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ZERO EMISSION NISSAN LEAF PRICED TO DELIVER ZERO EMISSION LEADERSHIP

Nissan Australia today announced its zero emission electric vehicle, the Nissan LEAF, would go on sale in June next year priced at \$51,500.

In revealing the Recommended Retail Price, Nissan Australia CEO, Dan Thompson said the LEAF family hatch was priced to deliver Nissan leadership in this fast developing zero emissions segment and offered true, premium car value with 21st century technology that would change the personal mobility landscape.

“We’ve stated before that we expect to see meaningful sales volumes from LEAF as a contribution to Nissan Australia’s market growth expectations and zero emission leadership aspirations”

“We see LEAF not only as a brand mobilizer but very much an integral part of our passenger car range.” he added.

Nissan has sold more than 20,000 LEAFs in its first year, which has already made it the highest-selling electric car in the history of the car industry. It has also garnered the highest critical acclaim; in the form of World Car of the Year, European Car of the Year and Japanese Car of the Year; the Nissan LEAF is now opening up new motoring alternatives across the Globe.

“With a range of up to 170kms on a single battery charge, the LEAF is expected to find favour early on in Australia’s fleets, as they seek sustainable transport solutions, and later with private customers who are interested in a zero tailpipe emission car ownership experience coupled with freedom from petrol service stations.” Thompson said.

Nissan Australia is currently finalizing plans for an EV dealer network concentrating sales points at key urban locations.

“Nissan dealers will be at the forefront of automotive generational change when LEAF arrives in their showrooms mid next year.” said Thompson.

For more information:

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