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Press release

December 2024

**Yet another top award for class-leading
Nissan Qashqai e-POWER!**

The Nissan Qashqai e-POWER – available to inspect and test-drive at **[DEALERSHIP NAME HERE]** – has picked up yet another best-in-class award for its uniquely innovative electrified powertrain.

cinch, the UK’s leading online used car retailer, has announced the winners of its 2024 Car of the Year awards, with Nissan’s e-POWER technology attracting praise from judges.

Already one of the nation’s favourite cars, this new award for Qashqai is further evidence of how Nissan is delivering innovative and class-leading technology to its customers.

Sam Sheehan, motoring editor at cinch, said: “What makes the Qashqai e-POWER so good is how its hybrid system works – it shows that hybrid cars don’t need to be boring to look at or to drive.

“It feels like an electric car with zippy acceleration and one-pedal driving, and yet it’s as convenient as a petrol car because it doesn’t need to be plugged in.”

Designed, engineered and built in Britain, the Qashqai has had a busy 2024, thanks to a comprehensive update and an award-winning marketing campaign, as well as being named best-in-class by motoring experts at News UK – publishers of some of the country’s biggest newspapers, including The Sun and The Sunday Times.

**[NAME AND JOB TITLE AT DEALERSHIP]** said: “With eye-catching design, intuitive technology, the latest safety features and award-winning powertrains, it’s no wonder our customers love the Qashqai.

“Receiving this award is fantastic recognition for Nissan teams across the UK, all of whom have contributed to Qashqai’s UK development and helped to maintain its position as a British automotive industry success.”

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.

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.

To find out more about Qashqai, or any of the other great cars in the Nissan line-up, contact the friendly team at **[DEALERSHIP NAME AND CONTACT DETAILS HERE]**.

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*Nissan Dealer PR: 07309 740052*