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Press release

October 2022

**Now Nissan customers can ‘Feel Electrified’   
with a personalised test drive experience!**

An exciting sales and awareness initiative has been launched at **[DEALERSHIP NAME HERE]** to give customers the chance to immerse themselves in Nissan’s new electrified line-up – and enjoy an enhanced test drive experience.

The campaign – called ‘Feel Electrified’ – is now under way and runs until November 8th.

Potential purchasers are being invited to experience cars equipped with powertrains that showcase a range of innovative Nissan technologies.

What’s more, they will be able make their time with their chosen car truly special, with **[DEALERSHIP NAME]** going the extra mile to make test drive experiences memorable.

Research suggests that 46 per cent of the car-buying population still feel they don’t have enough information to make the switch to an electrified model. However, Nissan is confident that its knowledgeable showroom colleagues can help customers feel able to do so – and turn what might be a daunting prospect into an exciting one.

For customers who are ready to make the change to a fully electric vehicle, the 100% electric Nissan LEAF or the New Nissan ARIYA could be the perfect option.

The eye-catching LEAF hatchback has been been a worldwide success since the first version was launched more than a decade ago – and remains incredibly popular.

While ARIYA, Nissan’s newest model and the current Auto Express Car of the Year – has taken the automotive world by storm.

Those who are not quite ready to make the switch to a 100% EV are invited to check out three exciting crossover options: All-New Nissan X-Trail and Qashqai, equipped with Nissan’s ingenious e-POWER technology, or the compact new Nissan Juke Hybrid.

To help ensure the the ‘Feel Electrified’ event is a success, the Japanese manufacturer is giving prospective purchasers the chance to personalise their test drives and become familiar with certain aspects of electrified motoring in the process.

Motorists may be able to choose between local test routes featuring city, country or motorway driving, and perhaps listen to their favourite music via Spotify, which will also help Nissan showcase its audio systems.

In addition, they may be allowed to stop at public charging points to top up their vehicle and learn about the charging process.

**[DEALERSHIP SPOKESPERSON AND DEALERSHIP NAME]** said: ‘‘We believe that the full benefits of Nissan’s electrified line-up can best be understood by experiencing a test drive. After all, that is where customers will really understand their performance, enhanced fuel economy and impressive in-car technology.

‘‘With a range of vehicles that offer varied electrified solutions, including the flagship all-electric ARIYA, and now encompassing a unique-to-Nissan powertrain in e-POWER, we are confident Nissan has the product depth to meet all consumer needs.’’

For more details, contact **[DEALERSHIP NAME AND DETAILS]**.

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*Nissan Dealer PR: 07309 740052*