

# NISSAN

## JUKE



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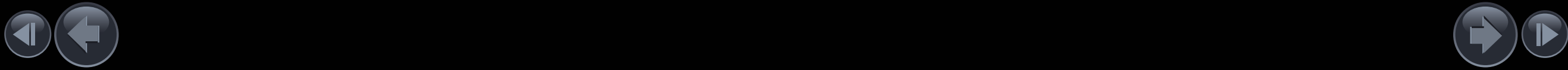
# New Nissan Juke

## Who needs ordinary?

The New Nissan Juke puts the fun back in urban driving, starting with its bold, uncompromising design. Inside, your whole family will be captivated by high-quality materials with attention to detail, and surrounded with advanced technologies. Start it up and press the accelerator, and you'll be transformed by its smooth yet responsive attitude for a thrilling drive, every time.



Images and descriptions shown are for guidance purposes only. In some instances photos are of non-local specification vehicles and do not represent a specific model, grade or offer. The features shown may not be available or may not be available as standard or only as option.





Powerful presence.  
Attractive attitude.

The new iconic yellow is the perfect shade to show off New Juke's bold looks and strong personality. The new N-Sport grade is even better equipped to stand out from the crowd.



Hybrid grille



N-Sport with silver front lip finisher\*



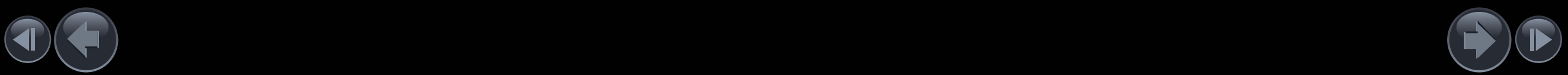
N-Sport with Black rear finisher\*



New 19" Alloy Wheel\*



\*Feature available depending on version, as standard or only as option (at an extra charge). N-Sport includes some Nissan Genuine Accessories







## Feel the pleasure.

New Juke's interior is designed around the driver, from its new center console, larger glove box, bigger infotainment screen\* and fully digital meters\* to the ambient lighting\* including new synthetic leather steering wheel\* and Alcantara® upholstery\*. Sit down, get comfortable and enjoy the ride of your life.



Softer steering wheel synthetic leather\*



12.3" fully digital meter\*



12.3" NissanConnect screen\*



Alcantara® and yellow finisher\*



Ambient lighting\*



Frameless rear view mirror\*

\*Feature available depending on version, as standard or only as option. See Specification page for more details (at an extra charge).





Feel the quality.

The interior of Juke N-Sport is designed with attention to detail. Its premium black headliner, black and yellow Alcantara® quilt and yellow stitching\* highlight the craftsmanship and design of the monoform seats, which cocoon the driver for a uniquely immersive driving experience. Bose® Personal® Plus sound with Ultra Nearfield speakers built into the front headrests\* and 10 strategically placed Bose® speakers create the ultimate listening experience\*.



Black and Yellow Alcantara®, new quilt design and yellow stitching\*



Monoform sport seat



Bose® Personal® Plus\*



Adjustable armrest\*



*\*Feature available as an option in N-Sport model.*







## Hybrid or Petrol. Your choice of thrills.

New Juke rethinks hybrid technology for a powerful experience. Combining the smooth acceleration of an electric motor with a powerful petrol engine. Or choose the DIG-T 114hp petrol engine, available with manual or DCT automatic gearbox.

