



Add a Lada to your life.

What makes a Lada a joy to own and drive?

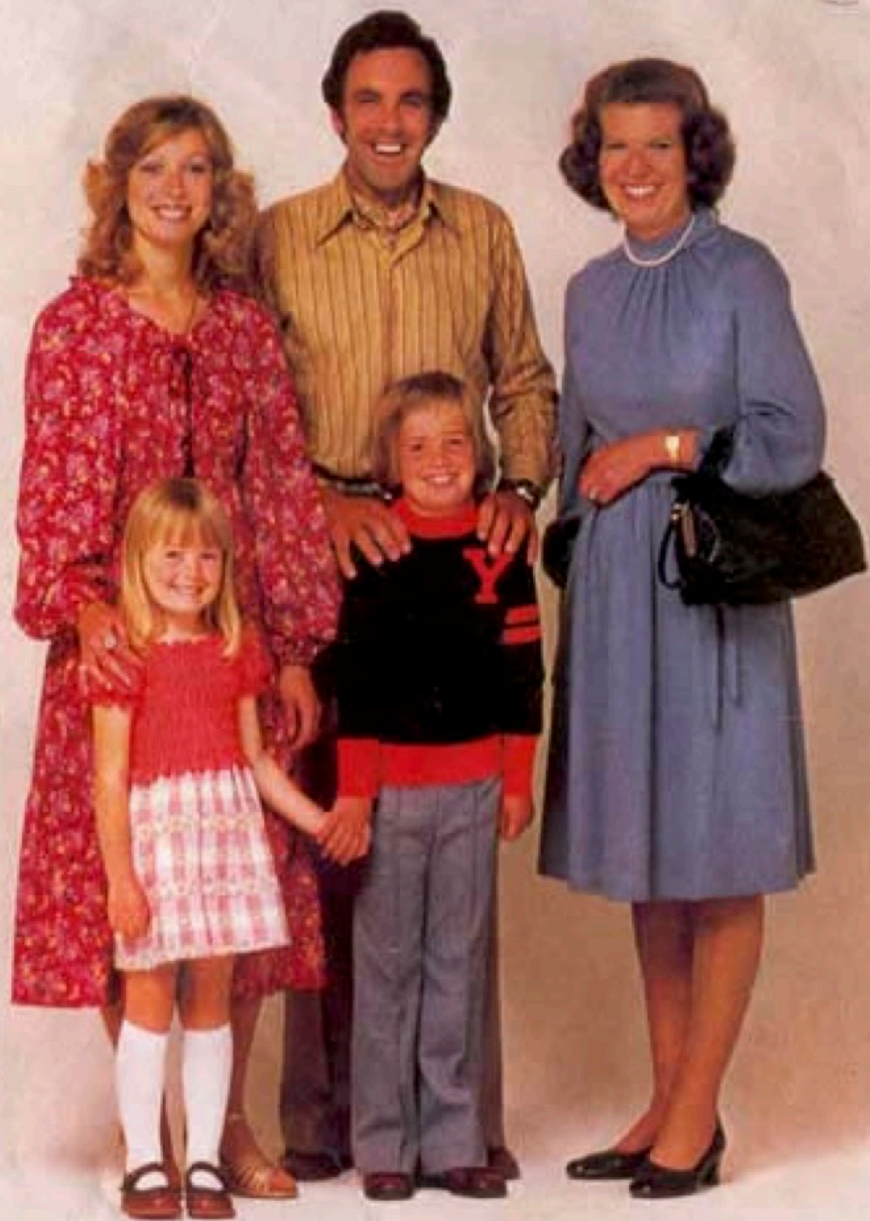
Ladas are built with people in mind ... both the driver and his passengers. Whether for daily commuting, a quick trip to the shops or that long holiday journey ... the versatile Lada has the right talents for the job.

