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For immediate release

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**All-electric LEAF a key factor as Nissan**

**picks up prestigious ‘Green Hero’ award**

Nissan has received a Green Hero Award from motoring website Electrifying.com in honour of its pioneering investment in zero-emission vehicles and plans for sustainable electric vehicle manufacturing.

The honour recognises Nissan’s roadmap to carbon neutrality and its £1bn UK investment in sustainable EV production technologies as well as the global success of its ground-breaking LEAF – the world’s first mass-market electric vehicle, available at **[DEALERSHIP NAME HERE]**.

A five-strong team of judges ranked Nissan as the best performing EV brand, noting its “long history of pioneering in the field of electric vehicles” and its “joined-up approach to manufacturing which showed real depth of thought into reducing its impact on the environment”.

Examples of positive action included Nissan’s long-established solar and wind farms, recycling initiatives and the shorter supply chains created by local production. It was also noted that its recently-announced EV36Zero plans are already becoming a reality, rather than existing only on paper. Work has already started on a second solar farm at the manufacturer’s Sunderland plant.

**[NAME AND JOB TITLE AT DEALERSHIP]** said: “Everyone at Nissan is delighted to receive this award. It’s great that Nissan is getting recognition for its pioneering work with electric vehicles, which has been going on since 2010. It’s also worth noting that the Nissan LEAF is proudly built by our manufacturing team right here in the UK.’’

Judges assessed evidence provided by all manufacturers currently offering electric cars in the UK, and determined their success against a number of criteria. These included moves towards carbon-neutral manufacturing, efforts to reduce use of rare-earth metals, recyclability and use of recycled materials, auditing of supply chains, and work to improve vehicle logistics efficiency.

Ginny Buckley, Founder and CEO of Electrifying.com, said: "Nissan was a trailblazer with its electric cars and is now at the forefront of moving to sustainable production.

"Electrifying.com research shows that two out of three people are concerned about the environmental impact of how their car was made. Our Green Hero award will help car buyers looking for clarity in this area and shine a light on the work Nissan is doing."

With a range up to 239 miles and charging that's faster and easier than ever, there’s never been a better time to go electric with a Nissan LEAF.

Plus, driving a 100 per cent electric car means the fun starts the moment you press the accelerator, with the instant, smooth, full-torque acceleration you only get with electric cars.

For more details and to test-drive a Nissan LEAF, please contact **[DEALERSHIP DETAILS HERE.**

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*Nissan Dealer PR: 07309 740052*