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For immediate release

**From Safety First to First in Safety: All new Nissan Qashqai receives the What Car? Safety Award**

The all new Nissan Qashqai – now available to order at **[DEALERSHIP NAME HERE]** – has been awarded the Safety Award at the 2022 What Car? Car of the Year Awards.

Sponsored by Thatcham Research, the Safety Award is given to a model that represents the highest standards in occupant protection and recognises manufacturers that put safety at the top of their priority list.

This prestigious accolade follows Qashqai's success in the recent Euro NCAP Best in Class Cars of 2021, where the model was the highest rated in the 'Small Off-Road' category.

On the Qashqai's success, Steve Huntingford, Editor of What Car?, said: "One of the reasons that the new Nissan Qashqai is the 2022 What Car? Safety Award winner is that its overall Euro NCAP score is among the best of all the cars tested in the last 12 months.

"The Qashqai protects its occupants in a crash just as well as some models that cost four times as much. And all trim levels come with a suite of very effective active safety systems that minimise the chances of you being involved in an accident in the first place."

The all new Nissan Qashqai offers an uncompromising set of segment-leading safety technologies, many of which are standard-fit, to protect both occupants and other road users. A number of these technologies are introduced for the first-time on the all new Qashqai, and some are a first for the C-SUV segment.

These include Intelligent Forward Collision Warning, Intelligent Front Emergency Braking, Rear Emergency Braking, Intelligent Cruise Control and Emergency Lane Keeping, as well as a new central front airbag and adaptive driving beams.

**[NAME AND JOB TITLE AT DEALERSHIP]** said: "As Nissan works towards a goal of zero emissions and zero fatalities, we are proud to supply cars that deliver outstanding levels of road safety. The What Car? Safety Award is a credit to the teams who have put so much effort into making the all new Qashqai one of the safest and most desirable cars on the road today."

The all new Nissan Qashqai was recently awarded the top five-star safety rating by the independent European New Car Assessment Programme (Euro NCAP), under the new, more stringent 2020-2022 protocol.

Euro NCAP scored the new Qashqai 91% for both adult and child occupant protection, placing it among the best of its competitive group. A near maximum score of 23.8 out of a possible 24 was achieved for child occupant protection and a maximum 12 points was achieved for the child restraint seat installation check.

Euro NCAP recognises that it is always preferable to prevent accidents in the first place, and awards points for technology which helps drivers avoid collisions. The Qashqai also scored exceptionally high here with a 95% rating, thanks to Nissan Intelligent Mobility technologies.

For more information about the all new Nissan Qashqai, and to arrange a test drive, contact **[DEALERSHIP DETAILS HERE]**.

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*Nissan Dealer PR: 07309 740052*