



Wir leben Autos.



**SAY HELLO
TO ADAM!**





ADAM & YOU

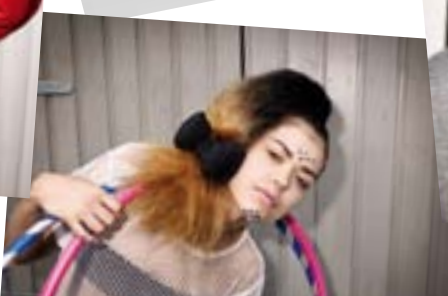
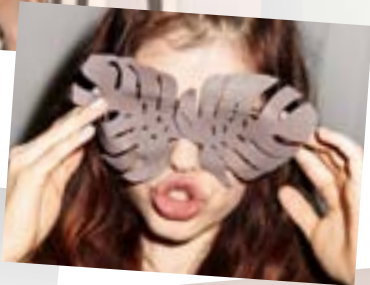
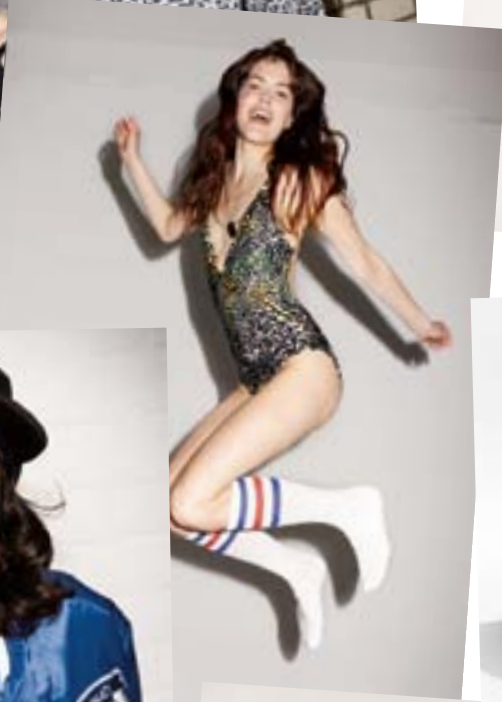
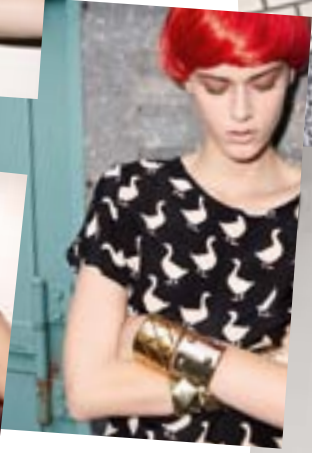


You're one of a kind and so is ADAM. What makes this car so different? It's not just the bold stance and the raucous colours. It's this: with ADAM, you have a say in the design of your car. How does that work? Simple. You can customize your car till you've got exactly what you want.

So ADAM is about customization. And because customization is about asserting your personality, buying an ADAM is inspirational stuff. To start you off, our designers put together three versions of ADAM: ADAM JAM, ADAM GLAM and ADAM SLAM. Each has a different design approach. Just have a look for yourself which one is yours.

We've put together some highlights of what's available in this magazine to get you inspired. Next step is to go online to see the whole choice and to use the configurator to create your own ADAM.





ADAM JAM



RULE NO. 1: ADAM IS ALL ABOUT INSPIRATION.

Bring home ADAM JAM and your neighbour's going to know it – inspired colour combinations grab people's attention and keep it. Inject your personality with fresh and expressive colours, wheels and décors. Most exciting of all, the interior delivers what the exterior promises: bold, raucous two-tone style.





1. Open that door, drop that jaw. ADAM JAM's stand-out outside has the inside to match. Why have one tone when you can have two? The black and white cabin is a real eye-catcher.

2. The key to your creation. Your ADAM key matches your exterior colour choice. It holds its own on any table.

3. Loud and proud. The ADAM badge says it all.

4. Leather-wrapped steering wheel plus remotes. ADAM JAM's easy-grip wheel has all the bells and whistles – for wireless phoning, tuner surfing and laid-back cruising – and it's standard on every ADAM.

