

# Press Release

For immediate release



## LADA ON COURSE FOR BUMPER AUGUST REGISTRATIONS

August 1 1994

Lada is on course for a bumper August following the company's 20th anniversary celebrations, which generated record levels of interest throughout dealerships nationwide.

One Lada dealer poised for the expected boom is Acre Lane Garage in Northampton, the first to receive the new Lada corporate identity changes, including revised fascia boards, stylised italic lettering and fresh Lada ship logo. Dealer showroom interiors have not been ignored either, with new floor and wall coverings and revised furniture all part of the overall changes that will take Lada through the 90s and beyond.



Lada Owners Club of Great Britain

*Ken Roberts (right) of Acre Lane Garage, Northampton hands over the keys to a new M-registered Niva Cossack. Acre Lane is one of the first Lada dealerships to receive the new corporate identity changes*

These changes go hand-in-hand with Lada's continued "Drive for Quality" and complement the Lada Business Initiative announce to dealers earlier this year which is designed to help improve standards of service and professionalism in all aspects of dealer activities. In addition to better service and more welcoming dealership surroundings, Lada as a company is building an enviable reputation for its standards of customer service. Only recently the company was highly commended for its approach to customer care at the coveted *Motor Trader* awards held in Grosvenor House in London. More significantly, it was the only manufacturer to qualify as a finalist.