



LADA

НОВЫЕ ГОРИЗОНТЫ

Start of sales of LADA cars with the new multimedia system EnjoY Pro

AVTOVAZ announces start of sales of cars with the LADA EnjoY Pro multimedia system with Yandex.Auto. This is an intelligent multimedia system that provides the functionality of a modern smartphone integrated into the car, with built-in Yandex.Auto and support of Apple CarPlay and Android Auto. The system is characterized by high performance and the ability to use the usual services on the road: Navigator, Music, Alice and Gasoline Stations. LADA EnjoY Pro with Yandex.Auto – an 8-inch HD screen with a responsive and bright IPS matrix, the pleasure of high-quality surround sound by ARKAMYS, as well as regularly updated "over the air" software that allows you to maintain the relevance of all existing functions, add new ones and improve the stability of their work.

It is easier and safer to use the services on the big screen. With the help of Alice's voice assistant, you can turn on music, plot a route, or find out the weather not taking your mind off the road. In addition, you can sync the system with your Yandex account. So, drivers will be able to build routes on the phone and transfer them to the Yandex.Auto screen.

"Yandex has been involved in this project since the creation and testing of the first prototypes, so we were able, together with our colleagues from AVTOVAZ, to select the hardware to meet our standards. The system is built on the basis of a modern processor and runs on a modified automotive version of the Android 9. As a result, we have a solution that is comparable to smartphones in many parameters, including smooth operation, response speed and performance," commented Mikhail Malakhov, Head of the Yandex.Auto laboratory.

One of the most anticipated features of the new multimedia system is the introduction of surround sound technology, which provides accurate and natural music reproduction, taking into account even the interior trim materials, the characteristics of the speakers and their location in the car. The sound of the LADA EnjoY Pro has been adjusted to consider the architecture and interior volume of each LADA model in which it will be used. Unique algorithms of sound distribution in space create the effect of a concert hall. Individual tuning of the sound frequencies and the sound stage ensures high-quality sound over a wide range.

The new multimedia system is available in the LADA Vesta family cars, including Sport, XRAY, XRAY Cross and Ganta models*.

*For Granta models LADA EnjoY Pro is offered with 7-inch screen

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"We are pleased to announce the launch of cars with the new LADA EnjoY Pro multimedia system – the only multimedia system with built-in Yandex.Auto, phone projection technologies through an 8-inch screen and a 3D stereo system in Russia. This is a strategically important launch for us and a qualitatively new level of comfort and safety for LADA customers. At the first stage, the new multimedia system was presented in the cars of the LADA Vesta, XRAY and XRAY Cross families. Now LADA EnjoY is also available in Granta models, " said Olivier Mornet, Executive Vice President of Marketing and Sales of AVTOVAZ.

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