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For Immediate Release

**Find Your Colour Match At** [TOWN/CITY] **Nissan Dealer**

**[TOWN/CITY]** motorists — if your car has you feeling blue, or seeing red, maybe you’re in need of a colour change?

According to figures released by Nissan, almost nine in ten people — 86% — admitted they’d chosen the wrong colour when buying their cars.

More than two thirds admitted to opting for more conservative colours — despite there being a bigger range of vibrant colours than ever before, and of those surveyed, 38% were driving a vehicle either grey or black.

The findings came following a survey of 5,000 responses across Europe, to celebrate the personalization options of the all-new Nissan Micra.

The Micra, priced from £11,995, can be personalised to suit any tastes with ten exterior body colours and more than 100 different combinations on exterior and interior trims.

Around 22% Nissan Micra customers have personalised their cars so far, and **[DEALERSHIP NAME]**, on **[ADDRESS LINE 1]** has seen plenty of customers put their individual stamp on theirs.

**[NAME]**, **[JOB TITLE]**, said: “One of the great things about the all-new Micra is the huge range of options available to make it your own. Whether more conventional colours like black, white and grey suit your style, or bright shades like the incredibly popular Energy Orange are more your thing, the Micra has it all.”

To help customers discover which colour best suits their personality, Nissan has developed an innovative Chatbot in association with acclaimed colour psychologist, via Facebook.

Visit <https://www.facebook.com/NissanMicraChatbotUK> to take the test, or visit **[DEALERSHIP NAME]**, on **[ADDRESS LINE 1]** to find out more.

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For more information contact the Nissan Dealer PR team on 07585 779623