

GM Mobility Europe Becomes VDIK Member



The Association of International Motor Vehicle Manufacturers (VDIK) welcomes another new member. GM Mobility Europe was admitted to the VDIK by decision of the Board of Directors. The company distributes the Cadillac and Chevrolet Corvette brands in Germany.

The VDIK now represents 40 brands of international passenger car and commercial vehicle manufacturers from 13 different countries in Germany. Reinhard Zirpel, VDIK President, emphasized: “Each of the international brands active in Germany stands for a very individual product range and a special brand image. From attractive small cars to premium and sports cars – it is precisely the diversity of the product range that contributes to the success of the international manufacturers in Germany. Even when it was founded in 1952, our association also represented several U.S. manufacturers. We are therefore pleased to now include two more car brands that embody the great North American automotive tradition.”

Mahmoud Samara, Managing Director of GM Mobility Europe emphasized, “Germany is our most important market in Europe with the largest network of dealership partners and authorized workshops. An important part of the technical development work and validation drives of new performance models also takes

place in Germany. By becoming a member of the VDIK, we are underlining our goal to continue to inspire German customers with American premium vehicles.”