



Media Information

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Opel and ADAC: Continuation of Successful Partnership

- Alliance between Opel and ADAC strengthens German rallying
- Consistent talent-promotion with Academy, Cup and Junior Team
- “ADAC Opel Rallye Cup” with 94 drivers from 18 nations since start in 2013

Rüsselsheim. The partnership between Opel and the ADAC is entering its ninth year in 2021. Following Opel’s return to motor sport in 2013, no other such project has done more to promote young rally talent. Numerous national and international successes provide the proof.

The “ADAC Opel Rallye Cup” quickly became the most successful one-make rally series in the world. Since 2013, a total of 94 drivers from 18 nations have competed for points and prize money in identical Opel ADAM rally cars. Numerous talents from the “ADAC Opel Rallye Cup” made their breakthrough into the higher echelons of international rallying.

This applies especially to the seven drivers whose strong performances led to their promotion to the “ADAC Opel Rallye Junior Team”. In an intensive screening process, Opel and the ADAC – together with the support of the “ADAC Stiftung” – selected one and sometimes two cup drivers for backing, to help them further their careers. At the same time, due to its great success, the “ADAC Opel Junior Rallye Team” became a magnet for young drivers from all over Europe.

Four European titles in succession from Emil Bergkvist (Sweden), Marijan Griebel (Germany), Christopher Ingram (United Kingdom) and Martins Seks (Latvia) between 2015 and 2018 showed the strength of the “ADAC Opel Junior Rallye Team”. Griebel, in 2016 the first European Rally Champion from Germany in 33 years, added further confirmation by winning the 2017 European title in the U28 class driving an R5 car. The 2014, 2015 and



2017 cup-winning Opel talents Emil Bergkvist, Julius Tannert and Tom Kristensson, progressed to the Junior World Rally Championship.

High popularity in the German rally scene

The German rally scene has benefitted greatly from the strong partnership between the ADAC and Opel. In the German Rally Championship, former cup top talents like the triple champion Fabian Kreim, the 2018 title winner Marijan Griebel, Dominik Dinkel and Yannick Neuville made increasingly strong impressions. And every rally organiser welcomed the Opel ADAM “wild bunch” that thrilled the spectators along the special stages.

Talent-promotion was and remains the primary focus. The triple-stage “ADAC Opel Academy”, “ADAC Opel Rallye Cup” and the “ADAC Opel Junior Rallye Team” represent the benchmark for effective talent scouting. This is the concept that the partners want to retain, extend and further develop in the future.

“We would like to continue and optimise this well-known promotion pyramid”, says ADAC Sport President, Hermann Tomczyk. “Since 2013 the ‘ADAC Opel Rallye Cup’ has provided almost 100 talents from 18 nations with the perfect platform for entering professional rally sport. The fastest juniors from the cup could show that they are a match for the best at the highest level in the ‘ADAC Opel Junior Rallye Team’. Four European championship titles in succession between 2015 and 2018 make that clear. I could imagine this continuing in the future.”

About Opel

Opel is one of the largest European car manufacturers and a leader in the reduction of CO₂ emissions thanks to its extensive electrification offensive. The company was founded by Adam Opel in Rüsselsheim, Germany, in 1862 and started building automobiles in 1899. Opel is part of Stellantis NV, a global leader created for the new era of sustainable mobility as a result of the merger between Groupe PSA and FCA Group in January 2021. Together with its British sister brand Vauxhall, the company is represented in more than 60 countries around the globe. Opel is currently consistently implementing its electrification strategy to secure sustainable success and ensure that the future mobility demands of customers are met. By 2024, an electrified variant of each Opel model will be available. This strategy is part of the company plan PACE! with which Opel will become sustainably profitable, global and electric.

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