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Press release

July 2023

**Built in Britain: The three great cars that
are key to Nissan’s UK success story**

The team at Nissan’s UK car factory in the north-east of England recently celebrated building their 11 millionth vehicle – and the three fantastic models produced there are currently available at **[DEALERSHIP NAME HERE]**.

The cars in question are the popular crossovers Qashqai and Juke, and the all-electric LEAF hatchback.

The 11 millionth car to roll off the production lines at Nissan’s factory in Sunderland, Tyne and Wear, was a silver Qashqai with e-POWER technology. The first car, produced in 1986, was a white Nissan Bluebird, which took about 22 hours to build. Today, a top-of-the-range Qashqai e-POWER takes about 8.5 hours.

The 11 million total is made up of nine different models, with 22 variants. Four models, Qashqai, Micra, Primera and Juke, have gone into seven figures, with Qashqai the all-time highest at more than four million.

Last year, Qashqai was the UK’s best-selling new car – the first British-built model to achieve that distinction in 24 years.

The UK’s largest car manufacturing operation by volume, Sunderland Plant is home to a workforce of about 6,000 people. Nissan also supports a further 30,000 UK jobs elsewhere in the automotive industry, with about five million parts arriving every day at the site.

Last summer, Qashqai e-POWER and Juke Hybrid both went into production in Sunderland which, added to the all-electric Nissan LEAF, means the full range at the plant is electrified. So far, more than 50,000 Qashqai e-POWER and 20,000 Juke Hybrid examples have been built.

The plant is also moving forward with its EV36Zero project, which consists of three main elements: the introduction of a new electric vehicle; a 12GWh gigafactory with the company’s battery partner Envision AESC; and a microgrid to deliver 100 per cent renewable energy to Nissan and its suppliers.

**[NAME AND JOB TITLE HERE]**, at **[DEALERSHIP NAME HERE]**, said: “The latest milestone at Nissan’s phenomenal Sunderland plant reflects the vast experience that our world-class manufacturing team has in delivering the quality cars that our customers love.

“Nissan has come a long way since production first started and the 11 million landmark has given everyone in the Nissan family a chance to pause for a moment to celebrate our wonderful ‘built in Britain’ success story.

‘‘We’re always looking forward, however, and our fully electrified range and EV36Zero plan mean we have an exciting and sustainable future ahead.”

For more information on Qashqai, Juke and LEAF, plus Nissan’s incredible all-electric coupe crossover ARIYA, contact **[DEALERSHIP NAME AND CONTACT DETAILS]**.

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