

LADA BEING A GOOD SOLUTION FOR ANY BUDGET

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Lada cars were initially inexpensive and affordable, thanks to various social programs and other promotions. For a relatively small cost, you could get basic features that were enough for everyday use. The advantageous position on the market of the mentioned above brand can certainly be called a low cost of maintenance and the most important issue for a vast amount of drivers – the opportunity to get spare parts at the shortest possible time. Also vehicles of the Lada brand were characterized by their reliability and adaptability to work in different weather conditions, especially low temperatures.

Currently, Lada cars have become much more popular and expensive. Let's consider what has changed in the cars and why the price has become higher. First of all, it can be mentioned that the company began to provide cars for sale with a very basic features of safety and functions, although they cost the same as similar models, but with a large number of additional features. Naturally, one of the reasons was that the great number of automakers had to leave the large and profitable market if CIS countries. This led to an increase in price of imported components that were previously installed on high-class models. It is undoubtedly, that either COVID or sanction consequences had a great impact on the current situation with supplying accessories. This, in turn, led to a sharp rise in the price of car production. But in such a case it is believed to be necessary to establish and encourage domestic car manufactures to enhance the quality of car products, to consider the option to develop their own models, not just blindly copy the existing models.

But Lada emphasized on the exclusion of important functions from cars in order to save money. Of special interest for all brand amateurs is the fact that in 2022, Lada introduced the Lada Granta Classic sedan without airbags, ABS and ERA-GLONASS. Unfortunately, the company explains it due to the sanctions and consider being unable to find suppli-

er for these components. But still the representative of the company made a focus on Lada Granta being the highly available and affordable vehicle not only on Russian market but also on CIS countries [1]. It must be specially underlined that we are convinced that cheapening a car by removing important features that are of vital importance for the safe transportation of all participants can be considered mistaken. We strongly believe that we should strive to give thought to increase the production capacities of substituting the deficit of spare part with the domestic product of comparable quality. Of course, one more consideration must be addressed to adding new features to ensure safety on the roads and not endanger other road users. Due to the lack of competition in the automobile market, Lada has become one of the popular automobile concerns in the CIS. In the future, we assume that the company will follow the way of maximum import substitution and will gradually turn into producing cars entirely from domestic components.

At the moment Lada is one of the very companies that actively promotes its products in the Republic of Belarus. Low cost, availability of special offers and discounts, service support during the first years of use can be marked as the predominance of these vehicles. Also as a huge advantage the extensive model range, starting from minibuses, ending with sports cars can be highlighted. That undoubtedly allows you to choose a car for your taste and, what is more important, for your budget. Of particular interest are sports cars, because they are seen as refined versions of series cars. Changes affect mainly the engine, running gear and improved aerodynamics, also a lot of work is done with the adjustment of systems for sharper and accurate control and more dynamic and smooth ride. Compared to sports versions of world manufacturers, Lada Sport cars are less technological, but they have all the necessary elements for a comfortable and dynamic ride.

So, in conclusion we would to inspire you by our enthusiasm and recommend you – if you are thinking about buying a car, but have not yet decided which one to get, then be sure to check out Lada cars, hopefully you will find the best solution.

References

1. Власти объяснили отсутствие в упрощённых Lada подушек безопасности – URL: <https://motor.ru/news/why-no-airbags-in-granta-17-06-2022.html> (date of access 20.03.2025).