

Daewoo Nexia gets restyle

Only restyled Daewoo Nexia cars will be produced in Uzbekistan from now on. 70,000 renewed units – of which 80% are to be exported to Russia - will be turned out by the end of the year. Lamps, the radiator grille, the trunk lid and the bumper received restyle. The car benefits from the same engine as is used to power Chevrolet Lacetti. This motor, the plant representatives believe, will benefit sales that are expected to grow 70% and secure the carmaker a slice in the market after 2010.

These plans are quite feasible because Daewoo Nexia enjoys a stable demand despite it is an old model. A reliable and reasonably priced vehicle, Nexia successfully competes with Russian-made autos. Last year, the plant sold around 50,000 cars – a 13% rise on 2006. Restyled and supplied with a new engine, Nexia will likely become yet more popular. However, the carmaker should keep the price rise as small as possible. Alongside Russian Priora and Kalina, Nexia is rivaled by Renault Logan.

By Kirill Lebedev