

THE NEW FACE OF LADA
INNOVATION THROUGH DESIGN



LADA

STEVE MATTIN
DESIGN DIRECTOR AVTOVAZ



LADA

Leading Manufacturer
of vehicles in Russia (2014)

575,000
Cars & CKD

Own Brand Name



Market Share in Russia
(6M 2015)

19.0%

Market Share
(<600 k-RUB segment)

51%

Dealer Network
Russia

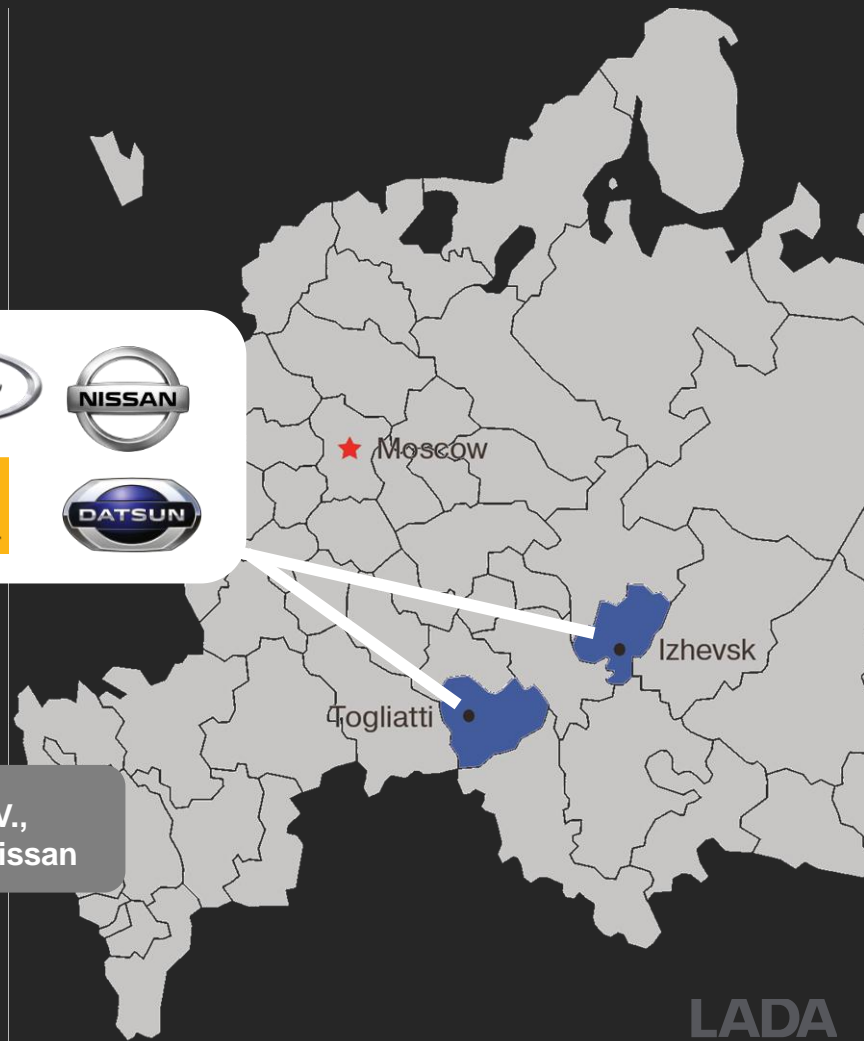
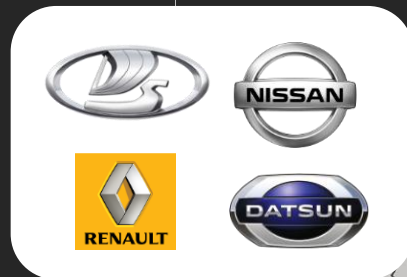
348
dealers

