

PRESS RELEASE 2020 – WEEK 09

The last of its kind

Rameder supplies towbar for the Lada Niva 4x4 evergreen

One by one, it has seen so many of its rivals go into (well-deserved) retirement. The original Mercedes G-Class and the Land Rover Defender are notable examples - two legends that are no longer in production. But there is one off-road vehicle – dating from before SUV was even a term – which is still far from retirement: The Lada Niva 4x4. The four-wheel-drive vehicle with its characteristic shape is still in production and is even getting an interior facelift this year. Rameder, Europe's largest supplier of transport solutions for cars, has matching towbars for this classic vehicle in its online shop at www.rameder.eu.

The BA3-2121 "Нива" model (pronounced: VAS-2121 "Niva") began in 1976. It was the year Jimmy Carter became president of the United States. And when Steve Jobs and Steve Wozniak founded that company with the apple logo. It was also the year that saw the "Night from Belgrade", the final of the European Football Championship between Czechoslovakia and Germany where Uli Hoeneß missed the deciding shot in the penalty shoot-out, sending the ball into the night sky of the Serbian metropolis – rumor has it the ball has not been found to this day. The Lada 4x4, on the other hand, is still very much with us. **Rameder** supplies towbars for this tried-and-tested workhorse – which looks back on an impressive career as armored vehicle, ambulance and amphibious vehicle. After all, towing is in the very nature of the off-roader.

The rigid towbar with screwed-on ball head, for example, is a good practical hitch for the 4x4. It is robust and reasonably priced. Matching electrical kits are also available from **Rameder**. The system can be used to tow 1900 kg, with the maximum vertical load of 75 kg. That vertical load means the Niva happily accommodates two mountain bikes up for a ride in the mountains. After all, it would be an insult to the 4x4 to place any bet on the bikes making it further and higher into the mountains. You will find a large selection of bike carriers suitable for the supreme Niva in the **Rameder** online shop at www.rameder.eu.

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