114hp  
Petrol

143hp  
Hybrid

*Vehicle has been homologated in accordance with EU regulations using the more realistic WLTP test procedure.*

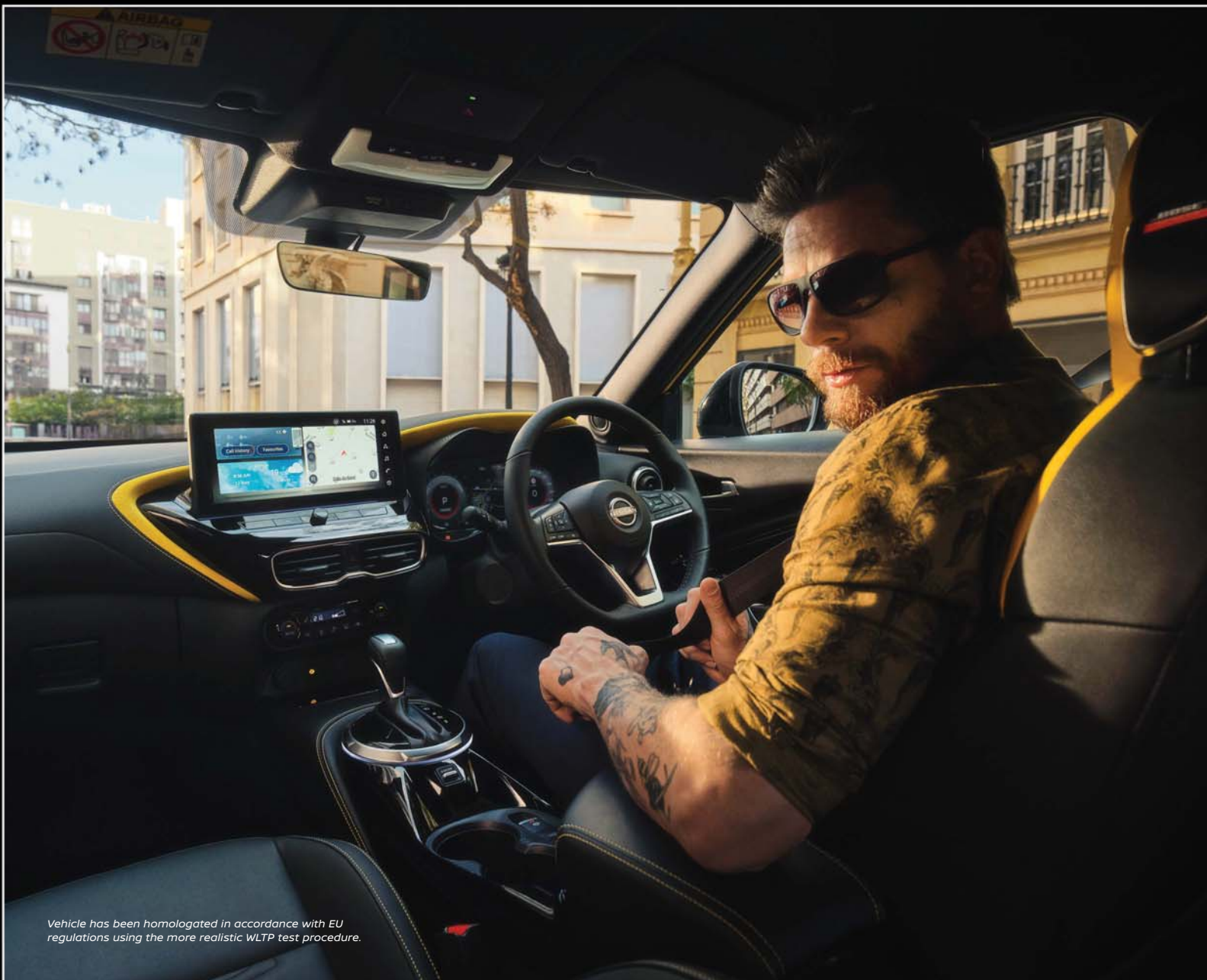
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Vehicle has been homologated in accordance with EU regulations using the more realistic WLTP test procedure.



## Hybrid Powertrain.

Get ready for hybrid thrills. The powertrain automatically selects the most efficient power source between the electric motor, the petrol engine or a combination of the two, for optimal performance and efficiency. Juke Hybrid gives immediate reactivity and smoothness to throttle inputs, its cabin space is quiet even on busy streets.