Controlling Shareholder

Alliance Rostec Auto B.V.,
a part of Alliance Renault-Nissan

Headquarters

Togliatti,
Russia



LADA

**EVERYONE HAS A
PRECONCEPTION
OF THE RUSSIAN
CAR INDUSTRY**



**BUT EVERYTHING
IS CHANGING**



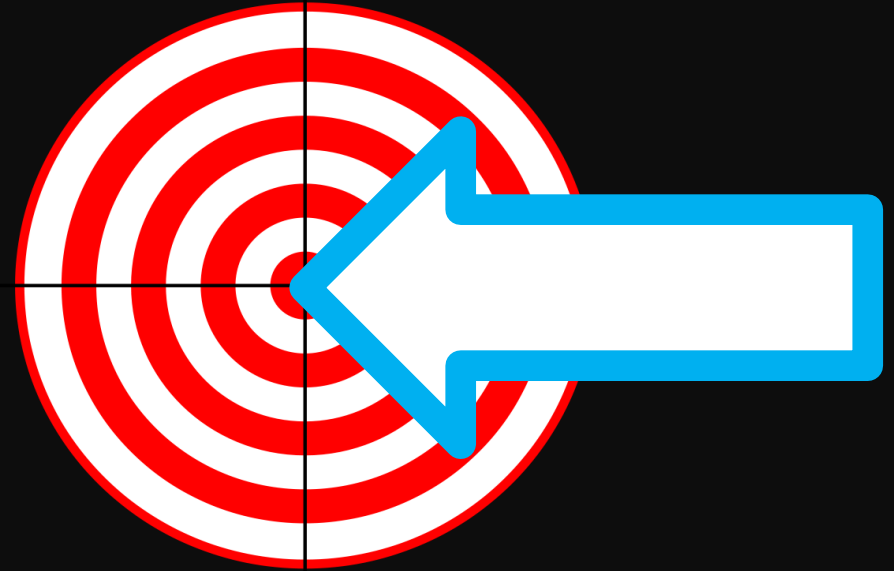
THE FUTURE STARTS NOW

TIME TO THINK DIFFERENT



RATIONAL

EMOTIONAL



SETTING NEW STANDARDS

DESIGN DNA

VISUAL QUALITY

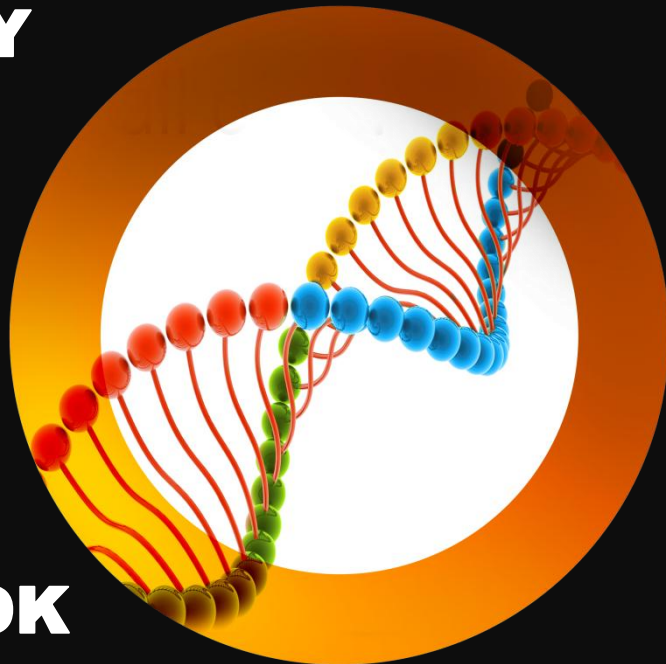
DESIGN FOCUS

DYNAMIC

DESIRABLE

VISUAL IMPACT

CONFIDENT LOOK



DISTINCTIVE

CHARACTER

UNIQUE

EMOTIONAL

REPLICABLE

EXPRESSIVE

AUTOMOTIVE BRANDING ALPHABET



Audi

BMW



Citroën

Dacia

Lotus

Ford

Alfa Romeo

Honda



Infiniti

Jaguar

Kia

Lexus

Mercedes-Benz

Nissan



Opel

Peugeot

Cadillac

Renault

Skoda

Toyota



Mitsubishi

Volvo

VW

Lada

Hyundai

Mazda

HUMAN

FACE



**DISTINCTIVE
CHARACTER
ATTITUDE
CONFIDENT
EXPRESSIVE
UNMISTAKABLE**

HUMAN

FACE

AUTOMOTIVE



**DISTINCTIVE
CHARACTER
ATTITUDE
CONFIDENT
EXPRESSIVE
UNMISTAKABLE**



RECOGNISABILITY

BRAND IDENTITY

LADA

AUTOMOTIVE BRANDING ALPHABET



Audi

BMW



Citroën

Dacia

Lotus

Ford

Alfa Romeo

Honda



Infiniti

Jaguar

Kia

Lexus

Mercedes-Benz

Nissan



Opel

Peugeot

Cadillac

Renault

Toyota



Mitsubishi

Volvo

VW

Lada

Hyundai

Mazda



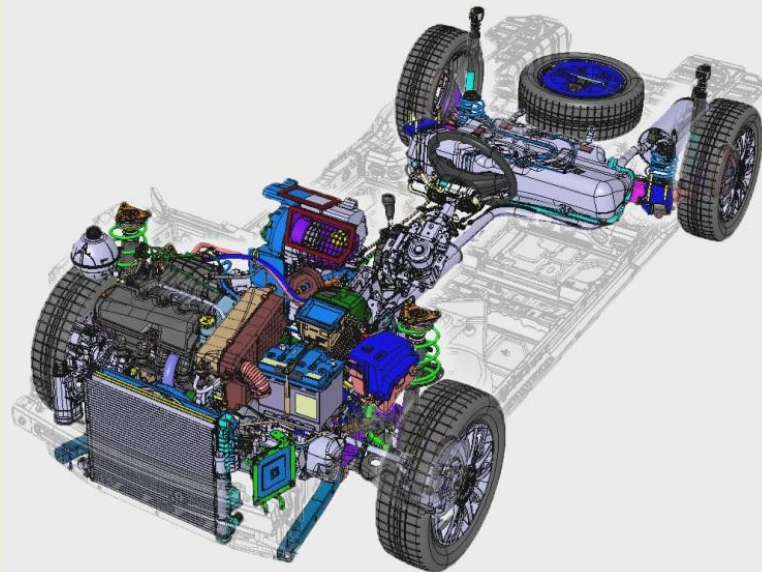
NEWLY DEVELOPED AVTOVAZ PLATFORM

**WORLD CLASS LEVELS OF
QUALITY
SAFETY
DRIVABILITY**

**RUSSIAN ENGINEERED
GLOBAL TECHNOLOGIES**

LOCAL CONTENT 71%

95% BODY STABILITY



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REPOSITIONING OF THE BRAND

ATTENTION BACK TO MAJOR CITIES
ATTRACT NEW CUSTOMERS



LADA

DESIGN DNA

UNIQUE FRONT FACE
WITH X SHAPED GRILL

2 INDIVIDUAL CHROMED
X BLADES ENHANCE
