

MILESTONES

WHEN	ACHIEVEMENTS
1990's	GME sends delegate to Euroda meetings, but feels all items should be dealt with through national Franchise Boards
Dec 2000	Creation of Euroda Newsletter: share information with other countries
May 2001	Euroda letter to GME gets positive reply from GME's Nick Reilly, who is in favour of a better co-operation
Nov 2001	1st annual meeting Euroda-GME; Wiesbaden/Rüsselsheim
April 2002	Creation of Euroda's Comparison sheet
Nov 2002	SWOT analysis re co-operation retailers - GME presented to GME
March 2003	SEC Cluster introduced within Euroda
June 2003	Meeting with GME re BER and new Dealer Agreements
Nov 2003	Fritz Henderson: GM easiest company to do business with
April 2004	Shorter service intervals and attention parts price policy
Nov 2004	Payment quality margin in advance instead of afterwards
Nov 2004	Better communication GME-NSC's re Euroda-GME matters
Nov 2004	GMAC included in regular meetings GME-Euroda
April 2005	Attention GME for late payments Barcelona
April 2005	Sales campaigns: KISS: just one A4 page must do
Nov 2005	Price positioning new models and model deproliferation
Jan 2006	Simplification of various standards, i.e. training
May 2006	Simplification of questionnaires: PSS, SSS and also RSS
May 2006	New CI discussed with Euroda
May 2006	Main topic: dealer profitability (ongoing)
Nov 2006	New structure Euroda, including 3 Working Groups
May 2007	Costs of doing business with GM too high vs gross profits
May 2007	Closer co-operation with ERSC-dealer delegates
May 2007	New Franchise Board Charter
Oct 2007	Meeting European Dealer Associations re BER and Cebra
Nov 2007	GME plan: 2 & 2 (2 million cars and 2% dealer profitability)
Nov 2007	Introduction Euroda (internal) website and new Statutes
Apr 2008	Exchange best practices from UK: ETDB and Profit Plan
Apr 2008	More involvement in After Sales campaigns
May 2008	GM Next Cologne: involvement Euroda
Nov 2008	New communication: website, brochure, electr. Newsletter
Nov 2008	More dealer involvement re development new models
Nov 2008	Suspension of some Standards for 2009, due to crisis
Nov 2008	New idea: an Opel / Vauxhall Dealer Bank?
Nov 2008	Press release: GM and Dealers underline co-operation
Febr 2009	Meeting with Klaus Franz (head labour union Opel)
March 2009	Introduction Euroda Plan for participation Opel / Vauxhall
All 2009	Regular Press-Releases and Updates Euroda re new Opel/Vauxhall
May 2009	Detailed Euroda Participation Plan re New Opel/Vauxhall
July 2009	Magna wins over Euroda as ambassador 'New Opel'
Sept 2009	First time discussion European Retail Board at IAA
Nov 2009	GM decides not to sell Opel to Magna
Nov 2009	Meeting Fr. Henderson/N. Reilly re 'New Opel'
Dec 2009	Creation European Retail Board in co-op Alain Visser c.s.
Febr 2010	First meeting ERB with Nick Reilly; Rüsselsheim
June 2010	Jaap Timmer appointed in Opel Supervisory Board (till June 2013)
Sept 2010	Euroda involved in restructuring Cebra's European Car Dealers
Febr 2011	Euroda involved (via Workgroup ERB) in new DSSA (contracts)
Apr 2011	Intro Good.Better.Best. via Workgroup Sales & Marketing
Sept 2011	"What's on your Mind" session in ERB with all retailers
Febr 2012	Joint press release: Opel first to finalise new DSSA
June 2012	Brainstorm Aftersales: older vehicles back to dealers service dept
July 2012	CI requirements in general on hold for at least 1 year
Sept 2012	Alfred Rieck in ERB as successor to Alain Visser/Bill Parfitt
Sept 2012	Bankers Conference (Germany) to reassure them about Opel
Nov 2012	Dan Akerson visits Euroda/ERB meeting
Jan 2013	Duncan Aldred successor to Alfred Rieck (acting)
Febr 2013	Creation Facts & Fiction (Joh.Willems) and updates
Apr 2013	Study Parts Pricing (ERB/Workgroup Aftersales)
Apr 2013	Follow up GBB and introduction ABC (Aftersales)
June 2013	Approval for creation plan "Opel Dealers 2015" in ERB
June 2013	CI requirements more flexible till 2016
March 2013	Karl-Thomas Neumann Chairman Adam Opel AG: "Opel is back!"

June 2013	Tina Müller appointed as Chief Marketing Officer Opel
Nov 2013	Peter Christian Küspert Vice President Sales & After Sales Opel
Febr 2014	Opel gives serious attention to "Plan Opel Dealers 2015"
May 2014	ERB meeting in London in combination GBB Pathfinder Forum
May 2014	Change in Board Euroda: Jaap Timmer (since 1990) and Albert Still (since 2002) retiring; new chairman Peter Hansen, new vice chairman and treasurer Andreas Barchetti, Mike Hutchin secretary, new board members Esko Thüllen and Peter List
May 2014	Press release re change Board and Plan Opel Dealers 2015
May 2015	Change in Board Euroda: Peter List replaces Peter Hansen as chairman
2015	Consolidation of the European Retail Board (ERB) as a permanent communication platform. EURODA's with the Opel management, including many different working groups, which involves up to 40 retailers from all over Europe
May 2016	Additional board member: Jozef Haller
Mar 2017	Announcement of the acquisition of Opel by the PSA Group after 90 years within GM. The clear aim of PSA is to make Opel profitable again and to drive a three-brand strategy Opel, Peugeot and Citroen in Europe.
May 2017	Roman Still is replacing Esko Thüllen in the EURODA Board. Carlos Tavarez, chairman of PSA, affirms the need and the will to continue to communicate with European retailers via ERB
April 2018	Termination of dealer contract with two years notice period, negotiations for new European base contract with EURODA/ERB
2018	New Opel management: Michael Lohscheller - CEO, Xavier Duchemin - Sales&Marketing and After Sales
2019	Opel becomes electric, advance notice of electric models, LEV dealer standards are negotiated and integrated