
Gesamtunternehmen				
Gemeinkostendeckung	80%	58.8%		70.2%
Eigenkapitalquote	20%	29.2%		23.7%
Liquiditätskennzahl		1.8		1.7
Nettovermögen		1'881'413		1'610'717

PROFIT PLAN 2018

www.opel.com

COUNTRY PLAN SWITZERLAND 2018

Areas of Weaknesses and Opportunities

	Sales Department	National	National Prior Year	Top 25%	Yardstick
		YTD December 2017			
300	New Retail : Used Retail Ratio	1 : 0.9	1 : 1.0	1 : 0.8	1:1.1
305	Sales Expenses % Gross Profit	70.7%	75.1%	60.8%	55.0%
320	Sales per Sales Exec (Annualised)	117	111	120	150
325	New Vehicle Stock Days	69	84	64	60
330	Used Vehicle Days Supply	101	115	90	70.0
335	Return on Used Stock Inv	19.3%	17.5%	36.7%	45.0%
	Service Dept.(Inc. MasterFit)				
360	Service Efficiency (Sld / Attd)	72.2%	73.8%	74.8%	80.0%
345	Service Labour Gross Profit %	55.9%	54.9%	60.5%	60.0%
370	Service Expenses % Gross Profit	54.0%	54.7%	52.4%	50.0%
375	Service Retail Hours per R.O.	1.6	1.6	1.6	2.0
	Parts Department				
380	Parts Gross Profit %	30.9%	30.3%	28.9%	33.0%
385	Parts Expenses % Gross Profit	25.7%	26.7%	23.0%	28.0%
390	Parts Stock Turn	4.7	4.9	6.6	4.8
395	Parts sales per unit in Parc	0	0	0	400
	Body & Paint Department				
400	Bodyshop Efficiency (Sld / Attd)	76.3%	77.2%	75.0%	80.0%
405	Bodyshop Labour Gross Profit %	55.0%	52.3%	59.9%	60.0%
	Total Company				
415	Overhead Absorption	72.3%	69.4%	85.2%	80.0%
420	Equity Ratio	31.7%	30.8%	48.1%	N/A
425	Liquidity Ratio	1.9	1.7	2.7	N/A
430	Net Working Capital	2,014,956	1,799,590	2,875,385	N/A

COUNTRY PLAN SWITZERLAND 2018

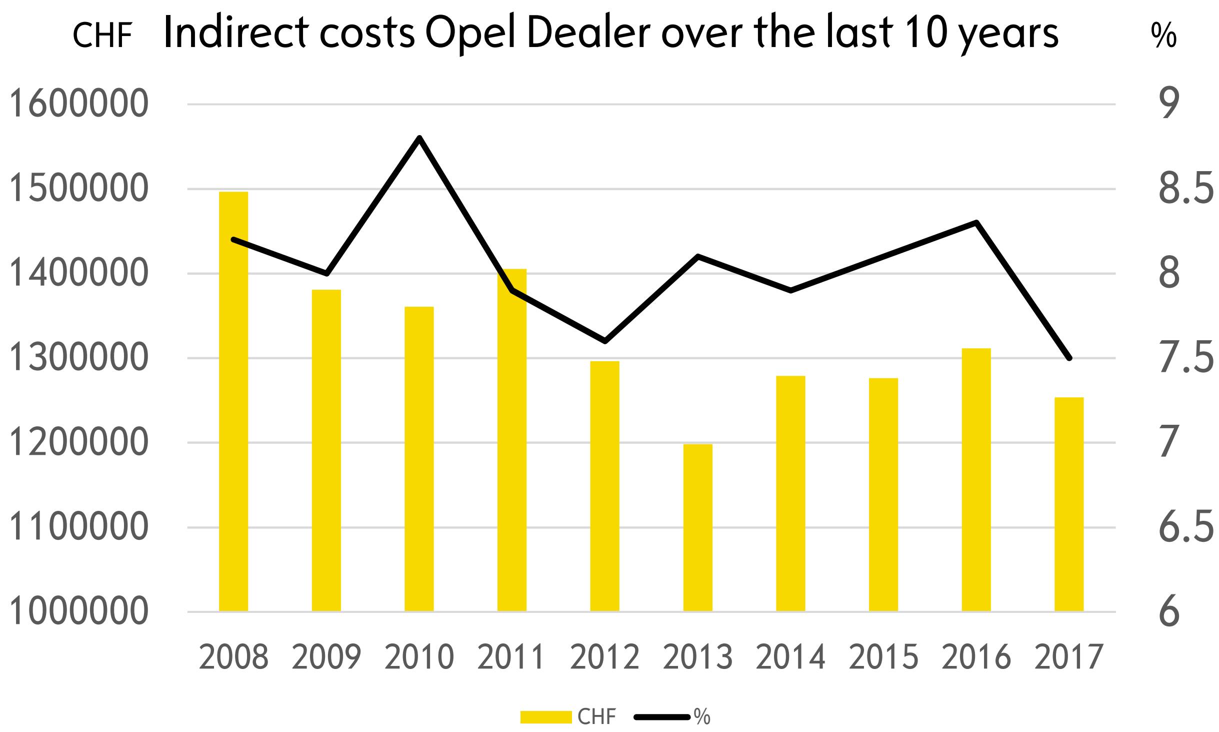
Keep 1.3 % profitability as per Dec 2018 (2017 December 1.3%)
with various action plans and focusing on KPI's

