

Vauxhall Launches Fourth Sector with Full-size Cascada Convertible

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At nearly 4.7 metres in length, the full size, four-seat, fabric-roof Cascada convertible is longer than an Audi A5 Convertible. It is also the first full-sized convertible designed, engineered and manufactured by Vauxhall since the 1930s.

While the Cascada shares its dimensions with some full-sized convertibles, Vauxhall is positioning it in the C-sector due to its highly competitive pricing. The C-segment accounts for approximately one per cent of the total UK car market or around 21,000 units per annum and Vauxhall expects the Cascada to make up approximately ten per cent of this segment's volume per year.

Based on price, the Cascada's key competitors include the Volkswagen Eos and Golf Cabriolet, the BMW 1 Series Convertible and the Audi A3 Cabriolet. Vauxhall's latest offering is also longer than many other rival convertibles including premium offerings such as the Audi A5 Cabriolet and the BMW 3-Series Convertible.

The Cascada range will be priced from just £23,995 on-the-road, nearly £8,000 less than an Audi A5 Cabriolet, when it arrives in showrooms this April.

As with all Vauxhalls, first Cascada owners will benefit from Lifetime Warranty, lasting the life of the car or up to 100,000 miles, whichever comes first.

"The all-new Cascada is an outstanding full-size, four seat convertible with premium qualities and technologies at an affordable, mainstream price," said Duncan Aldred, Vauxhall's Chairman and Managing Director. "It's an exciting time for Vauxhall with Cascada launching the brand in to its fourth new sector in a year, following Ampera, Mokka and ADAM."

"Cascada is set to change people's perception of Vauxhall once again," he added. "The full-sized convertible sector tends only to be occupied by very high-priced cars from premium manufacturers. With Cascada, we're offering customers high levels of equipment, technology and luxury but at an affordable price."

Vauxhall started making cars in 1903 with a vision and philosophy that has remained with the company through over 100 years of change. Along the way, Vauxhall has grown to become one of the UK's biggest, most respected motoring brands.

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