



**LADA**  
НОВЫЕ ГОРИЗОНТЫ

**Press release**  
April 8, 2020  
Togliatti

## **LADA will celebrate its 50th anniversary**

**April 19, 2020 is the 50th anniversary of the first LADA cars. On that day in 1970, the Volga Automobile Plant's assembly line released six sedans VAZ-2101 Zhiguli, two in blue color and four in cherry color, which was symbolizing the colors of the RSFSR flag.**

The VAZ-2101 gave a start to the most mass-produced family of passenger cars in the company's history, and, moreover, in the history of the Russian automotive industry. Around 4.8 million VAZ-2101 cars and its modifications were produced from 1970 to 1988.

The first LADA model was based on the Italian FIAT-124 sedan which won the Car of the Year award in Europe in 1967. In order to be produced and sold in the Soviet Union, the foreign prototype passed a series of tests on roads, off-road and special sections of paving stones. After the tests, over 800 changes were introduced to the design of the licensed car; the majority of them were aimed at improving reliability.

The car has become quite durable, reliable and comfortable - it was highly appreciated by both domestic consumers and the foreign market, which the car entered already in 1971.

In 2000, the VAZ-2101 model was declared as The Russian Car of the Century following the results of a survey conducted by the Za Rulem magazine.

The first LADA model won the vote of every fourth participant of the survey, which was held among more than 80 thousand persons.

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