### e-Pedal Step

e-Pedal Step gives you the option to accelerate and decelerate effectively with just the accelerator pedal at speeds above 10km/h.



### Smart multi modal gearbox

Nissan Juke comes with an advanced low friction multi-mode gearbox that provides optimal use of power, whether electric, petrol engine, or both.

Up to **19%\*** fuel optimisation in combined drive



## Petrol Engine.

Nissan Juke is also available with a lightweight, 1.0-litre internal combustion engine which combines fuel economy with plenty of power. The electronically controlled turbocharger and reduced friction design gives smooth and responsive power, while the ECO mode delivers greater efficiency. Available with manual or automatic transmission.





Always connected.

Stay connected<sup>[1][3]</sup> with your car thanks to the NissanConnect Services app - unlock the doors, flash the lights, locate your car easily, and more. Smartphone connectivity will keep you seamlessly connected to the world around you with Android Auto<sup>TM</sup><sup>[2]</sup> and Apple CarPlay<sup>®</sup><sup>[2]</sup>, available both wired and wireless.



12.3" NissanConnect screen<sup>[3]</sup>



2 x rear USB

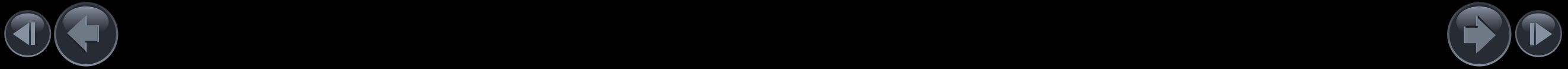


Wireless charger<sup>[3][4]</sup>



Scan the code to download now the NissanConnect Services app and connect it to your New Nissan.

[1] To use NissanConnect Services you need a smartphone with compatible iOS or Android operating system and a SIM card with data option from a mobile service provider. All services are subject to mobile network coverage. Services are available depending on country, model, grade and service period. Some services will be subject to a fee for the subscription period detailed in the NissanConnect Services app. [2] Apple CarPlay<sup>®</sup> is trademark of Apple Inc., registered in the U.S. and other countries. Android Auto<sup>™</sup> and the Android Auto logo are trademarks of Google LLC. [3] Feature available depending on version, as standard or only as option (at an extra charge). [4] Wireless charging performance of non-Qi certified devices may vary please consult your manufacturer for further information.





# There when it counts.

Nissan Juke is equipped with advanced ProPILOT Assist<sup>[1][2]</sup> safety technologies, designed to keep you and your passengers safe for maximum peace of mind.



# A view from all sides.

Fear no parking spot. Intelligent Around View Monitor<sup>[2]</sup> makes parking easier with 4 cameras providing a 360° bird's-eye view and helping you navigate those tight parking spaces.



**INTELLIGENT CRUISE CONTROL**  
Keeps your distance by measuring the space from the vehicle ahead, controlling acceleration and deceleration to automatically maintain a suitable following distance within your set speed.



**INTELLIGENT BLIND SPOT INTERVENTION**  
Alerts you if there's a vehicle in the blind spot area on either side of the car, and helps bring you back into line.



**INTELLIGENT LANE INTERVENTION**  
Warns the driver when the vehicle has left the centre of the travelling lane and helps assist the driver to return to the center of the lane by applying the brakes to the left or right wheels individually (for a short period of time).



**INTELLIGENT EMERGENCY BRAKING**  
With pedestrian and cyclist recognition. Monitors the surrounding area in front of the car for vehicle, pedestrians and cyclists, helping avoid or reduce damage caused by collisions.



[1] ProPILOT Assist is available on a limited range of vehicles. ProPILOT Assist is an Advanced Driver Assist technology but cannot prevent collisions. ProPILOT Assist is intended for "Eyes on/ Hands On" for motorways only (road separated by Barriers). Driver should monitor all traffic signs and obey traffic laws. It is the driver's responsibility to stay alert, drive safely and remain in control of the vehicle at any time.

