

## Opel History 1930-1939

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1930 Market launch of the Opel Blitz truck series.



The 1.5-ton Opel Blitz truck, 1930.

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1931 The Rüsselsheim plant builds the first “people’s automobile,” an affordable vehicle equipped with a 1.2-liter engine. Between 1931 and 1935, 100,000 units are built – a volume never before reached with a single model in Germany. General Motors acquires the remaining 20 percent of shares in the Opel corporation. Opel becomes the first carmaker to establish a school for customer service training.



Luis Trenker with his 1.2-liter Opel in the courtyard of the Rüsselsheim Opel headquarters, 1932..



The 1.2-liter Opel sedan, 1931.



Customer service training for Opel dealership staff, 1931.

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1935 Opel unveils the Olympia, Germany’s first mass-produced car with an all-steel integral body and frame. Advantages: low weight, greater passive safety and improved aerodynamics. At the same time, a new manufacturing process developed and patented by the engineers in Rüsselsheim is introduced: the so-called “wedding” that unites the prefabricated body shell with the chassis and mechanical assemblies. Truck production facilities officially open in Brandenburg. The new plant, which began building trucks as early as November 1934, boasts an annual capacity of 25,000 Blitz models. Opel becomes the first German carmaker to manufacture more than 100,000 vehicles per year. With the P4, Opel introduces a compact car at an unbeatable price.



This “See-through Olympia” illustrates the principle of the integral all-steel body and frame.



The Opel Olympia Cabriolet sedan, 1935.



The wedding: final assembly by means of Opel’s patented manufacturing process.



The truck plant in Brandenburg, 1937.



Opel Blitz chassis in a production hall of the Brandenburg plant, 1936.



The Opel P4 Special sedan, 1935.



Opel P4, Spezial- Limousine, 1935

1936 A further model featuring the safety of an integral frame and body rolls off the assembly lines in Rüsselsheim: the first Kadett. The company is Europe's largest manufacturer and exporter of automobiles, boasting an annual production of 120,293 units.



The Opel Kadett, 1936.



The Opel Kadett, 1936.



Advertisement from 1936.



From 1936 on, this emblem appears on the radiator grilles of all Opel Blitz truck models.

1937 Opel observes its seventy-fifth anniversary. The company focuses on automobile manufacture, selling its bicycle production to NSU – after building 2.6 million bicycles. Production of Frigidaire household refrigerators begins in Rüsselsheim. At the Berlin car show in 1937, the new flagship model, the 3.6 liter Opel Admiral and the powerful Opel Super 6 were presented to the public.



The Opel Super 6 sedan, 1937.



The Opel Super 6 Cabriolet sedan, 1937.



The Opel Super 6 Gläser Cabriolet.



The last Opel bicycle is



Forerunners of the Opel



The oval logo is used from



The Opel Admiral Cabriolet,

produced on February 15, 1937.

Blitz emblem appear in 1937, in ads and on vehicles.

1937 on as the logo for the Opel company and dealerships.



The Opel Admiral, 1937.



Advertisement for the Opel Admiral from 1937.



Emblem of the Opel Admiral, 1938.

1938 A new generation of the Olympia appears on the market. The first Opel Kapitän is presented to the public.



The Opel Kapitän, 1938.



The Opel Kapitän, 1938



Advertisement for the Opel Kapitän, 1938 - 40

1939 For the fourth consecutive year, Opel is the largest automaker in Europe, with a workforce of 25,374.



Aerial view of the Opel plant in Rüsselsheim, 1939.



The Opel plant at the end of the 1930s.