



Media Information

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New Opel Astra: Design

Bold and Pure Design: The New Opel Astra Shows Compact Class

- Bold and pure design with Opel Vizor and optional two-tone paint finish
- Pure Panel fully digital cockpit with widescreens and intuitive controls
- Designed, developed and manufactured at Opel's headquarters in Germany

Rüsselsheim. Electric for the first time, with top technologies on board and dynamic as never before – this is the new Opel Astra. The next generation of the compact class bestseller features sheer, taut surfaces, detoxed of superfluous elements and with the new brand face Opel Vizor as well as the latest version of the fully digital Pure Panel cockpit. Opel shows that the Astra is ready to define a new era.

This is precision “Made in Rüsselsheim”: The new Astra was designed and developed at Opel's headquarters, where production will begin this autumn.

New interpretation of bold and pure Opel design philosophy

After the Mokka, Crossland and Grandland SUVs, the new Astra is Opel's first hatchback to interpret the brand's bold and pure design philosophy. The Opel Vizor (the new face of the brand first seen on the Mokka and the central exterior design element) follows the Opel Compass where the vertical and horizontal axes – the sharp crease in the hood and the wing shaped graphic of the daylight running lamps – intersect with the Opel Blitz emblem in the middle. Stretching across the front, making the new Astra look even wider, the Vizor also seamlessly integrates technologies such as the ultra-slim Intelli-Lux LED® headlamps and the front camera of the Intelli-Vision system. Viewed from the side, the next-generation Astra looks especially dynamic thanks to the pronounced forward rake of the C-pillar.



At the rear, the Opel Compass is repeated by the centrally mounted Blitz, the vertically aligned high-mounted brake lamp and the tail lamps (energy-saving LED, as is all exterior lighting). The Blitz emblem also doubles as the latch for the tailgate, which is made of state-of-the-art composite material. This technology is not only light in weight and rigid, it also allows the precise execution of design details such as the especially slim tail lamps.

“The new Astra represents the exciting next step of our new design execution”, says Vice President Design, Mark Adams. “With its bold Vizor front face, strong muscular wheel arch blisters and sheer surfacing, the new Astra has a very sporty and confident personality. The interior also takes a bold step into the future. The strong driver-orientated cockpit with seamless glass look of the new Pure Panel will bring a whole new emotional experience to our customers.”

With a length of 4,374 millimetres and width of 1,860 mm, the new Astra hits the sweet-spot of the compact sector. The new Astra generation is only 4.0 mm longer than before, while the wheelbase increased by 13 mm to 2,675 mm. Visually, the Astra makes a sporty appearance – without making any concessions in everyday use. In future, customers will also be able to have their new Astra shine in a contrasting two-tone paint finish – further emphasising the sporty character of the new model.

Next-generation Pure Panel digital cockpit with fully glazed option

The same German precision applies throughout the interior where a leap in time has taken place. The absolute highlight is the next generation of the Pure Panel, first introduced in the Mokka. This expansive, digital cockpit (fully glazed depending on variant) features two 10-inch displays, integrated – together with the driver’s side air vent – in a horizontal format. Analogue instruments are consigned to history in the new Astra. Thanks to a shutter-like layer that prevents upward reflections in the windscreen, the design dispenses with a hood over the displays, which further enhances the high-tech functionality and ambience.

The Opel designers and engineers have taken great care to ensure that the driver receives all the necessary information and useful operating options, but is not burdened with superfluous data or functions. With the physical controls reduced to the minimum in the



form of finely crafted keys, the Pure Panel achieves the optimum balance between digitisation and intuitive operation, detoxed of irritating visual stimuli and without the need for sub-menus. Never before has an Opel been so intuitive and easy to operate as the new Astra. There is no need for cables either, since the new generation of multimedia infotainment systems with connected services – which can be operated by natural language voice control as well as by touch – can be connected as standard on all model variants to wireless Apple CarPlay and Android Auto via compatible smartphones.

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:

Colin Yong
Jan-Philipp Kress

+49 (0) 6142-6922084
+49 (0) 6142-6921576

colin.yong@stellantis.com
jan-philipp.kress@stellantis.com