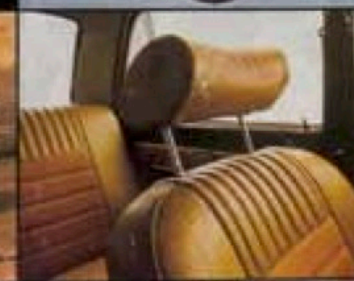
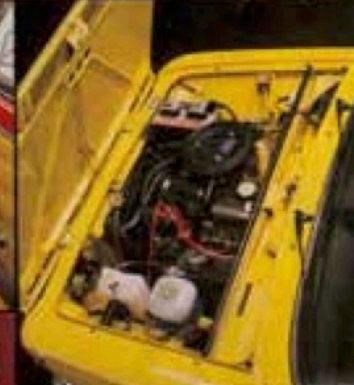
There's no shortage of room inside any Lada, whether it's a four door saloon or a five door estate—it'll carry up to five people and plenty of parcels with ease.

Every Lada includes a full range of sophisticated features such as reclining front seats with adjustable head restraints, directional face level ventilation, laminated windscreen, dual circuit front disc brakes, cigar lighter, padded sun visors, and electric wash/wiper control on the steering column. The difference between Ladas and most other cars is that all these special features are included as standard ... not as expensive extras.

Ladas are built to last too, with electrostatic primer dip on all body panels before painting, Tectyl anti-corrosion treatment and with an extra thickness of metal throughout ... for more strength and better safety.

The Lada Range gives you six models to choose from ... letting you suit the needs of your lifestyle, the size of your family and the price you want to pay. And of course the full cost of a Lada is its Drive-Away Price, which includes car tax, VAT, number plates, 12 months Road Fund Licence, front seat belts and delivery ... so you pay just that, and not a penny more.





More and more people are discovering the special qualities and excellent value for money of the Lada. No other car in its class offers anywhere near as much ... a fact that has been acclaimed again and again by the motoring press:

Robert Glenton
(Sunday Express)—
Lada 1500 Saloon

"There are those among us who are inclined to carry on about the expensive equipment of Japanese cars. But not one of these oriental imports can get within a mile of the Lada. Certainly not at the price. This car is exceptional value."

Barry Powell
(News of the World)—
Lada 1200 Saloon

"The Lada 1200 is a car that really shows its muscle ... with their own extreme weather in mind, the Russians have concentrated on durability and reliability. The result is a feeling of sturdy unbreakability from the squat, square body and chunky positive controls."

Peter Harkness
(Sunday Mercury)—
Lada 1200 Estate

"It moves quietly and handles competently and provides acres of space for a small outlay ... the Lada 1200 Estate provides a value for money alternative to the big names in motoring."

What goes into making Lada the best value-for-money car you can buy?

Buying a new car is a difficult and important decision ... especially with so many cars to choose from. To be certain you make the right choice look very carefully at what you get for your money. You'll discover that Lada has more features as standard than any comparably priced car on the road today.

Electrically operated windscreen wipers & wash

Mounted on steering column, with intermittent wipe.

Driver's Door-mounted wing mirror

Laminated Windscreen

For additional safety.

Anti-dazzle interior rear view mirror

Robust Engine

Overhead camshaft, five main bearing crankshaft engine with Venturi twin multi jet carburettor. Choice of 1200, 1300 and 1500cc.

Heavy-duty starter and battery

For sure starts in cold and damp weather.

Extra strong suspension, underchassis and transmission

Dual circuit, front disc brakes

Adjustable Head Restraints

On fully reclining seats.

Reinforced body and roof

An extra thickness of metal for added strength, safety and long life.

High Quality Paintwork

With electrostatic primer dip for all body panels.

21 Piece tool kit

Including foot pump and starting handle.

