

# Press Release

For immediate release



## A GIANT OFFER FROM LADA

July 25 1996

Lada is giving away a free Giant GSR mountain bike with every new Niva Hussar or Niva Cossack 4x4 purchased before September 30, 1996.

The rugged and compact Niva is highly regarded for its tremendous off-road ability thanks in part to its high ground clearance, permanent four-wheel drive system and gutsy 1.7 litre fuel injected engine. Now, the Niva has an equally tough companion on two wheels – an exclusive to Lada, Giant GSR Plus mountain bike, featuring high-tensile frame and forks, aluminium rims and 18 speed Shimano index gears.



Relaunched earlier this year, the Niva is proving a popular choice with 4x4 users who need an uncompromising hard working vehicle. Additionally, the latest specification Niva is a far more practical vehicle to live with in its day-to-day driving than its predecessor. The interior has been revised with new high back buckets seats running on a new tilt and slide mechanism. A full length hatchback door has been incorporated and fresh instrumentation, heating and ventilation controls added.

All new Nivas come with a recently extended three year 60,000 mile warranty plus one year's free membership of Green Flag roadside recovery service. The Niva Hussar is the only serious new 4x4 available for under £8000. With an ex-works price tag of £7995 and the offer of a Giant mountain bike for free it represents unbeatable value for money.