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Press release
September 2023

**Get behind the wheel of a stunning Nissan ARIYA
for just £39,645 at [DEALERSHIP NAME HERE]**

Nissan has made some important changes to the the pricing and trim levels of its all-electric coupe crossover ARIYA – with the line-up now starting at just £39,645.

The new entry-level ARIYA – available at **[DEALERSHIP NAME HERE]** – is the Engage 2WD model, equipped with either a 63kWh or 87kWh battery. The batteries deliver 251 or 330 miles of range respectively (pending final homologation), offering customers two great options to best suit their transport needs.

As with all models in the ARIYA line-up, the Engage 2WD variant provides an excellent balance between ride comfort and handling agility. The exterior boasts striking features such as LED headlamps with high-beam assist; front fog lamps; and 19-inch alloy wheels with aero covers.

Nissan’s timeless yet futuristic design language continues into the cabin, fusing aesthetics with functionality. The spacious, lounge-like interior features premium fabric seats and plenty of legroom. Equipped with Apple Carplay, Android Auto, Navigation and virtual personal assistant, ARIYA is exceptionally comfortable for driver and passengers alike.

The Engage 2WD model also features ARIYA’s distinctive monolith display with dual 12-inch TFT screens, power one-touch windows; a rear view camera; heat pump and adjustable drive modes. Standard safety and driver-assist features include Intelligent Front Emergency Braking with pedestrian and cyclist protection.

At the top end of the line-up, Nissan now offers the ARIYA Evolve+, improving power output and acceleration over the existing Evolve e-4ORCE grade. The new model offers an output of 394PS and 600Nm of torque, up substantially compared to the 306PS of the existing Evolve grade.

This makes Evolve+ very quick out of the blocks, enabling it to go from 0-62mph in just 5.1 seconds, 0.6 seconds faster than the original iteration, while still offering 310 miles of range (pending final homologation).

In addition to these two exciting additions the line-up, all pre-existing 63kWh ARIYAs have just been reduced by £3,000 in price and all 87kWh variants by £3,750. This reduces the difference between cars equipped with 63kWh and 87kWh batteries to £5,000.

**[NAME AND JOB TITLE]** at **[DEALERSHIP NAME HERE]** said: ‘‘ARIYA is a key pillar of the Nissan line-up and we’re sure the two new variants recently announced will help it appeal to even more of our customers.

‘‘Nissan's electrification strategy involves making EVs more accessible and a new entry grade and new top-spec variant, both timed to coincide with our enhanced pricing, definitely deliver a more enticing customer proposition. Drop in to our dealership soon where our friendly staff will be delighted to explain more about the incredible ARIYA.’’

For more information and to arrange a test-drive of a new Nissan ARIYA, contact **[DEALERSHIP CONTACT DETAILS HERE]**.

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*Nissan Dealer PR: 07309 740052*