



First customers take delivery of all-new Nissan Micra

- **Buyers collecting the keys to their all-new Micra from tomorrow**
- **Approximately 6,000 cars at retailers this month for onward delivery to customers**
- **All major European markets now covered, others to follow**
- **Micra sets new standards in European B-hatchback segment**

GENEVA, Switzerland (7th March 2017) – The first customers to order the all-new Nissan Micra are taking delivery of their cars this week.

The new Micra's roll-out to Nissan retailers across Europe began at the start of 2017. By the end of March approximately 6,000 vehicles will be on forecourts and in showrooms, for onward delivery to customers.

The keenest buyers – those who placed their orders back in December – will be collecting their new Micra from tomorrow.

Approximately 2,000 Nissan retailers in Belgium, Austria, Germany, Switzerland, France, UK, Spain, Portugal, Italy and The Netherlands already have the new Micra available for demonstration drives. Eastern European and Scandinavian markets will follow shortly.

Paul Willcox, Chairman, Nissan Europe, commented: "The revolutionary fifth-generation Micra sets new standards for European customers buying in the core B-hatchback segment. It delivers an agile and confident drive, and with thousands of Micras now at Nissan retailers across Europe, consumers can find out just what a revolution this car is for themselves."

The Nissan range is strengthened and widened by the arrival of the all-new Micra. It returns Nissan to the heart of the B-hatchback segment with an outstanding new product which has been designed, engineered and manufactured for Europe. The car is built at the Flins factory in France, as part of the Renault-Nissan Alliance.

Longer, wider and lower than ever before, the new Nissan Micra is quite simply a revolution. It is a radical progression from the model it is replacing, and from the trio of highly successful superminis which date back to the Micra's debut in Europe 34 years ago.

Key to its appeal is the car's athletic and expressive exterior design, which moves the Micra name plate in a daring new direction. The contemporary look and premium feel continues inside, with a high-quality cabin that boasts two-tone soft-touch materials as standard across the range.

The new Nissan Micra is also a technology leader, with a number of features which are not only new to the Micra but new to the segment. These include Intelligent Lane Intervention, a safety system which smoothly corrects the Micra back on to the right path should it be required.

Also unique is the BOSE Personal audio system, which features speakers built into the driver's head rest for an exceptional 360° sound experience. The new Micra is available with a wide range of personalisation options, modifying the exterior and interior with premium components in a variety of contemporary colours.

The Micra is available with three engines – a 0.9-litre 90 PS three-cylinder downsized turbo petrol, a 1.5-litre 90 PS diesel and a 1.0-litre 71 PS naturally aspirated petrol.

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ABOUT NISSAN IN EUROPE

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,000 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last year Nissan plants in the UK, Spain and Russia produced more than 640,000 vehicles including award-winning crossovers, commercial vehicles and the Nissan LEAF, the world's most popular electric vehicle. Nissan's Intelligent Mobility vision is designed to guide Nissan's product and technology pipeline and this 360 degree approach to the future of mobility will anchor critical company decisions around how cars are powered, how cars are driven, and how cars integrate into society. Nissan is positioned to become the most desirable Asian brand in Europe.

<http://www.newsroom.nissan-europe.com>

For further details please contact.

Yarrow Richard

Tel+44 (0)7966 507759

richard.yarrow@nissan.co.uk

McLennan Steve

Steve.McLennan@nissan.co.uk

<https://newsroom.nissan-europe.com/>