## **OMG! GSE: LIGANOVA stages emotional IAA experience with Opel**

# **The LIGANOVA Group brings Opel to life as the lead agency at IAA Mobility 2025: The OMG! GSE performance offensive becomes an impressive brand experience. Inspired by gaming worlds and equipped with technological highlights, the 400-square-meter stand design transforms Opel's brand DNA into an immersive experience.**

# **Munich, September 8, 2025** *–*Pure performance meets emotional brand experience: At the IAA Mobility from September 8 to 15, Opel's OMG! GSE performance offensive will become a holistic brand experience – with holo technology, gaming-inspired booth design, and the message: German engineering is emotionally charged. As the lead agency for the major trade fair project, LIGANOVA is responsible for the holistic experience – from the concept and gaming-inspired booth design to the staging of the press conference and the digital GSE activations. The close collaboration between LIGANOVA and Opel across all teams involved – from design and marketing to PR – was crucial to the success of the project.

# **Gaming design as the perfect visualization of performance DNA**

# Working closely with Opel, Studio Sasch, and other specialized partners, a holistic brand experience was created on 400 square meters that combines motorsport DNA with street performance. The pixel-based, gaming-inspired stand design in bright GSE yellow visualizes Opel's “From Rally to Road” approach and condenses the OMG! message into an impressive momentum. The presentation translates the brand's gaming ambitions into a visual language that appears to have sprung from the digital world. Cube-shaped structures in bold yellow create a striking aesthetic that links motorsport with gaming culture.

**Hands-on technology: life-size avatar guides visitors through the model features**The ultimate highlight of the presentation is the GSE Tech Lab Holobox—an innovative format that reinterprets automotive communication. Inside a life-size box, visitors encounter a photorealistic racing driver avatar who interacts via gesture control and explains the key GSE components—from the chassis to the braking system—in an entertaining and expert manner. Technical details are visualized using 3D holography, while special GSE wheels and performance seats round off the experience.

“The GSE Tech Lab Holobox is automotive storytelling of the future,” explains Alexander Ludwig, Managing Director at LIGANOVA HORIZON. “We bring complex German engineering expertise to life through a photorealistic avatar that looks like a real racing driver standing in the pit. This is infotainment par excellence.”

The Opel Corsa GSE Vision Gran Turismo is the main attraction, drawing attention as a central crowd puller. The visionary concept car embodies the GSE performance philosophy and is prominently displayed. While the concept car shows the future of the brand, the new Opel Mokka GSE Rally already allows customers to experience this performance transformation today. The GSE presentation includes both the classic exhibition stand and the Opel appearance in the open space at Munich's Odeonsplatz. There, end customers can experience Opel's performance DNA up close – supported by racing simulators that combine the gaming world with automotive reality. In addition, a digital platform ensures that the integration can be experienced beyond the trade fair context. The Opel visitor website provides all important information about the brand appearances, vehicles, and locations at the IAA Mobility.

# **Continuation of a success story**

# The realization of this ambitious performance project builds on the successful three-year collaboration between Liganova and Opel. Following the successful IAA appearance in 2023, the agency was once again awarded the contract – not least because of its well-coordinated team and close integration with the digital Opel team and other agency partners.

# “For us, German engineering means not only technical excellence, but above all an emotional driving experience. With the innovative staging of our Corsa GSE Vision Gran Turismo and the Mokka GSE in 2025, we are showing that Opel's ‘From Rally to Road’ is more than just a claim – it is our promise to a new generation of drivers,” explains Rebecca Reinermann, VP Marketing at Opel Automobile GmbH.

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Credits: LIGANOVA Group / Opel.

**Über die LIGANOVA GROUP**  
Die LIGANOVA Group ist ein Innovationsführer, der sich auf Brand Spaces und Experiences konzentriert. Die Unternehmensgruppe mit ihren Tochterunternehmen bietet ganzheitliche und emotionale Markenpräsenzen - physisch, digital und in virtuellen Welten. Seit 1995 zählen globale Premiummarken aus  den Bereichen Lifestyle, Sport, Automotive, Luxus, Mode, Tech und Retail zu den Kunden. Zu den Tochterunternehmen der LIGANOVA Group gehören neben LIGANOVA MaSH! auch LIGANOVA Horizon mit dem Fokus auf digitale Markenerlebnisse; Artificial Rome für immersive Markenerlebnisse, und LIGAPRODUCTION, ein Full-Service-Produktionsunternehmen und global agierendes Logistikzentrum. In 2023 wurde die Gruppe von Werben & Verkaufen aufgrund ihres ausgeklügelten Full-Service-Portfolios zur Agentur des Jahres gekürt. [liganova.group](https://www.liganova.group/)

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