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August 2022

For immediate release

**Nissan’s stunning all-electric ARIYA crossover**

**now available with brand new 72 plate**

With the September number plate change just around the corner, there’s never been a better time to get behind the wheel of a brand new Nissan – and the latest arrival at **[DEALERSHIP NAME HERE]** is the fabulous all electric ARIYA.

The recently launched ARIYA – Nissan’s first fully electric crossover – offers powerful acceleration and smooth, quiet operation, as well as an interior with a luxurious, lounge-like atmosphere.

The car delivers the very best that Nissan can offer: its unrivalled EV heritage personified by the incredible success of the pioneering LEAF; its impeccable crossover credentials demonstrated by the continuing success of Juke and Qashqai; and levels of performance inspired by the iconic GT-R.

ARIYA’s stress-free driver aids, virtual personal assistance and seamless connectivity heighten the on-road experience and provide a welcoming environment for everyone on board.

With a range of up to 329 miles, ARIYA is the perfect partner for daily commutes and longer trips alike. ‘On the road’ prices start at just £43,845 and Nissan is offering ARIYA at a very competitive rate on monthly finance.

What’s more, ARIYA is already a proven winner! The car enjoyed a double triumph at this year’s Auto Express Awards, securing both the ‘Best Mid-Sized Company Car’ trophy and the overall ‘Car of the Year’ title.

Judges were keen to highlight ARIYA’s all-round talents and praised its compelling blend of head-turning looks, premium appeal and composed driving dynamics.

**[NAME AND JOB TITLE AT DEALERSHIP]** said: “We have been thrilled by the launch of Nissan’s 100 per cent electric crossover – the all-new ARIYA. This cutting-edge EV represents the confidence and dare-to-do ambition of the brand.

“Nissan is utilising over a decade of experience leading the electric vehicle market, to introduce a model that’s as rewarding to own as it is to drive.

‘‘Visitors to our showroom are already telling us they are seriously impressed with the car. And with the arrival of the 72 plate just around the corner, it is proving incredibly popular with customers old and new.’’

To find out more about ARIYA – and the other great cars in the Nissan range – contact **[DEALERSHIP DETAILS HERE]** today.

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*Nissan Dealer PR: 07309 740052*