

China

February 20, 1932.

Hong Kong  
February 10, 1932.

To: Shanghai Office.

From: Automotive Division.

Subject: Hong Kong Office

Subject: Selling the Opel Car in China

FOR DOM CO  
MAR 14 1932  
FOREIGN SERVICE

I believe the Automotive Division would be interested in knowing that the General Motors Opel Car, manufactured in Germany will soon be brought into the China market. Mr. Bruce J. Miles, Managing Director of General Motors China Inc., Shanghai, was recently in this office, and he informed us that he was now seeking distributors in the local market for this car.

We were given to understand that there are a few models now on exhibit in Shanghai, and that in the near future the product will be offered for sale in the South China market in a price class well under the Ford and Chevrolet.

quarter includes imports for the period January to September, inclusive, but we prefer publishing the imports...

I am writing again at this time in order that...

Thomas C. Barringer,  
Trade Commissioner

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Forwarded:

W. L. Miller,  
Chief, Foreign Service Division.

SP-12

Hong Kong  
May 15, 1932

*China*

BUR. FOR. DOM. COM.  
JUN 21 1932  
FOREIGN SERVICE

To: Automotive Division  
From: Hong Kong Office  
Subject: Opel Motor Cars Well Received in Hong Kong

JUN 28 1932

The first Opel Motor Car reached Hong Kong in April and out of the initial order of five units four have been sold. An additional order has been placed for fourteen units to arrive within the next three months.

A number of favourable comments have been heard in regard to the German product of General Motors and with the advantage of low gasoline consumption it is believed that the car will offer strong competition to the British Austin and Morris, which have been very popular with the British residents of the Colony.

We are attaching the pricelist of this car dated May 1932 the Hong Kong dollar on this date being quoted at 25 cents gold. You will notice at the bottom of the list agents for the new car in South China are given.

David M. Hayward  
Assistant Trade Commissioner

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Thomas C. Barringer  
Trade Commissioner

Approved by: