

MediaCom wins Opel Vauxhall account

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MediaCom has been appointed as Opel Vauxhall's global media agency of record. The assignment, which covers the 33 markets across Europe where Opel Vauxhall is distributed, is effective from 1 January 2018.

MediaCom, which won the PSA Groupe business in July 2017, was invited to a comprehensive pitch for the Opel Vauxhall business after PSA Groupe purchased the brand from General Motors in August.

Opel Vauxhall is currently in the midst of an ambitious programme of new launches, with 29

new models coming to market over the next three years. As part of PSA Groupe, Europe's second-largest car manufacturer, Opel Vauxhall sold more than three million vehicles worldwide in 2016 and had a market share of 17%.

“MediaCom is delighted to have earned the opportunity to apply its unique expertise and scale to Opel Vauxhall in the years to come. These two brands, alongside Peugeot, Citroen and DS, are some of the most revered and historic in the European automotive industry. We are very excited to have the opportunity to drive their global growth.”

Said Stephen Allan, Worldwide Chairman and CEO, MediaCom.

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