

# How Do You Like Kalashnikov's New Electric Car, Elon Musk?

August 24, 2018



Yaplakal.com / Twitter

Kalashnikov's [release](#) of an electric concept car on Thursday — which it claimed would compete with Elon Musk's Tesla brand — sparked a flurry of meme activity on Russian social media.

Elon Musk has featured as a central character in the world of Russian memes ever since his company, SpaceX, launched a red Tesla car into space last February.

Not to be outdone by Musk's high-tech feat, Russians [offered](#) their own examples of ingenuity peculiar to the country (and poking fun at its problems), tagging their posts with the challenge: "How do you like that, Elon Musk?"

**Related article:** [Russia's Answer to Elon Musk's SpaceX Falcon Heavy Launch in Memes](#)


Kalashnikov's bold claim on Thursday that its new car could compete with Musk's Tesla

seemed to have been tailor-made for the meme craze.

**Here is a selection of our favorites below:**

"Kalashnikov just released an electric car that will compete with Tesla. Let's go!"

**Embed:**

Концерн Калашников представил электромобиль, конкурент [#Tesla](#)  
Погнали  [pic.twitter.com/ogaqxsid3c](https://pic.twitter.com/ogaqxsid3c)

— Капитан SkinRocket (@CapSkinRocket) [23 августа 2018 г.](#)

"How do you like that, Elon Musk?"

**Embed:**

"Как тебе такое, Илон Маск"? )))) [@elonmusk](#)  
Russia's Kalashnikov Concern is developing the technology of an electric supercar,  
which is expected to become a competitor of Tesla.  
I shit you not! )))) [pic.twitter.com/ylLzC18dio](https://pic.twitter.com/ylLzC18dio)

— noname.max (@qartveli\_lagasi) [23 августа 2018 г.](#)

"My neighbor bought himself a domestically-produced electric car."

**Embed:**

Сосед взял себе электромобиль отечественного производства  
[pic.twitter.com/4i9X7wgMbX](https://pic.twitter.com/4i9X7wgMbX)

— Леонид Дегтярёв (@leon\_elk) [23 августа 2018 г.](#)

This meme imagines Kalashnikov's new electric car flying out in space like Musk's Tesla in February.

**Embed:**

«Калашников» представил будущего конкурента Tesla на базе ИЖ «Комби»

✂ <https://t.co/Gk2ZZdHPqq> [pic.twitter.com/ifGSzKzwUX](https://pic.twitter.com/ifGSzKzwUX)

— Yaplakal.com (@yaplakalcom) [23 августа 2018 г.](#)

"Musk is gutted."

**Embed:**

Конкурент Tesla от "Калашникова". На базе ИЖ-21252 «Комби»  
Это вам не кот чихнул

Маск смущён [pic.twitter.com/VnHZuN1S8M](https://pic.twitter.com/VnHZuN1S8M)

— kamenskiy evgeny (@odikov) [23 августа 2018 г.](#)

"Kalashnikov, I await your job offers," says a user who suggested adding Christian icons to the displays of the new Kalashnikov cars.

**Embed:**

Калашников, жду предложений о работе [pic.twitter.com/uO3IwFdp4u](https://pic.twitter.com/uO3IwFdp4u)

— Святник (@pshemislaw) [23 августа 2018 г.](#)

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