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Press release  
October 2023

**All-electric Nissan ARIYA wins top   
award for its towing abilities**

The all-electric Nissan ARIYA – available to test-drive at **[DEALERSHIP NAME HERE**] – has picked up a prestigious trophy at the 2024 Caravan and Motorhome Club Towcar of the Year Awards.

The 87kWh Evolve e-4ORCE version of ARIYA was named ‘Electric Towcar of the Year’ after coming top in its category.

ARIYA triumphed after undergoing a rigorous testing process carried out by judges from the famous organisation, which has a history stretching back to 1907 and almost a million members.

In awarding the title to Nissan’s luxurious and technologically-advanced coupe crossover, judges noted that the car displayed ‘‘impressive driving manners’’. One judge remarked: “ARIYA exhibited great acceleration and handling, with the finesse required for towing longer distances.

‘‘It also performed strongly in the weight category, keeping its caravan in check through a variety of manoeuvres, and all the time pampering its passengers with a comfortable, well-made interior. Extra marks were given for its fantastic rear visibility and spacious boot.’’

Nick Lomas, Director General of the Caravan and Motorhome Club, said: “The 2024 Caravan and Motorhome Club Towcar of the Year competition saw nine of the 28 vehicles tested powered purely by electricity.

‘‘This demonstrates just how seriously car makers such as Nissan are taking the world of towing with an electrified vehicle. Leisure vehicle holidays are in great demand and the club prides itself on being the trusted experts for tourers. It’s important that we are able to provide professional, qualified and unbiased information to help all those who plan to tow, find the right towcar for their needs.”

Grenville Chamberlain OBE, Chairman of the Caravan and Motorhome Club, said: “We would like to offer our sincere congratulations to all the worthy winners in the Caravan and Motorhome Club Towcar of the Year Awards for 2024.”

**[NAME AND JOB TITLE]** at **[DEALERSHIP NAME HERE]** said: “This is ARIYA’s first win in a towcar competition and we are very excited about it. Nissan’s future is electric and recognising the role electric vehicles play in all forms of motoring is incredibly important.

‘‘Nissan’s e-4ORCE technology is highly capable and effective, offering drivers a precise and stable drive. It’s capable of handling different driving conditions with ease and comfort, delivering an exciting option for towcar drivers.

‘‘Contact our friendly team to find out more about this amazing car.’’

For more information about ARIYA or any of the other great cars in the Nissan range, contact **[DEALERSHIP DETAILS HERE]**.

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*Nissan Dealer PR: 07309 740052*