

# Elon Musk Reacts – in Russian – to Bizarre Backward-Driving Car Video

February 13, 2019



Elon Musk has finally responded to Russia’s “How do you like that, @elonmusk?” meme over a year after it took Twitter by storm.

The memorable phrase was born after Musk [launched](#) a red Tesla Roadster on his SpaceX rocket toward Mars on Feb. 6, 2018. Russian social media users [reacted](#) to the tech entrepreneur’s achievements with a touch of irony, tweeting photoshopped images claiming to show Russia’s technological supremacy over Musk.

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

Russia’s state-funded NTV news channel [tagged](#) Musk’s Twitter handle this week when it posted a video of a remodeled Soviet car nicknamed “Zhiguli” being driven backward.

**Embed:**

хаха офигенно

— Elon Musk (@elonmusk) [13 февраля 2019 г.](#)

“[H]aha *ofigenno*,” Musk tweeted in Russian on Wednesday, using the Russian slang word for “awesome.”

NTV later [reported](#) that the Zhiguli’s 18-year-old driver had switched the direction of his seat and steering wheel to face backward, a feat that earned him the attention of traffic police.

Original url:

<https://www.themoscowtimes.com/2019/02/13/elon-musk-reacts-in-russian-to-bizarre-backward-driving-car-video-a64478>