****

February 2021

For immediate release

**Thanks a million! Nissan hits major
crossover sales milestone in the UK**

Nissan is celebrating the sale of its millionth crossover to UK customers, the first car manufacturer to achieve the major milestone.

The landmark was reached thanks to the combined sales of both generations of Qashqai and Juke and the current version of X-Trail. The latest versions of all three fantastic cars are available at [DEALERSHIP DETAILS HERE].

Nissan marked the momentous occasion by wrapping the five models in platinum. A platinum disc is traditionally awarded to music artists who achieve a million sales of an album or single.

Since Nissan invented the crossover segment in 2007 with the launch of Qashqai, and Juke created the compact crossover segment three years later, Nissan has been the market leader for UK crossover sales.

The Qashqai is regular fixture in the UK’s top 10 selling cars, with Juke regularly among the top 15 best-selling models.

[DEALER PRINCIPAL NAME AND DEALERSHIP NAME] said: “We are thrilled to be part of this incredible success story and wish to express sincere gratitude to our customers for putting their trust and loyalty in the quality of Nissan’s vehicles.

“Quite simply, if you are thinking of buying a crossover, you will not find another brand that has anywhere near the number of happy customers as Nissan. We’re the market leaders in this segment because we put our customers first.

‘‘We’d love to talk to anyone wanting to find out more about Nissan’s incredible crossover family. Our showroom doors may be closed but we are available online and on the phone.’’

For the uninitiated, crossovers combine the raised seating position, ground clearance and capable styling of SUVs, with the compact external dimensions, efficient performance and handling refinement of hatchbacks.

Of the one million Nissan crossovers sold in the UK, 93 per cent were made at the company’s Sunderland plant in North East England. And both generations of Qashqai and Juke were designed, engineered and produced in the UK.

Whilst Nissan has had to close showroom doors during the national lockdown, the brand’s Shop@Home service is supporting customers with their next purchase from the comfort of their homes.

Customers can browse and configure models, explore finance options, and even click-and-collect from their nearest COVID-secure Nissan showroom.

Contact [DEALERSHIP DETAILS HERE] today to find out more.

*-ends-*

*Nissan Dealer PR: 07309 740052.*