Dealer	Opel Suisse	Together
•Sales process •Used car Mgt •Focus on indirects •Workshop efficiency	•Strong leasing campaigns •Fleet support •Redo remarketing process •Simplified sales actions •Smooth transition period network terminations	•Living ABC •eVHC •Ensure availability Mokka

COUNTRY PLAN SWITZERLAND 2018

General information on the actions

11 Focus on indirect costs Dealer



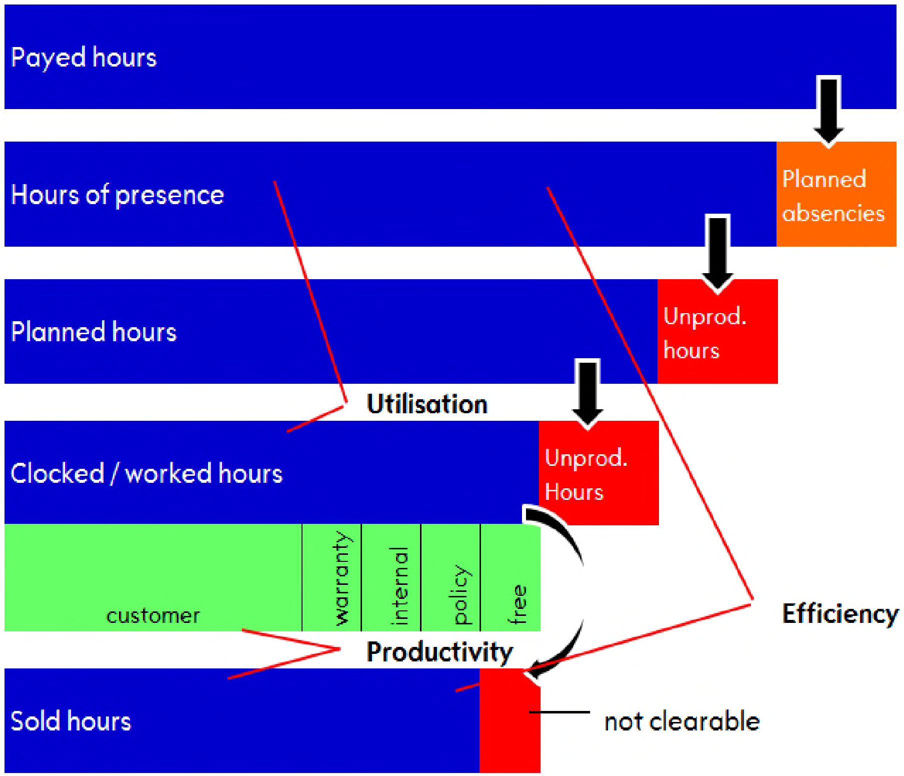
COUNTRY PLAN SWITZERLAND 2018

General information on the actions

8 (-10) Workshop efficiency

Efficiency workshop

Dealer



Training, Holidays, Military, Bank holidays

No work, seasonal flow

Planning errors, preparation errors, car not ready, order not ready, no show up, reserve time, 1. hour/last hour

Lack of experience, A-, B-, C-work not correctly allocated, unpaid diagnostics, false repair work, damages, etc.