BOLD GRILL GRAPHIC

NEW LOGO



FOUNDATIONS OF THE NEW DESIGN LANGUAGE/DNA

LADA

DESIGN DNA

UNIQUE FRONT FACE
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FOUNDATIONS OF THE NEW DESIGN LANGUAGE/DNA

DESIGN DNA

MODERN PROPORTIONS
DYNAMIC PROFILE

HIGH BELT LINE FOR PROTECTIVE FEELING
LONG WHEEL BASE COMPACT OVERHANGS

UNIQUE SCUPTURAL
X FEATURES IN BODYSIDE



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FOUNDATIONS OF THE NEW DESIGN LANGUAGE/DNA

CONCEPT CAR STRATEGY

SHOWCASE NEW DESIGN LANGUAGE / DNA

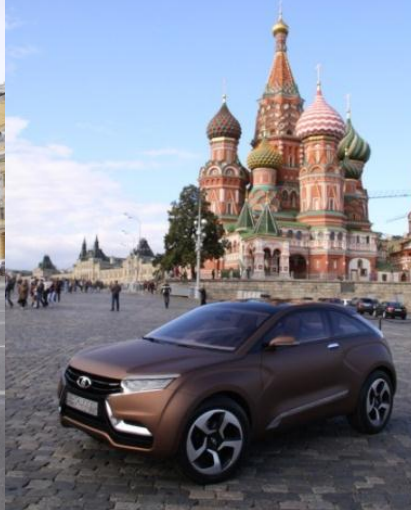
PRE POSITION / SHOWCASE FUTURE MODELS

INFLUENCE FUTURE PRODUCT STRATEGY

INCREASE POSITIVE BRAND AWARENESS

CHANGE BRAND PERCEPTION

TEST CUSTOMER REACTION



XRAY CONCEPT

2012

FUTURE VISION

NEW FACE
NEW DNA
NEW PRODUCTS



LADA



XRAY 2

CONCEPT

2014



VESTA CONCEPT

2014



VESTA WTCC CONCEPT 2014





VESTA CROSS CONCEPT 2015

NEW FACE OF VESTA

DIFFERENT CHARACTERS

WTCC



VESTA



CROSS





MARKET RESEARCH

FRANKFURT
BUDAPEST
ROME
PRAQUE
BARCELONA
STOCKHOLM
LONDON

„Looks sporty!“

„Very pragmatic
stylish, roomy!“

„Looks sporty!“

„Just right size for
the city.“

UNDERSTAND POTENTIAL
NEW MARKETS & CUSTOMERS

SOCIAL NETWORK RESEARCH



NEW INTERIOR DESIGN LANGUAGE
NEW OUTLOOK ON ERGONOMICS
INCREASED LEVELS OF COMFORT / ENHANCED FEATURES
NEW PERCEPTION OF PERCEIVED QUALITY / MATERIALS

**WORLD CLASS LEVEL OF DESIGN
QUALITY
SAFETY
DRIVABILITY**



LADA



LADA

PRODUCT OFFENSIVE

VESTA



SOP SEPT 2015

XRAY



SOP DEC 2015

VESTA SW CROSS



SOP SEPT 2016

XRAY CROSS



4x4 NG



XRAY

**DYNAMIC NEW ADDITION TO PORTFOLIO
HIGH SEATING POSITION HATCHBACK
EXPRESSIVE CROSS OVER STYLING**



LADA

VESTA LEADING THE WAY INTO THE FUTURE



LADA