

Press Release

For immediate release



SAMARA CONCEPT GETS THE THUMBS UP

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Overwhelming interest from the public and Lada dealers to the Samara concept car shown at this year's London Motor Show has resulted in many features now undergoing assessment for 1994 Flyte production.

The rounded front grille design, smoothly body coloured B pillar mouldings, curved rear roof spoiler, soft finish dashboard design, rounded instruments graphics, stylish alloy wheels and distinctive graphic fabric interior were all universally praised.

The Samara concept car, which was shown at London wearing vibrant pearlescent paintwork, was conceived by Colin Spooner of Chapman Associates ~ formally design director for Lotus cars ~ who will be carrying out a number of special projects for Lada in the future.



“This has been a particularly interesting exercise,” enthused Spooner. “We started with a Samara Flyte and systematically went through the vehicle inside and out making a number of relatively minor changes. I’m especially encouraged with the overall response the vehicle received and am delighted many of the features may well find their way into production.”

This is the first time Lada has exhibited such a vehicle at a motor show, but the tremendous interest and feedback generated by this project should ensure it certainly is not the last.