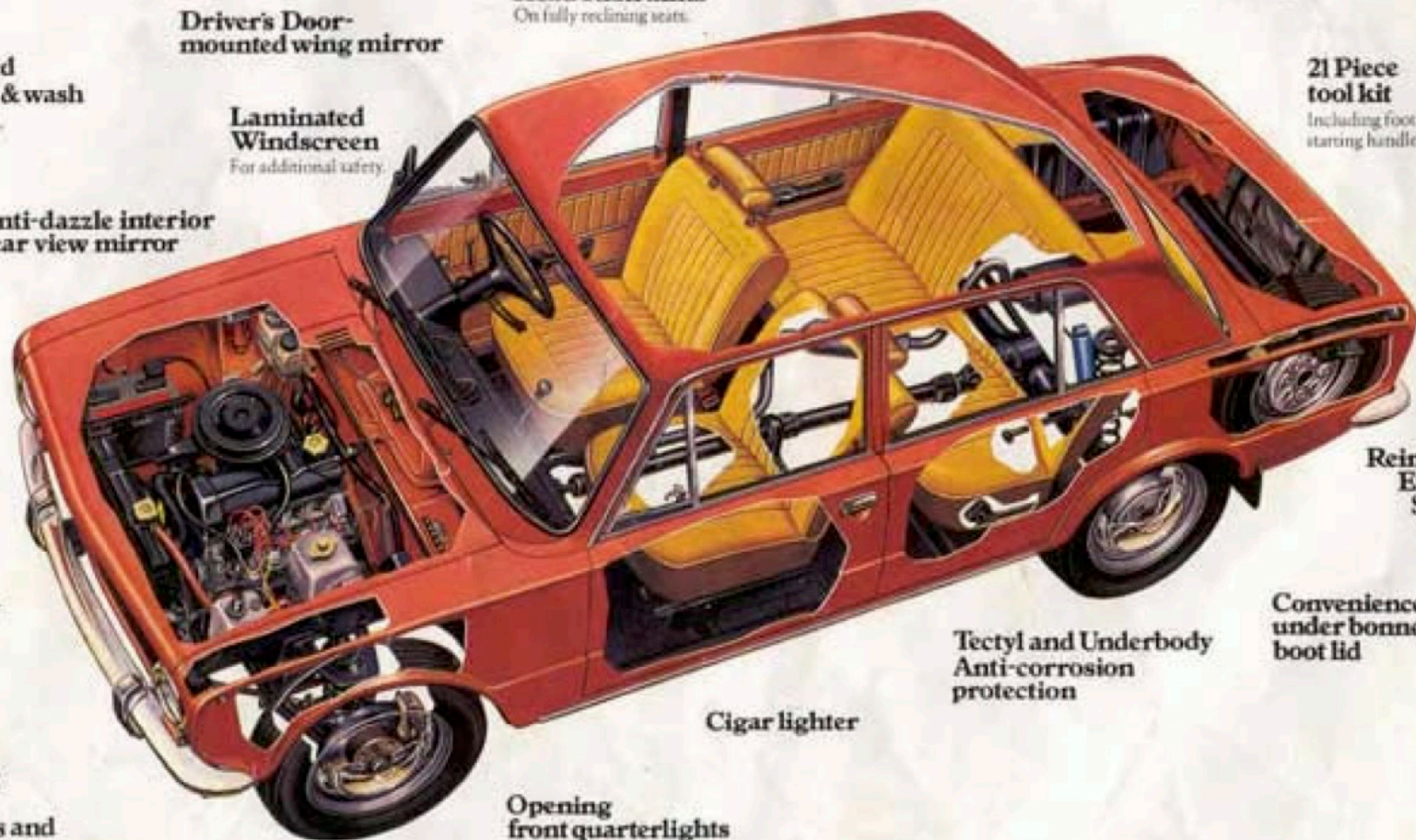
Reinforced Exhaust System

Convenience lights under bonnet and boot lid

Tectyl and Underbody Anti-corrosion protection

Cigar lighter

Opening front quarterlights



Strength and Safety

Ladas have strength and safety built in. The reinforced suspension and extra thickness of metal in the roof, bodypanels and underchassis make Lada one of the strongest cars on the road and the laminated windscreen and dual circuit front disc brakes are all part of the high level of safety you get with a Lada.

Space and Ease of Access

Ladas are full sized four door saloons and five door estates designed to carry up to 5 people in comfort. The saloons have large boots and the estates have 42 cu.ft. of easy access loadspace with the rear seats folded flat - 22 cu.ft. with the rear seats up.

Durability

The extra thickness of metal throughout the Lada, the electrostatic primer dip that all bodypanels go through in manufacture and the Tectyl and underbody corrosion treatment means that Ladas are built to resist rust and maintain their value.

Reliability

Ladas are built to withstand the worst possible weather conditions with features such as heavy duty starter and battery and reinforced suspension and bodywork. A recent independent study of Lada owners carried out by Public Attitude Surveys Ltd indicated an extremely high level of trouble free motoring and satisfaction with their cars - indeed 93% of respondents said that they were satisfied with their Lada.

