Pushing beyond the limits: Nissan's growing success in the LCV segment

- **Nissan announces 40% growth in the LCV sector**
- **Nissan has one of the widest ranges of LCVs in Europe, including zero emission e-NV200**
- **NV300 mid-sized van completes the line-up**
- **Nissan Navara – featuring segment's most advanced design and engineering – the result of 80 years of pick-up expertise**
- **All Nissan LCVs covered by market-leading five-year pan-European manufacturer warranty**
- **Fast-growing retail network provides a 'one-stop shop' for LCV customers**
- **Platform cab 'rolling chassis' vehicles provide perfect base for bespoke conversions**

Nissan is setting the standard with its light commercial vehicle range, which is one of the widest in Europe. With the arrival of the NV300 – unveiled at the recent Hannover Motor Show – the rejuvenation of the line-up is now complete.

Coinciding with the global media launch of the new NV300, Nissan has revealed that LCV sales have increased by approximately 40% year on year.

The brand's LCV range includes the Navara – the current holder of the International Pick-up Award – the NV200 and NV400 vans, plus the NT400 and NT500 trucks. It also features the pioneering e-NV200, the world's first 100% electric LCV.

Robert Lujan, Director of LCV, Nissan Europe, commented: "The NV300 fills the final gap in our LCV range, and will play a key role in our plans in the market. We are focused on delivering a 4% share of the LCV market, which we feel is achievable given our rate of growth."

Designed to cater for a variety of uses and industries, Nissan's LCVs are all about smart thinking; all vehicles provide cleverly-designed and easy-to-use cargo spaces, a comfortable cabin environment suited to long hours behind the wheel, the latest technological features and low cost of ownership.

Nissan's confidence in the quality of its LCVs is underlined by its market-leading warranty – a five-year 160,000 km (100,000 km on e-NV200) pan-European, manufacturer-provided policy that's fully transferrable to second and subsequent owners.

Across Europe, Nissan has network of around 2,000 dedicated LCV retailers, with knowledgeable staff who can help business user select the correct vehicle for their needs. These showrooms are now a convenient 'one-stop shop' for every van, truck and pick-up customer, and there are plans to grow the network further.

Nissan LCVs provide the perfect base for conversions across a wide range of industries. From camper vans and refrigerated transport to tipper trucks and multimedia broadcast units, versatility comes as standard with Nissan conversions, which cover 97% of the market by vehicle registration.

Nissan Navara

Launched late in 2015, the all-new Nissan Navara sets a new benchmark in the one-tonne pick-up sector. Tough and smart, it combines the best of Nissan's leadership in the crossover segment – with cars such as the Nissan Qashqai and X-Trail – with 12 model generations of experience in designing and manufacturing robust and practical pick-ups.

Available in Double Cab and King Cab body styles, the Navara is built around a robust ladderframe chassis. Enhancements over its predecessor model include five-link coil-spring rear suspension which provides enhanced dynamic performance and comfort over all terrains. Standard on Double Cab versions, it's a first in the segment.

New levels of car-like refinement, style, comfort and quality come as standard on the Navara, with technologies not usually associated with the LCV segment. These include Nissan's pioneering Around View Monitor (AVM) camera system and Intelligent Emergency Braking.

NV200

The NV200 is Nissan's compact van. Aimed at commercial buyers who want something smaller, smoother and more efficient, it's the perfect combination of space, versatility, features, technology and value. Now sold in more than 40 countries, it has won awards all over the world, including International Van of the Year award in Europe.

e-NV200

Launched in 2014, e-NV200 combines the advanced powertrain technology and low running costs of the zero emissions Nissan LEAF hatchback with the practical cargo-carrying capabilities of the NV200. The e-NV200 was named LCV of the year in the prestigious Next Green Car Awards 2014. The acclaimed title recognises both the innovative nature of e-NV200 and its low emissions, low cost appeal.

To display the versatility of its electric van, Nissan transformed an e-NV200 into the ultimate nightclub on wheels – the PART e-VAN – including sound system, bar and dazzling disco ball.

NV400

The NV400 has proven to be a front-runner in the heavy van and chassis cab market, thanks to its versatility, wide choice of models. The new NV400 was launched in 2015 and is a highly efficient vehicle perfectly in tune with business users' demands for a practical working van with low cost of ownership. The five-strong range of dCi diesel engines offers greater performance and more refinement than ever, with enhanced fuel economy and CO2 emissions.

NT400

The do-anything, go-anywhere NT400 truck boasts low running costs, two powerful and efficient engines and a compact cab-over-engine chassis. Versatility remains one of its core strengths, with the chassis suitable for an almost infinite number of conversions. Three of the most common – tipper, box and drop-side – can be offered directly from factory and benefit from Nissan's market-leading five-year / 160,000 km warranty.

NT500

A modern medium-duty truck, the NT500 provides high levels of driver comfort and effective cost of ownership. It offers a wide variety of wheelbases with gross vehicle weights ranging from 3.5 tonnes to 7.5 tonnes. The NT500 is available with two different engines, with either manual and robotised transmissions.

Nissan celebrated its outstanding LCV credentials and its 'Innovation that Excites' brand promise in a game of 'Truckerball'. The innovative video celebrates Nissan's partnership with the UEFA Champions League, and saw footballer Yaya Touré – Nissan's global ambassador – and friends use vehicles from the LCV range as platforms to show off their talents. Visit https://www.youtube.com/watch?v=uRe2uGQrlbY to see the action.

For further information about Nissan's extensive LCV range please visit the Nissan Newsroom at http://newsroom.nissan-europe.com/EU/en-gb/Home/Welcome.aspx

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