

Vauxhall Motors Reveal Adam At Westfield Stratford City

/EINPresswire.com/ Pop-up store launched exclusively to showcase the new ADAM, Vauxhall Motors' new family member

Vauxhall's urban-chic newcomer, ADAM, will be on display at Westfield Stratford City bringing the loveable car out of the traditional dealership onto the high street, giving customers a first look before it reaches retailers in March. The pop-up ADAM store at Westfield Stratford City is open from Saturday 16th until Sunday 24th February.



ADAM is the first small car to offer over a million combinations of design possibilities both inside and out, so savvy style seekers can 'build' a car to their very own taste. The [ADAM configurator](#) allows users to translate a vision of their ideal car onto a screen, heralding the start of a whole new chapter in personalisation for this fashion-led sector.

The ADAM devoted store features three different experiences, JAM (fashionable/colourful), SLAM (racy/sporty) and GLAM (elegant/sophisticated) all illustrating the different styles of trim levels available. IntelliLink, ADAMs infotainment system will also be showcased. The market leading technology links up to a smartphone enabling users to upload their favourite music, pictures and films to a touch-screen.

Throughout the day, prizes can be won, via a 'Hurricane Box' which will be challenging the daring and dextrous to pick four red 'A', 'D', 'A' and 'M' initialled balls amongst 100 yellow balls. Against the clock, shoppers will collect the balls whilst they are fired around a phone-box sized space via a wind tunnel.

Discover ADAM at <http://www.vauxhall.co.uk/microsite/adam> or at The Street, Westfield Stratford City.

Store Opening Times:

Monday: Friday: 10am – 8pm

Saturday: 9am – 8pm

Sunday: 12pm – 6pm

Prices range from £11,255 (ADAM JAM 1.2-litre 70PS) up to £14,000 (ADAM SLAM 1.4-litre 100PS).

Vauxhall Motors has been manufacturing motor vehicles in the UK continuously since 1903. Vauxhall's range spans all mainstream sectors of the vehicle market with best-selling model names such as [Corsa](#), Astra, Meriva, [Zafira](#) and Insignia regularly in the top ten of the sales charts. Vauxhall is also the largest manufacturer of commercial vehicles in the UK and its parent company General Motors' 4th largest global market.

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