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December 2021

For immediate release

**Now available to order – Nissan’s
stunning all-electric Ariya crossover**

**[DEALERSHIP NAME HERE]** is excited to announce that customers can now pre-order the all-new 100 per cent electric Nissan Ariya, with first deliveries beginning in the summer of 2022.

The stunning Ariya – Nissan’s first all-electric coupé crossover – offers powerful acceleration and smooth, quiet operation, as well as an interior with a luxurious, lounge-like atmosphere. Its stress-free driver aids, voice personal assistance and seamless connectivity heighten the on-road experience and provide a welcoming environment for everyone on board.

And with an estimated range of up to 310 miles (subject to official confirmation), Ariya is the perfect partner for daily commutes and road trips alike.

Ariya’s comprehensive UK line-up features four versions to meet customer range and performance needs – Advance (63kWh), Evolve (87kWh), e-4ORCE Evolve (87kWh) and e-4ORCE Performance (87kWh). All will be available at launch.

‘On the road’ prices start from £41,845 for Advance 63kWh versions, rising to £58,440 for the e-4ORCE Performance 87kWh model.

Together with an advanced all-wheel drivetrain, the range-topping specification includes premium features such as a 10-speaker BOSE sound system, digital head-up display, Intelligent Rear View Mirror, Electric Panoramic Sunroof, dynamic 20” alloy wheels with aero covers, and distinctive Blue Nappa leather seat fronts.

Nissan is offering Ariya at a very competitive rate on monthly finance. Personal contract (PCP) offers start with customers being asked to make monthly payments of £629 on the expected best-selling EVOLVE 87kWh version over 37 months, with a 5.81% APR, and a £6,616 deposit (37 months, 10,000 annual mileage).

**[NAME AND JOB TITLE AT DEALERSHIP]** said: “We are thrilled to be opening pre-orders for our 100 per cent electric crossover – the all-new Nissan Ariya. This cutting-edge EV represents the confidence and dare-to-do ambition of the Nissan brand.

“We’re taking over a decade of experience in leading the market with electric vehicles, and launching a model that’s as rewarding to own as it is to drive. We know our customers are going to be seriously impressed with new Ariya.”

With its fully electric drivetrain, Ariya offers an exciting zero-emission driving experience for a variety of lifestyles.

The 63kWh two-wheel drive model provides value for those primarily using their vehicle in urban or suburban areas.

For families looking to take longer journeys, the Ariya 87kWh offers two-wheel drive with an extended range. The Ariya e-4ORCE 87kWh all-wheel drive combines the benefits of longer range and a comfortable ride thanks to the balanced power delivered to all four wheels together with significantly increased torque.

The Ariya e-4ORCE 87kWh Performance is ideal for drivers seeking the thrill that comes with a high power output of 394PS and 600Nm of available torque.

For the ultimate personalisation, Ariya will be offered with a choice of ten body colours, including pearlescent, metallic and premium metallic shades together with six distinctive two-tone options.

To find out more about the stunning new Nissan Ariya, contact **[DEALERSHIP DETAILS HERE].**

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*Nissan Dealer PR: 07309 740052*