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Press release

September 2024

**Coming soon to your local Nissan dealer –**

**the thrilling, high-performance Ariya NISMO**

The first high-performance electric vehicle from Nissan – the stunning Ariya NISMO, soon to be available to order at **[DEALERSHIP NAME HERE]** – will be hitting the roads of Britain in the very near future.

Sleek, dynamic and 100 per cent electric, it breaks the mould as an all-electric sensation that simply refuses to compromise.

Building on Nissan’s rich NISMO heritage while retaining its Japanese-inspired design, Ariya NISMO combines all the benefits of the regular 87kWh Ariya e-4ORCE – but with a host of motorsport-inspired upgrades, to deliver a truly exhilarating driving experience.

And just like its NISMO stablemates, it offers stunning on-road performance in a very accessible way, with an affordable and practical package of features.

The Ariya NISMO’s sleek, aerodynamic design capitalises on its powerful, near-silent electric powertrain to give occupants a feeling of effortlessly slicing through the air. New spoilers and air curtains inspired by Nissan’s participation in the Formula E all-electric motorsport championship help cut drag, while a new front splitter will reduce the car’s lift coefficient.

Meanwhile, 20-inch NISMO-embossed wheels combined with Michelin Pilot Sport EV tyres deliver increased grip and on-road security.

The Ariya NISMO builds on the performance of the 87kWh Ariya e-4ORCE with a NISMO-tuned powertrain: power increases to 429HP/320kW, while torque remains an impressive 600Nm. Combined, it’s enough to propel the Ariya NISMO from 0-62 mph in just five seconds.

What’s more, the car’s suspension has been totally reworked, with revised stabilisers, spring rates and shock absorber settings, to achieve enhanced balance and body control, plus greater agility at higher speeds.

Combined with the addition of ‘i-Booster’, which increases braking performance with revised regeneration tuning, drivers can experience the full thrill and agility of NISMO, while retaining a sense of security on the road. To further enhance the car’s versatility, it also features a new NISMO driving mode to enhance how it responds to driver inputs, making it even more thrilling and enjoyable to drive.

The all-new Ariya NISMO features a meticulously redesigned interior, from the seats to its interior finishings, providing a premium experience for all.

The essence of NISMO flows throughout the cabin, from new digital gauge designs to the brand’s iconic red stitching on the steering wheel, along with signature NISMO red accents throughout. This elegant atmosphere is further enhanced by a new blackened wood texture used throughout the vehicle, offering a sophisticated and modern look.

Initially available in one standard launch specification with a NISMO Stealth Grey exterior finish – as previously seen on GT-R – sales of Ariya NISMO will begin in January 2025.

However, UK customers (except those in Northern Ireland) can be one of the first to buy an Ariya NISMO by contacting their local Nissan dealer – **[DEALERSHIP CONTACT DETAILS HERE]** – to register their interest now.

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*Nissan Dealer & Fleet PR: 07309 740052*