

Vauxhall Attacks the Automotive Trend

Vauxhall like other major motor manufacturers reported a drop in sales compared to the same quarter last year. In the U.S. parent company, General Motors were deliberating dropping its Saab, Pontiac, Hummer, and Saturn (Vauxhall) brand, as part of a plan to win \$12 billion of U.S. government loans, a plan now in jeopardy. The British government is now being urged to bail out the troubled UK car industry.

Manchester, U.K. ([PRWEB](#)) January 5, 2009 -- Peter Mandelson, the UK business secretary, expressed a view that he would support loan guarantees for viable businesses but that it would be on a case by case basis. In Europe, as with much of the world a move towards less expensive vehicles is prevailing as sources of consumer finance are becoming increasingly harder to come by and demand is rapidly undulating to that of 'cheaper to run' more efficient vehicles, a prediction Vauxhall successfully made and prepared for.

The product development team has been working this brief and have made a recent announcement of the [new Vauxhall Corsa](#) ecoFLEX encompassing a lean 75hp engine, emitting a mere 109 g/km of CO2 and a 1.7 litre [Vauxhall Astra](#) with a low 119g/km emission rating. Alongside this development, is the higher-end Insignia model combing powerful propulsion with excellent efficiency. This efficiency has been gained at all levels of design with the standard model having a drag coefficient of only 0.27 and with even greater refinements, the ecoFLEX version gives a cleaner 0.26 coefficient not only improving economy but also making it one of the quietist Vauxhall cars on the road.

Vauxhall suggests that in order for the product development to be successful, innovation and marketing service must be followed right through the value chain. Dealers are increasing communication with customers and prospects and leveraging the value and customer security offered by fully franchised dealerships. In these challenging times consumers are becoming savoir-faire at searching for the best deals and need an "excellent experience", at every stage of purchasing a new vehicle from being confident with the supplier to expecting tempting promotions.

Grimshaws is a franchised Vauxhall dealer network located throughout Greater Manchester. For more information visit <http://www.grimshaws.co.uk>.

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