5. 16" Boomerang alloy wheel*. The ADAM JAM doesn't just get from A to B. It gets noticed. Just one of the many wheels on offer, these rims are diamond-cut in silver.

ADAM JAM EXTREME

Go Extreme. Style your car to the max by choosing an ADAM JAM Extreme. What do you get? Coloured roof, front logo bar and matching 17" Hurricane alloy wheels*. You can select from White my Fire or I'll be Black. That's not all. You get Splats on exterior foils, exterior mirrors, interior mirror and on the floor mats. The interior décors are Edged Lines to compliment the whole look.



ADAM GLAM



RULE NO. 2: NO TWO ADAMS ARE THE SAME.

Stop counting the likes and start counting the loves. In ADAM GLAM you're dressed to impress. When you customize this car you don't follow a trend, you start a whole new one. Take your seat under a panoramic glass roof, immerse yourself in seven-speaker surround sound and take a ride in a contemporary icon of style.





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1. Everyone's crazy about a sharp-dressed ADAM GLAM. Every ADAM GLAM comes with seats and surfaces in Cocoa, Purple or Black. Chrome sill plates match the gleaming door handle inserts and window frames.
2. Let there be light. The ADAM GLAM's fixed sunroof looks great and gives the impression of a panoramic windscreen.
3. Set your season. Your Electronic Climate Control (ECC) automatically keeps the car as warm or cool as you want.
4. See and be seen. Safer, smarter, cooler and cleaner. With LED Daytime Running Lights, it's all good.

ADAM GLAM EXTREME

Pump up the ADAM GLAM. Let your imagination off the leash and take your style to town with an upgrade to the ADAM GLAM Extreme. The roof in White my Fire cuts an elegant curve on those big 17" Roulette alloy wheels* in Copper and White. Exterior foils, exterior mirrors, interior mirror cap, floor mats and dash décor in Fly add the finishing touch.



ADAM SLAM



**RULE NO. 3:
ADAM DOESN'T DO RULES.**

ADAM SLAM has attitude. It has energy. And the agility of a German-engineered sports chassis. Make a cult of your car and park your personality all over its fresh and muscular design.



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1. **A HIGH WAITING TO HAPPEN.** With its vivid colours and racing steering wheel, just taking your seat in ADAM SLAM is a buzz.

2. **LIGHT SHOW.** Rear LEDs make for a powerful finish.

3. **ADAM SLAM SPORTS SEATS.** These seats have a simple message: get in and get going. Black or yellow. Take your pick.

4. **ALL-METAL SPORTS PEDALS.** Some optional extras don't just look good, they actually give you more grip.

ADAM SLAM EXTREME

Crack open your comfort zone. The optional ADAM SLAM Extreme has the stand-out styling to turn heads – and keep them turned. The roof and hood get the full sports treatment with racing stripes that match the beefed-up 18" alloy wheels*. Carbon look exterior mirrors and carbon logo bar (below left) give a fierce front. Add the OPC Pack to take it to the absolute extreme. Inside the décors, floor mats and interior mirror perfectly compliment the racing theme. As with all ADAM Extremes, the steering wheel, gear shifter and handbrake lever are coloured leather. For racing red trim, Red Leather is the pack of choice.



YOURS.

TRULY.

I'll be Black.

Sweet Greens.

A Star is Brown.

The Greyfather.

Buzz Lightgreen.

Red 'n' Roll.

James Blonde.

I'll be Black.



White my Fire.

Men in Brown.



Greenspotting.

Pump up the Blue.

Papa don't Peach.

Purple Fiction.

Saturday White Fever.

The outside colours are a big part of your car's personality. And because ADAM stands for self-expression, you get a lot of colours to choose from. On top of the body colour, you can create a cool two-tone look with one of three optional Roof Packs – in black, white or brown. There are 12 basic body paints, which makes how many different colour combinations in total? 27.



