

Press Release

For immediate release



MANX ELECTRICITY AUTHORITY CHOSE NIVA

February 1 1995

The Manx Electricity Authority has taken delivery of four rugged new Lada Nivas for essential service work on the Isle of Man

Primarily the vehicles will be used for power-line maintenance off the beaten track and in remote areas of the island where four-wheel drive is essential. However, the Niva is no newcomer to the MEA, and the vehicles will replace the existing fleet of Nivas that have seen service on the island for the past five years. The permanent four-wheel drive layout, rugged construction and tremendous off-road capabilities make this compact 4x4 ideal for tackling particularly hostile terrain.



“We’ve been delighted with the vehicles’ abilities,” explained MEA spokesperson Tony Honour. “The Nivas have a very hard life on the island when you consider the amount of off-road driving they are subjected to, but they are built for this kind of work. They have also proved very inexpensive vehicles to buy and maintain,” he added.

The Nivas have been supplied by Lada dealer Michael Car Centre in Kirk Michael, whom the MEA holds in high regard for its prompt attention and customer aftercare.

In 1994 the Niva and its upmarket Cossack cousin achieved a 13 per cent improvement in sales, following the previous year’s phenomenal 400 per cent increase