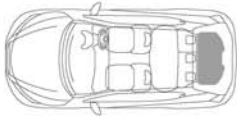
[2] Feature available depending on version, as standard or only as option (at an extra charge). You should not rely solely on driver convenience features. Some features may not work in all conditions and circumstances. Speed and other limitations apply.





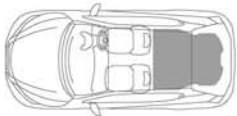
Room for everyday life.

Juke is roomy and versatile to fit all the fun that awaits. The easy-fold split rear seat increases the boot size so you can carry larger cargo like huge balloons, bikes or luggage.



PETROL  
422L  
boot space

HYBRID  
354L  
boot space



PETROL  
1305L  
with folded  
seats

HYBRID  
1237L  
with folded  
seats







## Your Juke. Your way.

From powertrain options and equipment level to colours, accessories and more, this is where you can build your very own Juke to fit your personality. Nissan Juke is available in a dazzling array of 11 body colours and 13 two-tone combinations. So whatever your style, taste or personality, we've got you covered.

\*Two-Tone paint is standard in N-Sport and N-Design and an option in SV Premium and SVE





## MONOTONE (GRADE PRESENTED: SVE)



### PAINT

#### SOLID



Z10 SOLID RED



326 SOLID WHITE

#### METALLIC & PEARL



ECE YELLOW



NBV TINTED RED



KBY PEARL GREY



QBE PEARL WHITE



GAT BLACK



KAD DARK GREY



KYO SILVER



RCF BLUE



NBQ BURGUNDY

## TWO-TONE (GRADE PRESENTED: N-DESIGN)



### ROOF

#### NBV TINTED RED



YAX BLACK



XFB DARK GREY

#### KYO SILVER



YAY BLACK



XEZ TINTED RED



XEE BURGUNDY

#### KH3 BLACK



YAS YELLOW



YAU TINTED RED



XEX PEARL GREY



XKJ PEARL WHITE



GAQ DARK GREY



YAV SILVER



XGZ BLUE



XDQ BURGUNDY



## STANDARD EQUIPMENT

### EXTERIOR

- Grained plastic black wheel arch mouldings, door mouldings, front and rear bumper finishers
- Grained black plastic exterior door handles
- LED Headlamps and Daytime Running Lights
- Shark fin antenna
- Green windows, windscreen UV cut and defogger for rear window
- Push-push type fuel lid

### INTERIOR

- 12.3" Infotainment touch screen display with Radio, DAB, Bluetooth, Voice Recognition, wireless Android Auto™ & Apple CarPlay®
- 7" Colour TFT Screen Combimeter
- Melange fabric with black PVC accent dashboard
- Manual dimming interior rear view mirror
- Front monoform sporty design seat with integrated headrest
- Center console with integrated elongated armrest
- 4 Speakers (Front doors x2, Rear doors x2)
- Multifunction steering wheel with Meter controls, Audio, Tel, Cruise control, Voice Recognition, Speed Limiter
- Automatic Air Conditioning for HEV, Manual Air Conditioning for Petrol
- Electric Parking brake with auto hold function
- 2x Front USB (type A + type C) + 12V socket
- 2x Rear USB (type A + type C)
- Rear View Camera
- Spare wheel (space saver type)

### SAFETY

- Cruise Control & Speed Limiter
- Intelligent Emergency Braking with Pedestrian & Cyclist Recognition
- Lane Departure Warning with Intelligent Lane Intervention
- High Beam Assist
- Driver Attention Alert (DAA)
- Traffic Sign Recognition
- Regenerative braking (hybrid only)
- Stop & Start system

