



Media Information

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Multi-award winning Opel Insignia officially launched in Singapore

Critically acclaimed Insignia set to woo local drivers following strong demand in Europe

Fans of the highly anticipated OPEL Insignia have to wait no more. Yesterday evening, Auto Eurokars officially unveiled the sleek and powerful Opel Insignia at its' Leng Kee showroom.

The multi-award winning Insignia have already won 32 different awards from 15 countries, including the coveted "European Car of the year", the "Executive Car of the Year" and "Best Family Car" awards from various pan-European groups, expert panels and consumers. It has proven to be a real head-turner in Europe and it has quickly become the best-selling sedan in Europe. Locally, there are high hopes for the Insignia to convert many local drivers. The all-new Insignia is expected to be in demand among local audiences as well and kick-start the revival of the German brand here in Singapore.

Mr. Karsono Kwee, Executive Chairman of the Eurokars Group, of which Auto Eurokars is part of, believes the new Insignia will rejuvenate the Opel brand with its insightful innovations and thoughtful design. He said: "The new Opel Insignia is not only beauty in motion, but it boosts an unbeatable combination of innovative technological gadgetry and superior driving performance that will surely endear itself to car-owners here in Singapore. This new Insignia will definitely aid in revitalizing the Opel brand amongst local drivers and will be a large step towards bringing back the desirability of Opel cars in the premium luxury segment."

The Opel Insignia – Expressive design exuding powerful presence

The new Insignia comes with a powerful 2-litre, turbo-charged engine, delivering 220hp @ 5,300 rpm and a torque of 350Nm @ 2,000 rpm – 4,000 rpm. Fitted with a 6 speed automatic gearbox, the Insignia achieves a century sprint in 7.8 seconds and tops out at a maximum speed of 240 km/h.

The styling of the new 4.83 meter five-seater Insignia is indicative of Opel's strategy to make advanced technology and attractive design affordable.

Boasting a flowing, powerful silhouette with a coupé-like roofline, the Insignia's sculpted shape is accented by a distinctive radiator grille with a newly-designed Opel emblem. Unmistakable design elements include a sweeping front and rear light "wing" signature and a "blade" side contour that begins directly behind the front wheel and glides through the entire side of the body. Both details give the Insignia a muscular presence but a graceful allure.

Echoing the exterior, the interior shapes and surfaces, which articulate this promise for exciting mobility, are crafted with high quality materials. The dashboard wraps around from the instrument panel to the door in a very sophisticated fashion, embracing the occupants. This wing theme will be echoed across all future Opel models. The future Opel models will also be equipped with the Red ambient lighting, spotted on the Insignia, which vibrates a warm, luxurious aura. A lot of emphasis too has been put into the seating, which set the highest standards in ergonomics, comfort and safety.

The Insignia seats – Innovative technology to provide more comfort, safety and optimal ergonomics

The Opel Insignia's seats have the industry's widest adjustment ranges, including a height adjustment range of 65 mm and a length adjustment range of 270mm, allowing all drivers and passengers to find their ideal seating position. In addition, the Ergonomic Sports Seats have improved tilt adjustment, 4-way power lumbar support, ergonomic seat contours, including superior side support and well-body supporting foam pads.

Because of the enhanced features, the sport seats on the Insignia have received a much coveted seal of approval from Aktion Gesunder Rücken e.V. (Action for Healthy Backs, known as AGR) – an independent panel of ergonomics experts and doctors in Germany. It is one of only two car manufacturers to receive this honour.

The AGR seal of approval is awarded to seats which feature adjustable thigh support, tilt adjustment and four-way lumbar support. It is a guarantee of quality awarded only to ergonomic products that comply with the strict medical requirements of an independent commission of experts. By effectively preventing back pain and tension, back-pain sufferers can enjoy car journeys in comfort.

Innovative technology to help drivers achieve the ultimate driving performance

Opel's pioneering role and unique expertise in lighting technology continues in the Insignia with the latest generation Adaptive Forward Lighting (AFL) system: Nine different light beam settings automatically adjust themselves to cater to various driving conditions, simultaneously enhancing safety and driving excitement. Another new element on the AFL system is the LED daytime running lights, which consume considerably less energy than a conventional system featuring halogen lamps, thereby lowering CO₂ emissions from 6 g/km to nearly zero.

The Insignia also comes with a FlexRide mechatronic chassis system with an Adaptive Stability Technology that helps the car adjust to prevailing driving conditions and allows the driver to select settings to match his preferred driving experience. The FlexRide chassis provides three different driving modes: select “Sport” for a more responsive drive with stiffer dampening or “Tour” for relaxed cruising. The default mode is “Normal”. In extreme situations, FlexRide automatically adjusts the dampening to provide maximum safety and control for every driving mode.

The price of the new Opel Insignia is SGD 149,888 inclusive of 6 months road tax, COE and GST; price is subjected to change without prior notice.

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