



## Press Release

### **Nissan India launches the big, bold, beautiful and 'carismatic' SUV, the Nissan Magnite**

- **Pan-India bookings commence today in dealerships and on the website**
- **Special introductory price starting at INR 4,99,000 (ex-showroom)**
- **Special introductory offer valid until 31st December 2020**
- **First-in-industry virtual test drive is also available on the website**

**Kolkata, December 02, 2020**– Nissan India has announced the price and commenced bookings of the all-new Nissan Magnite across all Nissan dealerships in the country and on its website, <https://book.nissan.in/>. The big, bold, beautiful and 'carismatic' SUV is available at a special introductory price of INR 4,99,000 (ex-showroom) until December 31, 2020.

"The all-new Nissan Magnite marks the beginning of a new chapter in the Nissan NEXT strategy for both the Indian and global market. Built on the philosophy of 'Make in India, Make for the World', the all-new Nissan Magnite comes with more than 20 first-in-class and best-in-segment features that provides consumers with a differentiated, innovative and accessible ownership experience," said **Sinan Ozkok, President, Nissan Motor India**.

In line with Nissan's philosophy of continuous innovation to deliver enriching experiences, Nissan's renowned technologies are provided across the model range, including X-TRONIC CVT, Cruise Control, 360-degree Around View Monitor and Nissan Connect. Each grade walk of the all-new Nissan Magnite has been carefully curated to meet the aspirations of the discerning Indian customer (**Price List Attached**)

For the tech-savvy Indian customer, Nissan's optional 'Tech Pack' includes wireless charger, air purifier, ambient mood lighting, puddle lamps and high-end speakers.

Nissan India today has also launched a first-in-industry virtual test drive feature that allows the customer to experience the all-new Nissan Magnite on their personal device, wherever they may be. This interactive drive experience gives Nissan customers a unique chance to drive the 'carismatic' SUV with a virtual sales consultant.

"With the launch of the all-new Nissan Magnite, Nissan has reached a memorable milestone in its customer-centric journey for the Indian market. Specifically for our discerning Indian customers, we are offering the big, bold, beautiful and 'carismatic' SUV at a special introductory price. We believe that the all-new Nissan Magnite will be a disruptive game changer that is high on technology and aspirations," said **Rakesh Srivastava, Managing Director, Nissan Motor India**.

#### **About Nissan Motor India Pvt. Ltd.**

Nissan Motor India Private Ltd. (NMIPL) is a 100 percent subsidiary of Nissan Motor Co. Ltd. Japan. The company was incorporated in 2005 and offers innovative and exciting products across the hatchback, MUV, SUV and sedan segments in India. Nissan together with its global alliance partner Renault set up a manufacturing plant and a Research & Development Centre near Chennai. Nissan in India has a portfolio of two brands, Nissan and Datsun. For more information, visit [www.nissan.in](http://www.nissan.in).

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