

One year after presenting their "Pace" plan, PSA say Opel/Vauxhall is "back on course" and will be profitable. Opel CEO Michael Lohscheller says "We have managed to reorganise ourselves in the last 12 months and changed our mindset; we posted a profit of €502m in the first six months of 2018 and we are continuing to work hard on our success."



Opel cut fixed costs by 28% in the first half of the year, while agreements on the improvement of competitiveness were signed with the social partners at all sites. This has enabled an improvement of the labour costs-to-revenue ratio.

Opel also are benefiting from the integration into Groupe PSA. Vehicles based on the shared Multi Energy Platforms are up to 50% more cost efficient in development, they say, while at the same time improving quality. Synergies are also being achieved in other areas of the company, such as by the creation of integrated sales structures in many European countries, as well as global functions.

The company will bring a total of eight new models to market in the next two years and there will be an electric version of every Opel model in 2024; Lohscheller says this strategy will undergird the drive to meet strict EU CO2 limits. As to the question of brand heritage and evolution, Lohscheller says "Opel will stay German, Vauxhall will stay British—we will continue to clearly differentiate ourselves from our French sister brands".