

A Tribute to the Creator of Russia's Iconic Off-Road Lada

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Piotr Prusov, a well-known car designer, died yesterday at the age of 75. He spent most of his life working in Avtovaz, a major Russian car-producing company, and is famous for creating the iconic Lada Niva, the first Soviet mass-produced off-road car. Released in 1977, it gained worldwide popularity due to its robust design and durability.

The Lada Niva has been used by law enforcement agencies, emergency services and the military in multiple countries across the world. A Lada Niva was also used to transport goods and personnel in the Russian Antarctic Expedition from 1990 to 2001. More than 2,5 million cars have been produced since 1977.

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