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Press release

October 2024

**Nissan announces pricing and pre-orders
for the exciting Ariya NISMO**

It’s time to buckle up because customers can now officially pre-order the Ariya NISMO at **[DEALERSHIP NAME HERE]**. Prices start from a competitive £56,620 OTR, just £1,780 more than the luxurious ARIYA e-4ORCE 87kWh Evolve.

Besides enjoying the exclusivity of securing one of the very first Ariya NISMOs to arrive in the UK, early customers will receive a £500 charging credit through NISSAN CHARGE, a new EV charging service that will give access to more than 55,000 public charging points across the UK.

In addition, the first UK customers will receive an exclusive, 1-of-100 limited-edition Ariya NISMO artwork by Juan Alcalá Lara, the renowned graphic artist and illustrator responsible for NISMO’s Formula E art.

Ariya NISMO is initially available in a single specification with a special Stealth Grey exterior finish, previously available on GT-R.

The car builds on Nissan’s strong NISMO heritage, combining it with the regular ARIYA’s unique Japanese-inspired design to deliver an enhanced experience for drivers and passengers alike.

Its advanced e-4ORCE system combines with finely tuned suspension to offer precision, control and confident handling in varied road conditions, offering a superb drive no matter what the weather.

The e-4ORCE all-wheel-drive system also helps the Ariya NISMO off the line, accelerating from 0-62mph within 5 seconds, and from 50-70mph in just 2.4 seconds – even faster than the revered R35 GT-R NISMO.

In addition, the steering system has been optimised to provide more direct feedback, enhancing the connection between driver and vehicle for a more engaging drive.

Together, these refinements help add a sense of excitement to every journey, while maintaining the versatility, style and family-friendly focus that defines the ARIYA range, ensuring the new NISMO model remains as practical as it is exhilarating.

Customers can secure their Ariya NISMO by speaking to the team at **[DEALERSHIP NAME HERE]**. Based on a typical Personal Contract Purchase arranged through Nissan Financial Services (1.99% APR, £5000 deposit, 10,000 mi/yr), it will cost £622 a month over four years.

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*Nissan Dealer & Fleet PR: 07309 740052*