### WHEEL COVER

- 17" Sakura



### COLOURS

- Monotone Solid paint

## EXTERIOR DESIGN



## OPTIONAL EQUIPMENT

### SAFETY

- Rear Parking Sensors & Rear View Monitor

### INTERIOR

- Comfort pack including :
  - Heated Front seats
  - Heated exterior mirrors
  - Automatic Air Conditioning

### COLOURS

- Monotone Metallic or Pearl paint

## INTERIOR DESIGN



### TRIM

- Textile Seats

\*Every effort is made to ensure that specifications list are correct at the time of print. Please check with your local Nissan Dealer



## STANDARD EQUIPMENT

## EXTERIOR

- Electric foldable and heated exterior mirrors
- Grained plastic black wheel arch mouldings, door mouldings, front and rear bumper finishers
- LED Headlamps and Daytime Running Lights
- Shark fin antenna
- Privacy Glass
- Push-push type fuel lid
- Front Fog Lamps

## INTERIOR

- 12.3" infotainment touch screen display with Radio, DAB, Bluetooth, Voice Recognition, wireless Android Auto™ & Apple CarPlay®
- 12.3" Colour TFT Screen Combimeter
- Ambient lighting
- Technical grain PVC dashboard
- Smooth synthetic leather steering wheel
- Automatic dimming frameless interior rear view mirror
- Front monoform sporty design seat with integrated headrest
- Center console with integrated elongated armrest
- 6 Speakers (Front doors x2, Front tweeters x2, Rear doors x2)
- Multifunction steering wheel with Meter controls, Audio, Tel, Cruise control, Voice Recognition, Speed Limiter
- Automatic Air Conditioning
- Electric Parking brake with auto hold function
- Drive mode selector (Eco/Normal/Sport)
- Navigation system
- Intelligent Key with Walk Away Lock and Approach Unlock functions
- 2x Front USB (type A + type C) + 12V socket
- 2x Rear USB (type A + type C)
- Wireless phone charger
- Rear View Camera
- Spare Wheel (spacesaver type)
- Natural Leather covered shift knob

## SAFETY

- Cruise Control & Speed Limiter
- Intelligent Emergency Braking with Pedestrian & Cyclist Recognition
- Lane Departure Warning with Intelligent Lane Intervention
- High Beam Assist
- Driver Attention Alert (DAA)
- Traffic Sign Recognition
- Regenerative braking (hybrid only)
- Stop & Start system
- Front and rear parking sensors

## ALLOY WHEEL

- New 17" Black and Diamond Cut



## COLOURS

- Monotone Solid paint

## OPTIONAL EQUIPMENT

## INTERIOR

- Cold Pack
- Heated Front seats
- Heated windshield
- Heated steering wheel
- Height adjustable passenger seat

## COLOURS

- Monotone Metallic or Pearl paint
- Two-Tone paint

## EXTERIOR DESIGN



## INTERIOR DESIGN



## TRIM

- Part PVC Seats with textile accent

(ICC) Intelligent Cruise Control / (TJP) Traffic Jam Pilot / (LKA) Lane keep Assist



## STANDARD EQUIPMENT

## EXTERIOR

- Electric foldable and heated exterior mirrors
- Grained plastic black wheel arch mouldings, door mouldings, front and rear bumper finishers
- LED Headlamps and Daytime Running Lights
- Shark fin antenna
- Privacy Glass
- Push-push type fuel lid
- Front Fog Lamps

