



## **Stephen Norman Appointed Managing Director Vauxhall Motors and Opel Ireland**

With effect from February 1st 2018, Stephen Norman is appointed Managing Director of Vauxhall Motors and Opel Ireland. He will report to Peter Christian Kuespert, Sales, Marketing and Aftersales Managing Director of Opel/Vauxhall.

Stephen Norman joined Groupe PSA in May 2014 as Chief Marketing Officer and was appointed Senior Vice President, Chief Sales and Marketing Officer in 2016 with remarkable achievements.

In this new capacity, he will be responsible for leading Vauxhall Motors and Opel Ireland business and development, in line with the new strategic plan PACE! Given his extensive worldwide Marketing experience, Stephen Norman will also serve as Marketing reference for Opel/Vauxhall.

He succeeds Rory Harvey, who has elected to leave the business at the end of February.

Vauxhall and Opel sold 202,000 cars and 29,000 vans in England and Ireland in 2017. Since November 2017, Vauxhall Motors and Opel Ireland are implementing Opel's new strategic plan, PACE! aiming at becoming profitable, electric and global.

**11/01/2018**

### **About Vauxhall Motors**

*Vauxhall Motors started manufacturing cars in 1903. Over 100 years later, as one of Britain's most familiar automotive brands, its philosophy remains the same: building vehicles that are relevant for all.*

*Complementing its car range, Vauxhall Motors is also the UK's largest manufacturer of Light Commercial Vehicles, keeping businesses moving with a broad range of products. With manufacturing plants at Ellesmere Port (Astra and Astra Sports Tourer) and Luton (Vivaro), Vauxhall Motors' family of employees is responsible for maintaining the company's position at the heart of British Motoring Culture.*

*Vauxhall Motors is a brand of the Groupe PSA.*

*Media website: Visit <http://www.media.vauxhall.co.uk>*

### **About Groupe PSA**

*Groupe PSA designs unique automotive experiences and delivers mobility solutions to meet all client expectations. The Group has five car brands, Peugeot, Citroën, DS, Opel and Vauxhall, as well as a wide array of mobility and smart services under its Free2Move brand, aiming to become a great carmaker and the preferred mobility provider. It is an early innovator in the field of autonomous and connected cars. It is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia. Find out more at [groupe-psa.com/en](http://groupe-psa.com/en).*

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