

Press Release

For immediate release



N-CREDIBLE VALUE FROM LADA

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When it comes to 'N' plate new car ownership, no other manufacturer comes close to offering the incredible value-for-money of a Lada. While the rock-solid Riva saloon remains Britain's lowest new car at £3995 ex-works, the modern Samara hatchback is equally appealing at just £4895 on the road

The Riva and Riva Estate continue to offer unparalleled levels of accommodation for the price, while the 22 model Samara line-up introduced last year has proven so popular in giving buyers more choice, it is continuing unchanged. With three body styles, engine sizes and trim levels to choose from there is a Samara to suit all pockets.

One of the most popular models, the Samara 1.3S 3-door, is a modern hatchback similar in size to the Ford Escort, but with its £4995 ex-works price tag it is half the cost of the cheapest Escort. With prices like these it is no wonder Ladas are still extremely popular with buyers seeking low cost new car ownership and with those who have more money to spend but prefer their money into life's other luxuries.



Samara 1.1 3-door hatch



Samara 1.5 GSX 5-door

Heading the Samara line-up is the 1.5GSX 5-door, distinguished by its colour coordinated bumpers and grille, smart body mouldings with chromium inserts, special wheel trims, rear reflective panel and mud flaps. On the inside is a glass tilting sunroof, removable digital stereo radio/cassette player, Renoir trim upholstery, a special dashboard top moulding and a sports leather bound steering wheel. Even with such a comprehensive standard specification, Samara GSX models start at a very competitive £5995 ex-works.

Next come the SX models, which include special wheel trims, coachline, tilting sunroof, colour-coded front grille and a stereo radio/cassette player. Samara SX specification is available throughout the range of body styles and engine options, including the entry-level Samara 1.1 3-door, to produce a more comprehensively equipped budget-priced car.

Samara S models provide new car motoring for those on an even tighter budget, but these models are far from Spartan. All boast cloth trim, full carpeting, halogen headlights, heated rear screen, rear tailgate wash/wipe on three and five door versions, a folding rear seat backrest and internally adjustable headlights and door mirrors.

The price leading Samara 1.1 3-door offers all the practicality and convenience of the three door hatchback body style but with an economy minded 1.1 litre engine mated to a five speed gearbox. It is Britain's second lowest new car (behind the Riva saloon) and, as with all Samaras, it comes with a recently extended three year 60,000 mile warranty as standard.