



Media Information

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New Opel Mokka – Design

Pure Emotion: Opel Drives into the Future with Breath-Taking Design

- First with new brand face: Opel Vizor across front integrates technology features
- New philosophy: next-generation Mokka development followed Opel design compass
- Mokka in the middle: nameplate now at centre of tailgate
- Concentration: Opel Pure Panel fully digital cockpit focusses on essentials

Rüsselsheim. The new Opel Mokka is full of energy. The second generation of the successful model not only drives electrically and emission-free if preferred; it makes a powerful and forward-looking appearance in every respect. Opel is reinventing the brand with the new Mokka. The all-new new model, which is just 4.15 metres long, shows clearly and boldly what new Opel models of the 2020s will look like: pure, precise – reduced to the essentials. At the world premiere last September, the new Mokka was the first model with the **Opel Vizor** as the future brand face, and the **Opel Pure Panel**, the fully digital cockpit of the next era. In addition, it is the first Opel that confidently bears its name in the centre of the tailgate below the legendary – also redrawn – Blitz lightning bolt. A car as if out of a mould: precise, straightforward, high quality. A real eye-catcher that will arouse emotions.

Technology and design highlight: the clear, bold new front Vizor

The new Mokka has a powerful presence. Only 4.15 metres long, the new model is 12.5 centimetres shorter than the predecessor – despite the 2.0cm-longer wheelbase. The design of the new Mokka surprises with great proportions and captivating precision from its overall, bold looks characterised by short overhangs and a well-planted, wide stance, down to the smallest detail. The front of the new Opel Mokka is unmistakable: like a full-face helmet, the **Opel Vizor** organically integrates the grille, the headlights and the brand logo in one single module that covers the new Opel face.



“It was very important for us to create a fresh new face for the brand that was true to our future design philosophy of being both bold and pure. Our new Vizor that makes its debut in the next generation Mokka is very clear and distinctive, while being true to its German roots of form follows function,” explained Vice President Design, Mark Adams.

The legendary first generation Opel Manta inspired the initial concept of this elegant feature: for the new Mokka, the designers literally reinvented the Manta’s grille with twin headlight-modules on a black surface, framed by a thin chrome bar.

The Vizor of the new Mokka extends in one single sweep across the front of the vehicle underneath the bonnet, visually stretching its width and organising the fascia with a reduced amount of elements. No superfluous decoration disturbs the focus on a pure, flush surface that perfectly integrates the headlights. The legendary **Opel Blitz** emblem dominates the centre. It looks pure, precise and high-tech, a perfect match for the new Mokka and its headlights.

Legendary and visionary: the new Opel-Blitz

The legendary brand logo has also been redrawn and will adorn all upcoming models from the German carmaker. The surrounding ring is now slimmer, more elegant, more precise and more distinctive. This emphasizes the blitz even more. All details are super sharp with a very small radius. The 'Opel' lettering is integrated in the lower part of the ring – like a fine engraving in a piece of jewellery. “That shows pure German precision. We integrated the ‘Blitz’ prominently into the Vizor and arranged it centrally to the model name at the rear”, says Adams.

The Vizor itself stretches to the high-quality LED lamps as well as the latest generation of IntelliLux LED® matrix headlights – a true highlight in this market segment. The Opel Vizor will become a hallmark of all Opel models in the course of the 2020s with the idea of further clustering top technologies



Pure precision: the Opel compass shows the way

The new brand face follows the **compass philosophy** of Opel. In the design compass, two axes intersect with the Opel Blitz in the middle; the brand emblem therefore becomes the central feature. The now sharper and clearer crease in the hood, which is typical of the latest Opel vehicles, continues below the Blitz and determines the vertical axis. The characteristic wing-shaped graphic of the LED daytime running lights, which all future Opel models will also retain, symbolizes the horizontal axis.

The theme repeats in the rear view and shows the Opel compass in its purest form. The Blitz in the middle combines with the centrally arranged model nameplate. Together, they connect the horizontal line of the wing-shaped rear lights with the vertical line from the roof antenna, down to the accentuated crease in the bumper.

The **Mokka nameplate** illustrates the absolute precision of the new Mokka in a technical, flowing, lively way. The sharply crafted lettering stretches in a wide landscape format to emphasize the width of the vehicle. Readable for everyone and without irritating additives such as equipment lines or displacement abbreviations. The new Opel Mokka only says “Mokka” – or “Mokka” with the small “e” in the case of the purely battery-electric version. The new Mokka is the first Opel that confidently bears its name centrally on the tailgate below the legendary Blitz.

Digital fascination: new Pure Panel with widescreen displays

Pure, precise, reduced to the essentials: the philosophy applies to the interior as well as the exterior of the next-generation Mokka. The driver looks at the **Opel Pure Panel**, a high-tech cockpit that is both fully digital and yet focussed – “detoxed”.

“With the new Mokka, we bring the Opel Pure Panel to our customers for the first time. Large displays, seamlessly integrated into one horizontal information format, a minimal number of physical controls and clear detoxed digital information, all together create an optimised customer experience”, says Mark Adams.



The structure of the Pure Panel, along two widely stretched screens, makes a multitude of buttons and controls superfluous. It provides the latest digital technologies and the most important information for the occupants, for example, management of the energy stored in the battery of the electric Mokka, without any irritating visual stimuli. The minimal number of buttons and controls offers the right balance between digitalization and purely intuitive operation, without needing to navigate into sub-menus. The Pure Panel in the Mokka impressively shows how Opel uses innovative technologies to make life easier for customers.

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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Contact:

Martin Golka
Colin Yong

+49 (0) 6142-6921574
+49 (0) 6142-6922084

martin.golka@stellantis.com
colin.yong@stellantis.com