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For immediate release

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**Six of the best on the way as Nissan
charges towards an electrified future**

The carmaker Nissan has set a course firmly towards a sustainable future by unveiling a new six-strong electrified line-up which will be arriving in showrooms this summer.

Taking advantage of its unmatched electric expertise and leadership, Nissan is supercharging its shift to electrified mobility with its most exciting and comprehensive offering to date.

It’s all connected to ‘Ambition 2030’ – the company's long-term vision for empowering mobility and beyond. And the six new vehicles will soon be available for inspection at **[DEALERSHIP NAME AND TOWN]**.

**[NAME HERE]** at **[DEALERSHIP NAME]** said: "Nissan is charging towards an electrified future, and we’re delighted to be involved. The manufacturer has established a clear direction through Ambition 2030 and with a new electrified line-up, we are truly paving the way to a sustainable future.

"We can’t wait for the arrival of Nissan’s most comprehensive product offering to date. Nissan has harnessed its disruptive nature and electric expertise to deliver a suite of electrified powertrain technologies that meet the needs of our customers, with zero compromise on excitement.”

In essence, Nissan is delivering more choice, more excitement, and more accessibility than ever before.

**Juke Hybrid:** The latest iteration of Nissan’s compact crossover, Juke Hybrid retains the car’s distinctive personality and gives EV-curious customers a comprehensive introduction to the world of electrification. Juke Hybrid blends responsive performance, enjoyable driveability, and excellent fuel efficiency for a rewarding and assured experience on the road.

**All-new Qashqai e-POWER:** Building on its heritage as the world’s first crossover, the all-new Qashqai elevates the crossover driving experience with Nissan’s unique e-POWER powertrain technology.

The system developed by Nissan delivers the unmistakable thrill of fully electric driving without the need to recharge. A 100% electric-driven motor powers the wheels for instant and linear acceleration, while a small combustion engine recharges the battery on the move.

**All-new X-Trail e-POWER:** The all-new X-Trail takes a bold new approach to the intrepid Nissan crossover family vehicle, equipped with Nissan’s innovative e-POWER drivetrain and e-4ORCE all-wheel-control technology to power up family adventures.

**Nissan LEAF:** As the world’s first mass-market EV, LEAF initiated a revolution and established the blueprint for modern electric vehicles – with more than 577,000 examples sold globally and over nine billion zero-emission kilometres driven since its 2010 launch.

Nissan developed its electrification expertise with LEAF, refining the successful formula over a decade of development to make EVs accessible to all – bringing even more compelling design, seamless connectivity and efficient powertrain options with LEAF 2022.

**Nissan Ariya:** Marking a new chapter in Nissan’s electrification journey, Ariya is Nissan’s first all-electric coupé-crossover and the embodiment of what it does best. Ariya delivers the ultimate electric experience. It embodies Nissan’s Japanese DNA, offers dynamic driving performance and boasts one of the most spacious interiors in the segment.

Redefining fully electric driving, Ariya will also feature e-4ORCE, the perfect balance of power and control. The twin-motor system’s seamless power distribution delivers instant response for effortless acceleration in a variety of driving scenarios.

**Townstar:** The next generation of Nissan’s fully electric compact LCV offering, the all-new Townstar is designed to be a reliable, efficient and sustainable business partner, optimised to meet customers’ ever-changing needs.

To learn more about Nissan’s exciting line-up of electrified models, contact **[DEALERSHIP DETAILS HERE]**.

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*Nissan Dealer PR: 07309 740052*