

AvtoVAZ Offers \$3 Phone Credit to Lada Buyers

By [The Moscow Times](#)

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Russian car manufacturer AvtoVAZ has come up with a new way of attracting customers: offering 100 rubles (\$3) of phone credit to customers purchasing its Lada-brand cars.

The offer, which runs from Nov. 1 until Dec. 31, applies to those purchasing a Lada with a Rusfinance Bank financing plan, car magazine Avtosreda reported Thursday.

The bank's website also announced that every 100th and 500th customer will receive 10,000 rubles and 100,000 rubles, respectively, off their credit repayments.

AvtoVAZ sells the most cars on the Russian market; nearly 450,000 were sold in the first 10 months of 2012.

Its most sought-after models are the Lada Granta, Kalina and Priora.

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