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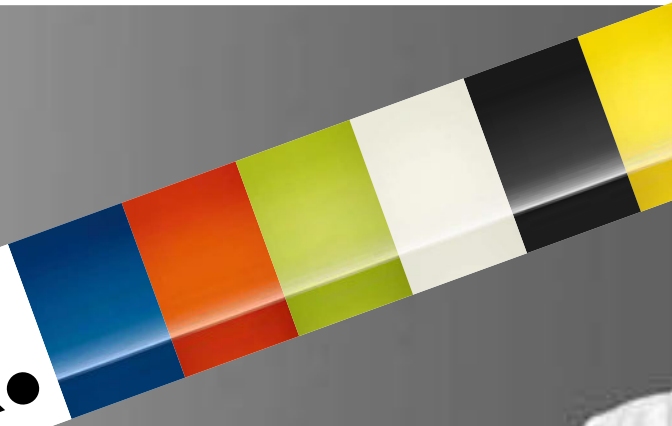


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**BLACK
OR WHITE.**





The Black or White Pack is personalization for purists. No matter the colour of your ADAM, you can re-style it with a pack that transforms the roof, wing mirrors and alloy wheels in striking white – or black. Inside, the instrument panel, centre console and door inlays get the same radical treatment, and the rear windows are tinted. To take your black or white styling up another notch, you can opt for an Extra White or Extra Black Pack that adds a white or black logo bar, rear-view mirror and bigger, bolder wheels.

- 1. 16" Horns alloy wheel*, I'll be Black
- 2. 17" Roulette diamond-cut alloy wheel*, I'll be Black
- 3. 17" Hurricane alloy wheel*, I'll be Black
- 4. 16" Boomerang diamond-cut alloy wheel*, White my Fire
- 5. 17" Roulette diamond-cut alloy wheel*, White my Fire
- 6. 17" Hurricane alloy wheel*, White my Fire

Not forgetting the 18" Twister wheel* (pictured) which comes in a choice of two finishes with patented clip-on caps that are colour-coordinated to match the roof or body paint.

Of course, you can order every set of wheels shown here with other body colours, as part of your own personalized pack.



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YOUR TURN.

As ADAM Design Chief, you get to have everything just as you want it. If you didn't already add a Black or White Pack, now you can take your pick from one of three 'Twisted Packs'. That's a combination of colour-coordinated components that add an unexpected dimension to the unique look of your car.



TWISTED GREEN

Give your ADAM JAM a fresh twist with key components in vibrant green.

- 16" Boomerang diamond-cut alloy wheel*, Greenspotting
- Greenspotting exterior mirrors
- Instrument panel
- Centre console
- Door inserts
- Rear-view mirror frame
- Front logo bar



TWISTED BROWN

Don't get twisted. Get totally hooked. On ADAM GLAM.

- 17" Roulette diamond-cut alloy wheel*, A Star is Brown
- A Star is Brown exterior mirrors
- Instrument panel in Pearl White
- Centre console in Pearl White
- Door inserts in Pearl White
- Rear-view mirror frame in Crème White
- Logo bar in chrome



TWISTED RED

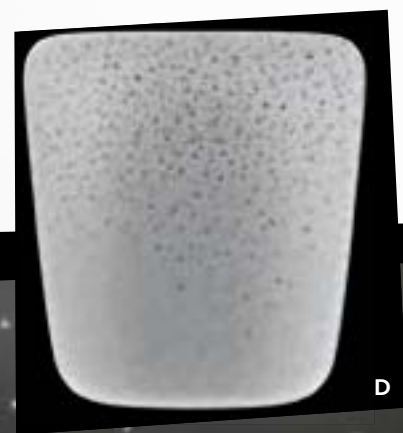
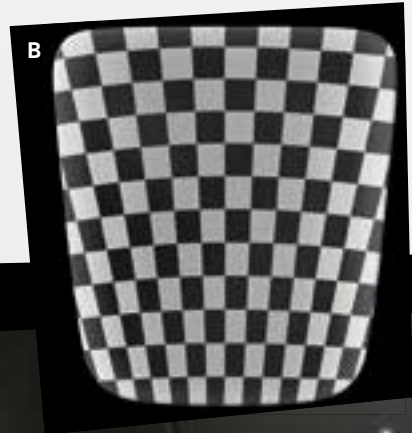
ADAM JAM, ADAM GLAM and ADAM SLAM come with a fiery flavour.

