

Press Release

For immediate release



THIRD OF A MILLIONTH NEW LADA IN THE UK

February 24, 1995

Lada has reached a significant milestone in the history of its UK operations with the production of the 333,333rd new Lada at the Carnaby Import Centre in Bridlington, East Yorkshire.

The car to receive this accolade is a top-of-the-range Samara 1.5GSX hatchback, and to mark this achievement Lada is to donate the car to charity.



The completion of the 333,333rd new Lada was recently witnessed by Lada Operations Director John Clarke (left), Managing Director Terry Clarkson and a percentage of the 200 strong Carnaby-based Lada workforce.

To date, over 266,000 Rivas and pre-Riva derivatives, 60,000 Samaras and 7,000 Nivas have been sold in the UK, though overall sales world-wide are in excess of a staggering 13 million Lada vehicles.

The Carnaby Import Centre is the final link in the production of all new Ladas for sale in the UK. Following a 2,000 mile sea voyage from Estonia to Hull, the cars are then transported to Carnaby where they are re-specified for British market requirements.

Such is the level of Expertise applied to these vehicles that many are hand built. For instance, teams of two transform the base specification Nivas to top of the range Cossacks on a special assembly line. The majority of components used in the up-specification process are UK sources, and Lada spends more than £1.5 million annually with British companies.

Ladas have always represented excellent value for money and this theme continued for 1995 with a brand new Riva 1.5E costing a mere £3595 ex-works, including a comprehensive two year 50,000 mile warranty.