

Press Release

For immediate release



LADA CELEBRATE 20th ANNIVERSARY WITH 'JUNO'

June 24 1994

Lada is celebrating its twentieth anniversary in the United Kingdom this month with the introduction of its most prestigious Lada to date - the stylish Samara 'Juno' limited edition - which goes on sale in July.

Juno, which takes its name from Roman mythology (Juno the wife of Jupiter) brings together the hugely practical and accommodating layout and proven mechanics of the 1.5GL four-door saloon (0-60mph in 12 sec, a 102mph top speed and 297mpg), with a sporty exterior and interior treatment for the 90s.

The curvy lined from the waist down are from the pen of ex-Lotus designer Colin Spooner, now a regular Lada contributor. The complete wraparound body styling and high level boot spoiler add shape and visually 'lower' the car, while the smooth spoked alloy wheels and low profile tyres enhance the restrained sports look. Juno is also the first car to receive the stylish new oval logo - incorporated front and rear.



Inside, Juno bristles with new features, including the 'soft-look' dashboard design and revised instrument binnacle first seen on last year's concept car at the London Motor Show. The seats and door panel inserts are finished in a smart new 'crystal' woven cloth, complemented by a leather bound steering wheel for improved grip and feel. There's also a tilt and slide sunroof and a Blaupunkt stereo radio/cassette player with four speaker sound system.

Juno's £7495 ex-works price tag reflects exceptional value for money, especially when compared to cars of similar size from mainstream manufacturers - all of which cost considerably more.

As with every new Lada, a two year 50,000 mile warranty and one year's National Breakdown cover are included in the comprehensive back-up package .

To date, well over 300,000 Ladas have been sold in Great Britain since the formation of the company in 1974. More recently, and thanks to major investment in the Lada Import Centre in East Yorkshire, all new vehicles leaving this facility are now prepared to standards previously unattainable, emphasising the company's continued drive for improved quality throughout the 90s and beyond.

SAMARA JUNO

Technical Specification.

Engine

Cubic capacity 1499cc
Bore/stroke 82 x 71 mm
Compression ratio 9.9:1
Power output 75bhp (DIN @ 5600rpm)
Torque 78lbs ft @ 3500rpm
Valve gear and actuation 2 valves per cylinder, Sohc
Induction system Twin-choke downdraught carburettor
Ignition system Electronic contactless
Fuel Unleaded, catalyst equipped
Fuel system Mechanical pump
Tank capacity 43 litres
Maximum speed 102mph
Acceleration 0-60mph 12 sec

Fuel consumption

Urban 29.7mpg
At 56mph 48.7mpg
At 75mph 36.2mpg

Gearbox 5 speed manual all synchromesh

Ratios 1st 3.636, 2nd 1.95, 3rd 1.357, 4th 0.941, 5th 0.784, reverse 3.63
Speed/1000 rpm in 5th 22mph

Clutch Dry single plate

Front suspension Independent Macpherson struts, lower transverse arms, tie rod, telescopic
Dampers

Rear suspension Coil springs, longitudinal lever arms connected to cross beam, telescopic
Dampers

Steering Rack and pinion, 3.5 turns lock to lock, 10m turning circle

Brakes Front 23.9cm diameter discs with floating calipers, rear 20cm
diameter alloy drums

Wheels/tyres Light alloy rims, 185/60HR 14 Firestone Firehawk tyres

Dimensions Overall length 4205mm, width 1620mm, height 1400mm,
wheelbase 2460mm, front track 1390mm, rear track 1360mm

Kerb weight 915kg

Maximum payload 425kg

Maximum towing limit 750kg with brake trailer

Luggage capacity 0.4cu m

Equipment 'Crystal' cloth interior, matt finish dashboard with revised
instrument binnacle, tilt and slide sunroof,

Blaupunkt stereo radio/cassette player, 4 speaker system,
leather bound steering wheel and gear knob, alloy wheels,
internally adjustable door mirrors and headlights, folding rear seat
backrest.

Warranty 2 years/50,000, 6 years anti corrosion, 12 months roadside recovery