

# Press Release

For immediate release



## LADA SUMMER SALES BONANZA OFFERS NEW CAR OWNERSHIP FOR ALL July 8 1994

For the next three months (until September 30) Lada's summer bonanza at UK mainland dealerships brings the cost of new car ownership down to the most competitive level ever, and within reach of a much wider audience.

The price of the newly-introduced Samara 1.1E 3 door hatchback is an incredible £3995 ex-works, while the cost of saloon car ownership is more competitive still at just £3495 ex-works for the Riva 1.5E saloon.



"The competition at the lower priced end of the market has become very intense this year with the new entry level models and cash-back offers," remarked David Bray, Marketing Director of Lada Cars.

**"We are responding in the most positive way by making sure we remain firmly in front of the competition with the best value, lowest priced new cars available in Britain,"** he added.

To offer customers greater flexibility when choosing a new Samara, significant trim changes to the model line up have also been introduced. Now there is a much wider range of E, L, and GL trim options across the existing engine sizes and body layouts.

In addition to intensely competitive pricing on selected models, all new Ladas come complete with a full two years/50,000 mile warranty, six years anti-corrosion cover, plus one year free membership of National Breakdown's roadside recovery service.