Parts Availability

To support your local Lada dealer, the National Parts Centre in Bridlington - a 90,000 sq.ft. atmospherically controlled warehouse complex, carries over 8,000 different lines of spares to ensure the minimum of service or repair delays.



Quality Control

Built at the Togliatti manufacturing complex in the Soviet Union, one of the most modern and quality conscious car plants in the world, all Ladas are thoroughly inspected and tested at every stage of manufacture. At the U.K. import centre in Bridlington, Yorkshire every car goes through a rigorous 39 point check that includes paint and bodywork and finally, Lada dealers put each car through an extensive 39 item final check to ensure it reaches the customer in the best possible condition.

Dealer Back-up

The national network of fully trained Lada dealers provides comprehensive technical, service and parts back-up for Lada owners.

Warranty

All Ladas carry a full 12 months unlimited mileage warranty, covering both parts and labour.

Race Tested, Rally Proven

Lada has proven its strength, reliability and versatility in some of the toughest competitions in Britain and Europe. Its successes include:

- 1975 Avon Tour of Britain -
Manufacturers Team Prize
- 1976 Texaco Tour of Britain -
Manufacturers Team Prize
Ladies Prize: 1st, 2nd, 3rd in class
- 1977 International Scottish Rally -
Group 2 class winner
- 1977 Motor/RAC Rally Championship -
Current class leaders
- 1977 Britax Production Saloon Car
Championship - Class winners

Lada 1200 & 1500 Estate

When you need extra space ... and lots of it ... but you don't want to pay an inflated price, then the versatile Lada Estate should be at the top of your shopping list.

Even with the rear seat up, accommodating up to five in comfort, you've still got 22 cu.ft. of loadspace.

With the rear seat folded down the loadspace is 42 cu.ft. ... enough to take masses of luggage, packages or goods. The whole tailgate swings up effortlessly and the low loading line and flat floor makes putting in and taking out easy.

The Lada Estates give you all the strength and safety features, refinements and driving ease of the saloons, making them just as at home taking the family for a picnic, delivering produce or carrying tools and equipment.

For extra power the larger engined 1500 Estate is still within the reach of a modest budget. Its greater pulling ability as well as servo assisted brakes make it an ideal choice for commercial applications or whenever a towing vehicle is required.



Lada 1300 ES Saloon

You're looking at a car with a style all of its own ... a style you could add to your life for a lot less than you'd expect.

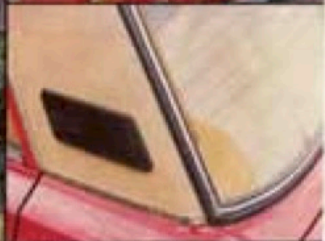
The attractive vinyl roof and the distinctive grille and coach lining make the 1300 ES a car worthy of all the admiration it's bound to receive.

As soon as you sit back in the comfortable contoured seats you'll start to appreciate the extra measure of luxury that surrounds you ... full carpeting, relaxing ventilation that constantly circulates fresh air in, and stale air out, a centre console, integral heated rear window, cigar lighter, and fully reclining front seats with adjustable head restraints.

To keep you riding happily the 1300 ES also has underbonnet sound insulation, hazard warning lights, automatic reversing light, and twin high intensity rear fog lights, inertia reel seat belts and opening front quarter lights.

And of course there's a long list of other great Lada features that are included in the price ... from Tectyl and underbody anti-corrosion treatment, to dual circuit front disc brakes, to the 12 month unlimited mileage warranty.

The strong, 1298cc engine responds easily to the rigours of city traffic ... and cruises effortlessly on the motorway.



Lada 1500 Saloon

If you thought that you could no longer find a prestige car at a sensible price, then you're in for a surprise. The four door Lada 1500 has been specially created to cater for the requirements of the most demanding driver... but at an undemanding price.

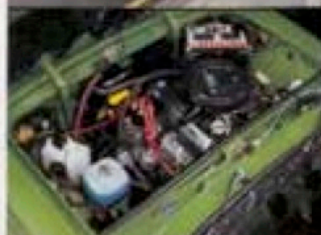
The styling is clean and sophisticated... the spacious interior will keep the driver and four passengers feeling comfortable even on long journeys.