The formula is:

8/8/8

Plan 8 - Work 8 - Sell 8

The miracle is

U*P=E

General information on the actions

5 Used car Mgt — Dealer

Trading rate is shrinking since years. No cheap cars in the market through the branded networks. Dealers have to buy used cars – therefore remarketing cars would be an opportunity (see 4). But dealer-internal processes are as important as that.
Introduction of the new used car program ‚Opel Occasionen' and re-focus on used car Mgt are crucial.

Actual results	Dec 2017	Top 25%	Benchmark
Stock days used	101	90	70
Stock rotation used	3.6	4.0	5.1
ROI on capital %	19.3%	36.7%	45.0%

BPI Q1-2018 UND COUNTRY PLAN SCHWEIZ

Merci !

Opel Financial Services

Agenda

- Geschäfts-Update
- Konditionen Q2 2018
- laufende Aktivitäten

Anfragen 2018 vs. 2017 (Kumulativ per 30.4.18)

	2018	2017	Diff.
Alle Leasing & Finanzierungen	3‘455	3‘663	- 208 / 5,7%
- davon Neuwagen Opel	1‘968	2‘219	- 251 / 11,3%
- davon Occasionen	1‘370	1‘274	+ 96 / 7,5%

Quelle: Anfragenstatistik

Gekaufte Verträge 2018 vs. 2017 (Kumulativ per 30.4.18)

	2018	2017	Diff.
Alle Leasing & Finanzierungen	2‘485	2‘625	- 140 / 5,3%
- davon Neuwagen Opel	1‘506	1‘719	- 213 / 14,4%
- davon Occasionen	876	773	+ 103 / 13,3 %

	YTD-18	YTD-17
Penetration Opel Neuwagen	**36,5%**	**37.3%**
Leasingratenversicherung	**68**	**65**
Autoversicherung	**156**	**148**

Quelle: Inventory list

Opel Financial Services

Kampagnen-Zinssätze Q2/2018

		Neuwagen PW Retail Neuwagen PW B2B	Neuwagen NFZ B2B	Occasion / Remarketing	Demos	Neuwagen mit Lagerprämie	Lieferabkommen	Flotten- & NF Matrix
Leasing	Opel	0%	2,5%	4,89%*	4,99	4,89%*	4,89%*	4,89%*
	Laufzeiten	12-48 Mt	12-48 Mt	13-60 Mt	12 Mt.	13-60 Mt	13-60 Mt	13-60 Mt
	Kommssion	0.58%	0.50%	1.25%*	0.00%	1.25%*	1.25%*	1.25%*
	Alle Marken	4,89%*	4,89%*	4,89%*				
	Laufzeiten	13-60 Mt	13-60 Mt	13-60 Mt				
	Kommssion	1.25%*	1.25%*	1.25%*				
Finanzierung	Alle Marken	8.75%	8.75%	8.75%				
	Laufzeiten	13-48 Mt	13-48 Mt	13-48 Mt				
	Kommssion	1.25%	1.25%	1.25%				

		Marktanteil kum.	Zinssatz
1	Volkswagen	9.9	3,9%
2	Mercedes	8.4	1,9% - 3,9%
3	BMW	8.0	3,9%
4	Skoda	6.4	3,9%
5	Audi	5.8	3.90%
6	Ford	4.9	0.6% / 2.99%
7	Renault	4.5	0% - 4,9%
8	Seat	4.1	3.90%
9	Opel	4.1	0% / 2,5%
10	Toyota	3.3	0% - 3,9%
11	Peugeot	3.2	0.9% - 2.9%
12	Fiat	3.1	2.99%
13	Hyundai	2.9	3.90%
14	Dacia	2.8	0% - 4,9%

* 4.59% excl. Prov.

Projects

Easy-Leasing-Konditionen

- Anpassung in Verhandlung mit Opel

Lagerlinien

- Remarketing & Taktische Zulassung:
  - → Laufende Angebotsunterbreitung / Einrichtung von Lager-Linien

Equity leads:

- Erste System-Tests im Gange
- 4800 Datensätze per April in Analyse
- Einführung der Thematik in Planung

Opel Financial Services

Danke für Ihre Aufmerksamkeit