- 17" Swiss Blade diamond-cut alloy wheel*, High-Gloss Black with Red 'n' Roll outer rim
- Red 'n' Roll exterior mirrors
- Instrument panel
- Centre console
- Door inserts
- Rear-view mirror frame
- Front logo bar



A DIFFERENT KIND OF DIFFERENT.

- A:** Illuminated headliner Stars.
- B:** Printed headliner Go.
- C:** Printed headliner Sky.
- D:** Printed headliner Fly.



Ever driven a car where the night sky was on the inside of the ceiling? Or a chess board? Or cotton-wool clouds floating in a blue summer sky? Now's your chance! Believe it or not, you get to pick the décor over your head. Ever wished you had more trim choices to choose from? ADAM gives you a choice of 19 dashboard colours, patterns and textures. Go online to see how your edition would look with an illuminated headliner (a.k.a. the ceiling) and different steering wheels and dash décors. Or test the Interior Light Pack that lets you switch between eight colours for your ambient lighting. Customized car design comes of age with ADAM – with options where you didn't know options could be.



- 1:** Dark Grey
- 2:** Buzz Lightgreen
- 3:** Greenspotting
- 4:** Pump up the Blue
- 5:** Rose Metallic
- 6:** Papa don't Peach
- 7:** Tinted Steel

- 8:** Pearl White
- 9:** Japan Paint
- 10:** James Blonde
- 11:** Red 'n' Roll
- 12:** Bitmap
- 13:** Edged Lines
- 14:** Fly

- 15:** Starstruck
- 16:** Silver Fireflies (backlit)
- 17:** Gold Fireflies (backlit)
- 18:** Yellow Universe
- 19:** Silver Universe

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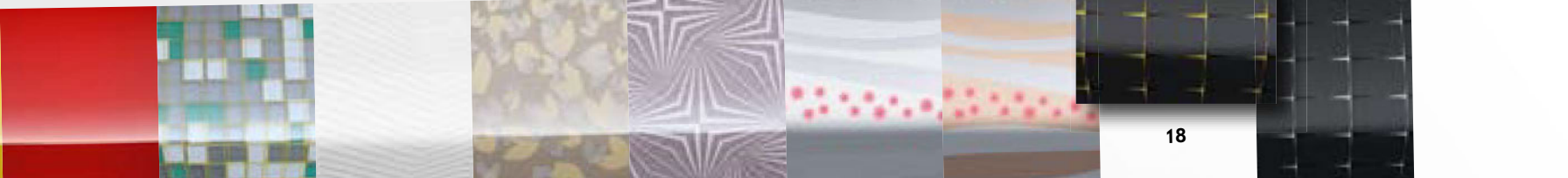
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BRING

IT

ON.



You can fit every ADAM with optional IntelliLink technology. It's a smart all-in-one multimedia system that not only looks great, but is extra easy to control via the 7-inch LCD colour touch screen or via the steering wheel controls.

The system is designed to support Bluetooth® and USB audio devices. The smartphone link provides access to approved smartphone applications such as Stitcher™, BringGo navigation, Tuneln and MirrorLink™. Listen to favourite news, comedy, sports, talk using Stitcher. Access hundreds of Internet radio stations via Tuneln. Use BringGo for integrated affordable navigation. Compatible phones use MirrorLink™ to access all your favourite applications such as Facebook and Twitter.

With IntelliLink, enjoy a steady stream of your songs, photos, videos and favourite applications. Straight from a compatible smartphone, 24/7, all on one big bright display on the dash.





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Fuel consumption combined 5.5–5.0 l/100 km; CO₂ emissions combined 129–118 g/km. According to regulation R (EC) No. 715/2007. To find out more about ADAM's engines, go to www.opel.com from 27 September.

*** WHEELS**

Dimensions	185/65 R 16	195/55 R 16	215/45 R 17	225/35 R 18
Tyre Fuel Efficiency Rating	B	C-B	C	E
Tyre Wet Grip Rating	B	B	B	B
Tyre Noise Rating	70	71	71	77
Sound Class				

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