Full carpeting, contoured cloth insert upholstery and rear seat centre armrest as well as the famous Lada list of standard features, make the 1500 Saloon a very special car.

But you'll need to sit behind the wheel to really start to appreciate the quality that's waiting for you. Look over the comprehensive instrumentation including rev counter and tripometer, gauges for oil, pressure and temperature and warning lights for fuel, choke, hand-brake, hydraulic fluid level, an electric clock and courtesy lights that operate when any of the four doors are opened.

The servo assisted, dual circuit front disc brakes, reinforced roof, underchassis, suspension and exhaust system... the inertia reel seat belts, radial ply tyres, powerful twin headlights make the 1500 Saloon an extremely safe car.

The sturdy five main bearing overhead camshaft, 1452cc engine also makes it one of the smoothest and most efficient of cars to run... whether you're just running down to the shops or setting off on a holiday



Lada 1500 ES Estate

The Lada 1500 ES Estate offers you all the best ingredients of a luxury saloon perfectly combined with the unbeatable usefulness of a spacious estate.

With its vinyl roof, integral heated rear window with electric wash/wipe, distinctive coach lining and automatic reverse light and twin high intensity rear fog lights, the 1500 ES Estate has obvious quality from any angle.

Radial tyres, hazard warning lights, laminated windscreen, servo-assisted brakes, inertia reel seat belts and the usual all round Lada reinforcement give you a full measure of safety.

Inside, the luxury features include full carpeting, face level directional ventilation, underbonnet sound insulation, centre console and reclining front seats with adjustable head restraints to make driving, or being driven, a real pleasure. The 22 cu.ft. of loadspace at the back (42 cu.ft. with the rear seats folded flat) will carry loads of luggage, parcels or even the family pet.

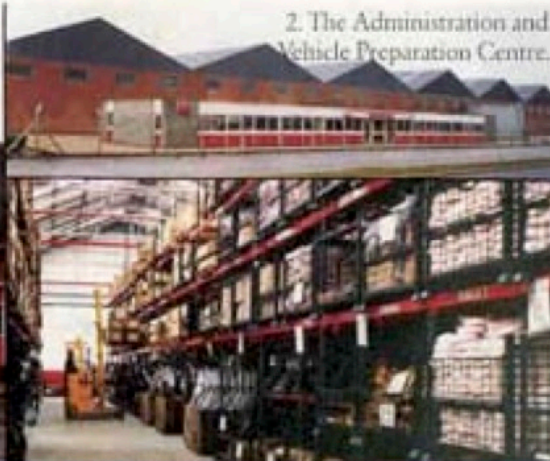
Thanks to the rugged 1452cc overhead cam engine, the 1500 ES Estate will give you power to spare for motorway driving or for towing. All in all it's an exceptionally well-made car ... but because it's made by Lada it's got a very reasonable price.



1. The National Parts Centre
at Bridlington, Yorkshire.



2. The Administration and
Vehicle Preparation Centre.



3. The Lada factory at Togliatti in the Soviet Union.

Behind Every Lada

Ladas are made at the Togliatti manufacturing complex in the Soviet Union, an ultra modern, 50 million sq. ft. factory, specially designed with the co-operation of Fiat.

Last year over 660,000 Ladas were built on the 90 miles of fully automated assembly lines.

Togliatti is one of the most quality conscious car plants in the world, and at each stage of manufacture, and before leaving the factory, each Lada undergoes a series of stringent tests including road tests on all types of surface and in dust and rain chambers.

All cars are supplied to the U.K. by Avtoexport who export to more than 70 countries throughout the world.

The U.K. Import Centre for Ladas is at Bridlington, North Yorkshire and here all cars are put through a rigorous 39 point check including paint and bodywork before delivery to the U.K. network of dealers.

Also at Bridlington, The National Parts Centre is an atmospherically controlled, 90,000 sq.ft. warehouse complex where over 8,000 line item spares are stocked to ensure the minimum of service or repair delays for Lada owners.

There are now over 160 Lada dealers throughout the U.K. where each Lada is given a final pre-delivery inspection and road test before delivery to the customer. Each dealer is fully trained and has the equipment and skills to keep your Lada in top condition.



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Your nearest Lada dealer.