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Press release

October 2024

**Nissan Qashqai with e-POWER wins ‘Best
Powertrain’ accolade at News UK Awards**

The Nissan Qashqai with e-POWER – available to inspect and test-drive at **[DEALERSHIP NAME HERE]** – has been recognised by The Sun, The Sunday Times and driving.co.uk at the News UK Motor Awards 2024.

The ‘Best Powertrain’ award – given to Qashqai because of its unique electrified e-POWER technology – is a well-deserved feather in the cap for Nissan and the British-built car, during a year in which the best-selling crossover has been refreshed with bold restyling and upgraded technology.

Since its launch in September 2022, Nissan has sold more than 140,000 Qashqai e-POWER – with customers loving the ‘electric drive’ feeling delivered by the technology.

Rob Gill, The Sun’s Motors Editor, said: “Qashqai is the car that started it all and now the clever e-POWER system moves the game on even further.

“It has all the advantages of an electric car without the not-so-good bits like recharging with a plug. The petrol engine charges the battery and an electric motor drives the wheels. We averaged 46mpg over 700 miles, which is mighty impressive for a family SUV, plus it’s designed, engineered and made in Britain.”

The key to the unique and innovative e-POWER powertrain is that the wheels are only ever driven directly by an electric motor, unlike traditional hybrids, helping the car deliver the sensation of driving an EV with no need to plug in and charge.

It’s a perfect solution for those customers seeking advanced and efficient technology but who are not quite ready to make the switch to a 100% electric car.

The sole role of the car’s turbocharged three-cylinder engine is to generate electricity, which is sent via an inverter to either the 140kW electric motor or the 1.8kWh battery (or both, according to the driving scenario).

Working quietly in the background, it supplies the electricity in relation to the vehicle’s speed, thus avoiding any disconnect between background sound and vehicle progress.

**[NAME AND JOB TITLE AT DEALERSHIP]** said: ‘‘We couldn’t be more thrilled that the new Qashqai, powered by Nissan’s unique e-POWER technology, beat its hybrid rivals in a highly competitive class at the News UK Motor Awards 2024.

‘‘Nissan is proud to have created the crossover segment when it launched Qashqai in 2007. The cars on sale today are a far cry from those early models, of course, and the introduction of e-POWER technology in 2022 was a huge moment for Qashqai. It’s a car that’s incredibly important to all of us at Nissan and continues to be much-loved by our customers.’’

For more information on Qashqai and the other great cars in the Nissan range, contact **[DEALERSHIP CONTACT DETAILS HERE]**.

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