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May 2021

For Immediate Release

**Grab your chance to enjoy an exclusive   
preview of Nissan’s All New Qashqai**

Selected car buyers across the UK are being given a special VIP preview of the All New Nissan Qashqai – and you could be among them!

A number of pre-production models are currently on a seven-week tour of Nissan dealerships – and at each showroom, a handful of lucky potential purchasers are being chosen to check out the car in a Covid-secure environment.

[DEALERSHIP NAME AND TOWN] is among the dealerships on the route, with the tour visiting the premises on [DATE].

Those present at the VIP event will be treated to a memorable unveiling of the stunning All New Qashqai before viewing an exciting ‘‘augmented reality’’ video. Sales staff will be on hand to answer questions and provide assistance.

Everything will be totally Covid-compliant. The day of the event will be divided into a series of carefully-arranged one-to-one appointments, each lasting around an hour. Temperature checks, face coverings and social distancing will be in place to ensure everyone’s safety.

All New Qashqai is the third generation of the trail-blazing SUV, the car credited with launching the crossover segment back in 2007.

Its launch sees Nissan once again set new standards for distinctive design, dynamic handling and advanced technologies, all at an accessible and attractive price.

And with sumptuous levels of comfort, plus seamless connectivity and a plethora of reassuring safety aids, All New Qashqai is a worthy successor to its hugely successful forebears.

Although the first customers have yet to take possession of their vehicles, order books are already open. The range starts from just £23,535 in Visia specification, rising to just under £38,000 for range-topping Tekna+ Xtronic Automatics.

In addition, a limited number of generously-specified Premiere Edition models are being offered from £29,275.

The car has already impressed the UK’s leading motoring journalists, with Rob Gill of The Sun saying people would ‘‘warm instantly’’ to it. He also praised its ‘‘fresh new look and plush cabin’’.

[NAME AND JOB TITLE] at [DEALERSHIP NAME] said: ‘‘Since it defined the crossover category over ten years ago, and despite welcoming an ever-growing list of competitors, Qashqai remains the leader in its segment in terms of sales in the UK in the past year.

‘‘With this latest instalment, Nissan has taken the car to the next level. There are notable improvements in fit and finish, infotainment software and connectivity, plus electrified powertrains, including the first European application of Nissan’s much heralded e-POWER system.

‘‘We are sure our customers will be delighted to experience All New Qashqai – but be quick! Places at the VIP event are strictly limited.’’

To apply for a place at the VIP event at [DEALERSHIP NAME] on [DATE], go online to bit.ly/QQ-event

*-ends-*

*Nissan Dealer PR: 07309 740052*