



Multi-talented: new Navara is Nissan's most versatile tool

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- **All-new Navara available with over 125 genuine accessories**
- **Answers demand for greater personalisation options in automotive market**
- **Crossover-inspired design and technology integrated across accessory range**
- **Nissan genuine accessories fully supported by Nissan LCV 5 Year / 160,000kms Warranty**

With over 125 genuine accessories and an infinite number of customisation combinations the all-new Nissan Navara is the manufacturer's most versatile tool across its entire range.

At a time when personalisation continues to grow as a significant trend in the automotive market, the all-new Navara - the Swiss Army knife of the Nissan Light Commercial Vehicle (LCV) range - gives consumers the freedom to customise their vehicle down to the smallest detail, making it the perfect partner for even the most niche of tasks.

With the majority of consumers (70%) wanting a more personalised shopping experience*, the all-new Navara rises to the challenge of modern day customer needs, delivering a vast array of clever and innovative accessory options for work and leisure.

Ponz Pandikuthira, Director for LCVs, Nissan Europe, said: "Personalisation is taking the automotive industry by storm. Customers have increasingly varied and specialised practicality and styling expectations from their vehicles, whether they are buying for business or leisure. Owners want their personal cars to reflect their own sense of identity and style, while their business cars need to conform to their brand's identity and act as an impactful form of on-the-road advertising."

The perfect partner

For business customers, the integrated toolbox and bed divider offer practical space-saving solutions, while the plastic and aluminium bed-liner options protect the load bay from dents and scrapes caused by heavy objects – allowing drivers to complete all jobs without inflicting any damage on the appearance of their vehicle.

Satisfying demands for providing a pick-up for leisure as well as work, the Navara benefits families with its range of textile and rubber mats, protecting the car's interior from muddy feet and dog walks as well as a variety of load space covers offering better storage solutions to protect from the elements during family adventure weekends.

Those looking for a stand-out, stylish leisure ride will enjoy the optional extras inspired by new design features in Nissan's Crossover range, which include the styling bars, styling bar lamps, 18" alloy wheels, exhaust finisher and stickers line-up, giving owners the freedom to create their own unique look.

Proving Nissan's dedication to quality and excellence in every aspect of its vehicles is the Navara's brand new hard top, one of the stand out accessories of the new pick-up. Designed and developed at Nissan's European facilities it is the most competitive hard top available in the LCV market; with a central locking system, interior lighting and bespoke interior trims. Available in all body colours – with perfect fitment and quality assured by Nissan's expert team of engineers.

Leading the pack

Among the range of ever-popular features, Nissan introduces a number of sector leading, competitor rivalling accessories to the new Navara, designed to enable an access all areas approach.

These include:

- **Sliding tray:** Located in the load bay of the vehicle, this handy tray provides an easy way to access items and bring everything within easy reach
- **Rear step:** A useful addition for those making regular use of Navara's storage capabilities, enabling easy access to the load bay
- **Tailgate assist:** Custom designed for Navara, this useful device safely controls the drop of the tailgate – letting the vehicle do all the work
- **Load carrier for load space cover:** Fitted to the load space, the carrier creates more room for carrying large or unwieldy items, such as bikes and ladders

To complete the package, Nissan is further supporting Navara owners in both their personal and professional ventures with a five year or 160,000kms warranty on all genuine accessories**, as part of Nissan's market-leading Five Year Warranty across its LCV range.

To find out more about the new Navara, its accessories and Nissan's LCV Five Year Warranty, visit <http://www.newsroom.nissan-europe.com/> or contact your local Nissan dealership.

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*Source: Momentology: <http://www.momentology.com/3362-70-of-consumers-want-more-personalized-shopping-experiences/>

**Five year warranty excludes mats and non-genuine accessories. Nissan provides customers:

- 3 year warranty/100,000kms for all genuine mats
- 2 year warranty/100,000kms for non-genuine accessories

Notes to Editors

About Nissan in Europe

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,600 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last calendar year Nissan plants in the UK, Spain and Russia produced more than 675,000 vehicles including award-winning crossovers, small cars, SUVs, commercial vehicles and electric vehicles, including the Nissan LEAF, the world's most popular electric vehicle with 96% of customers willing to recommend the car to friends. Nissan now offers a strong line-up of 23 diverse and innovative models in Europe under the Nissan and Datsun brands.

About Nissan Motor Co.

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 247,500 employees globally, Nissan sold 5.32 million vehicles and generated revenue of 11.38 trillion yen (USD 103.6 billion) in fiscal year 2014. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. Nissan leads the world in zero-emission mobility, dominated by sales of the LEAF, the first mass-market, pure-electric vehicle and best-selling EV in history.

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