The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

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
>
> — 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/ylLzC18di0
>
> — 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
>
> — 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
>
> — 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
>
> — 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
>
> — Святик (@pshemislaw) 23 августа 2018 г.

Related article: Russia's Answer to Elon Musk's SpaceX Falcon Heavy Launch in Memes

Original url:
https://www.themoscowtimes.com/2018/08/24/how-do-you-like-kalashnikovs-new-electric-car-elon-musk-a62652