

EUROPEAN OPEL/VAUXHALL DEALER ASSOCIATION

EURODA



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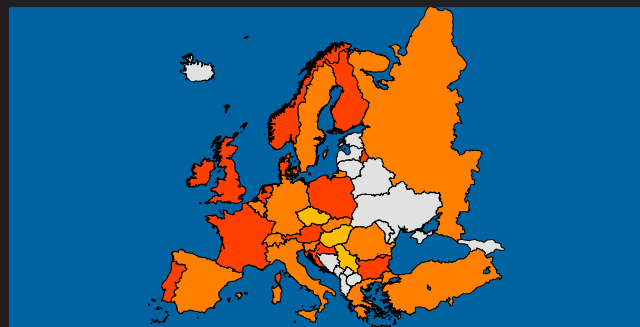


Wir leben Autos.



VAUXHALL

INTRODUCTION



Euroda, the European Opel/Vauxhall Dealer Association, represents the interests of approximately 4.000 Opel/Vauxhall dealers, with over 50,000 employees. Euroda was founded in 1990 and since then national Opel/Vauxhall dealer associations from 26 European countries have joined Euroda to share common interests and to create a strong European Opel/Vauxhall dealer body.

MEMBERS OF EURODA

In order to represent the Euroda members as effective as possible and to share the common objectives of all countries, 12 dealer delegates and 2 Euroda representatives (chairman and secretary) are members of the Opel/Vauxhall ERB (European Retail Board). Whereas many other Euroda members are active in various Working Groups, covering the daily working areas of the Opel/Vauxhall retailers, like: Sales & Marketing, After sales, Commercial Vehicles, Retail Systems.

WHAT CAN WE DO FOR YOU?

In its function as European Opel/Vauxhall Dealer Association, Euroda is committed to represent the interests of all members in the decision making process with Opel/Vauxhall, in order to further develop and grow the relationship between Opel/Vauxhall and its franchisers.

Within the organization Euroda provides a solid platform for its members as well: for sharing best practices, to involve dealers in ERB and local Franchise Board, Task Forces and Special Committees. And most of all: to join forces to maximize sales, after sales and dealer profitability, both on national and European level.



MILESTONES EURODA

WHEN	ACHIEVEMENTS
1990's	GME sends delegate to Euroda meetings, but feels all items should be dealt with through national Franchise Boards
Dec 2000	Creation of Euroda Newsletter: share information with other countries
May 2001	Euroda letter to GME gets positive reply from GME's Nick Reilly, who is in favour of a better co-operation
Nov 2001	1st annual meeting Euroda-GME; Wiesbaden/Rüsselsheim
April 2002	Creation of Euroda's Comparison sheet
Nov 2002	SWOT analysis re co-operation retailers - GME presented to GME
March 2003	SEC Cluster introduced within Euroda
June 2003	Meeting with GME re BER and new Dealer Agreements
Nov 2003	Introduction of workshops at annual meeting with GME
Nov 2003	Fritz Henderson: GM easiest company to do business with
April 2004	Shorter service intervals and attention parts price policy
Nov 2004	Payment quality margin in advance instead of afterwards
Nov 2004	Better communication GME-NSC's re Euroda-GME matters
Nov 2004	GMAC included in regular meetings GME-Euroda
April 2005	Attention GME for late payments Barcelona
April 2005	Sales campaigns: KISS: just one A4 page must do
Nov 2005	Price positioning new models and model deproliferation
Jan 2006	Simplification of various standards, i.e. training
May 2006	Simplification of questionnaires: PSS, SSS and also RSS
May 2006	New CI discussed with Euroda
May 2006	Main topic: dealer profitability (ongoing)
Nov 2006	New structure Euroda, including 3 Working Groups
May 2007	Costs of doing business with GM too high vs gross profits
May 2007	Closer co-operation with ERSC-dealer delegates
May 2007	New Franchise Board Charter
Oct 2007	Meeting European Dealer Associations re BER and Cebra
Nov 2007	GME plan: 2 & 2 (2 million cars and 2% dealer profitability)
Nov 2007	Introduction Euroda (internal) website and new Statutes
Apr 2008	Exchange best practices from UK: ETDB and Profit Plan
Apr 2008	More involvement in After Sales campaigns
May 2008	GM Next Cologne: involvement Euroda
Nov 2008	New communication: website, brochure, electr. Newsletter

Nov 2008	More dealer involvement re development new models
Nov 2008	Suspension of some Standards for 2009, due to crisis
Nov 2008	New idea: an Opel / Vauxhall Dealer Bank?
Nov 2008	Press release: GM and Dealers underline co-operation
Febr 2009	Meeting with Klaus Franz (head labour union Opel)
March 2009	Introduction Euroda Plan for participation Opel / Vauxhall
All 2009	Regular Press Releases & Updates Euroda re new Opel/Vxh
May 2009	Detailed Euroda Participation Plan re New Opel/Vauxhall
May 2009	Roadside Assistance: 4 months suspension re 2nd year
July 2009	Magna wins over Euroda as ambassador 'New Opel'
Sept 2009	First time discussion European Retail Board at IAA
Nov 2009	GM decides not to sell Opel to Magna
Nov 2009	Meeting Fr. Henderson/N. Reilly re 'New Opel'
Dec 2009	Creation European Retail Board in co-op Alain Visser c.s.
Febr 2010	First meeting ERB with Nick Reilly; Rüsselsheim
June 2010	Jaap Timmer appointed in Opel Supervisory Board
Sept 2010	Euroda involved in restructuring Cebra's European Car Dealers
Febr 2011	Euroda involved (via Workgroup ERB) in new DSSA (contracts)
Apr 2011	Intra Good.Better.Best. via Workgroup Sales & Marketing
Sept 2011	"What's on your Mind" session in ERB with all retailers
Febr 2012	Joint press release: Opel first to finalise new DSSA
June 2012	Brainstorm Aftersales: older vehicles back to dealers service dept
July 2012	CI requirements in general on hold for at least 1 year
Sept 2012	Alfred Rieck in ERB as successor to Alain Visser/Bill Parfitt
Sept 2012	Bankers Conference (Germany) to reassure them about Opel
Nov 2012	Dan Akerson visits Euroda/ERB meeting
Jan 2013	Duncan Aldred successor to Alfred Rieck (acting)
Febr 2013	Creation Facts & Fiction (Joh.Willems) and updates
Apr 2013	Study Parts Pricing (ERB/Workgroup Aftersales)
Apr 2013	Follow up GBB and introduction ABC (Aftersales)
June 2013	Approval for creation plan "Opel Dealers 2015" in ERB
June 2013	CI requirements more flexible till 2016