## INTERIOR

- 12.3" infotainment touch screen display with Radio, DAB, Bluetooth, Voice Recognition, wireless Android Auto™ & Apple CarPlay®
- 12.3" Colour TFT Screen Combimeter
- Ambient lighting
- Technical grain PVC dashboard
- Smooth synthetic leather steering wheel
- Automatic dimming frameless interior rear view mirror
- Front monoform sporty design seat with integrated headrest
- Center console with integrated elongated armrest
- 6 Speakers (Front doors x2, Front tweeters x2, Rear doors x2)
- Multifunction steering wheel with Meter controls, Audio, Tel, Cruise control, Voice Recognition, Speed Limiter
- Automatic Air Conditioning
- Electric Parking brake with auto hold function
- Drive mode selector (Eco/Normal/Sport)
- Navigation system
- Intelligent Key with Walk Away Lock and Approach Unlock functions
- 2x Front USB (type A + type C) + 12V socket
- 2x Rear USB (type A + type C)
- Wireless phone charger
- Rear View Camera
- Spare Wheel (spacesaver)
- Natural Leather covered shift knob

## SAFETY

- Cruise Control & Speed Limiter
- Intelligent Emergency Braking with Pedestrian & Cyclist Recognition
- Lane Departure Warning with Intelligent Lane Intervention
- High Beam Assist
- Driver Attention Alert (DAA)
- Traffic Sign Recognition
- Regenerative braking (hybrid only)
- Stop & Start system
- Around View Monitor (AVM) and Moving Objects Detection (MOD)
- Blind Spot Warning & Intervention (BSW/BSI)
- Rear Cross-Traffic Alert (CTA)
- ProPilot Assist automatic transmission (ICC + LKA + TJP)
- ProPilot Assist manual transmission (ICC + LKA)

## ALLOY WHEEL

- 19" SVE



## COLOURS

- Monotone Solid paint

## EXTERIOR DESIGN



## OPTIONAL EQUIPMENT

## INTERIOR

- Cold Pack including :
  - Heated Front seats
  - Heated windshield
  - Heated steering wheel
  - Height adjustable passenger seat
- Navigation + BOSE® Personal Audio System

## COLOURS

- Monotone Metallic or Pearl paint
- Two-Tone paint with black, red or silver roof

## INTERIOR DESIGN



## TRIM

- Synthetic leather seats with new quilting and headrest gloss black finisher

(ICC) Intelligent Cruise Control / (TJP) Traffic Jam Pilot / (LKA) Lane Keep Assist



## STANDARD EQUIPMENT

## EXTERIOR

- Electric foldable and heated exterior mirrors
- Grained plastic black wheel arch mouldings, door mouldings, front and rear bumper finishers
- LED Headlamps and Daytime Running Lights
- Shark fin antenna
- Privacy Glass
- Push-push type fuel lid
- Satin dark grey exterior finishers
- Front Fog Lamps

## INTERIOR

- 12.3" Infotainment touch screen display with Radio, DAB, Bluetooth, Voice Recognition, wireless Android Auto™ & Apple CarPlay®
- 12.3" Colour TFT Screen Combimeter
- Ambient lighting
- Technical grain PVC dashboard
- Synthetic leather seat with new quilting and headrest gloss black finisher
- Smooth synthetic leather steering wheel
- Automatic dimming frameless interior rear view mirror
- Front monoform sporty design seat with integrated headrest
- Center console with integrated elongated armrest
- 6 Speakers (Front doors x2, Front tweeters x2, Rear doors x2)
- Multifunction steering wheel with Meter controls, Audio, Tel, Cruise control, Voice Recognition, Speed Limiter
- Automatic Air Conditioning
- Electric Parking brake with auto hold function
- Drive mode selector (Eco/Normal/Sport)
- Navigation system
- Intelligent Key with Walk Away Lock and Approach Unlock functions
- 2x Front USB (type A + type C) + 12V socket
- 2x Rear USB (type A + type C)
- Wireless phone charger
- Rear View Camera
- Spare Wheel (spacesaver)
- Luggage Board (Pet Only)
- Natural Leather covered shift knob

## SAFETY

- Cruise Control & Speed Limiter
- Intelligent Emergency Braking with Pedestrian & Cyclist Recognition
- Lane Departure Warning with Intelligent Lane Intervention
- High Beam Assist
- Driver Attention Alert (DAA)
- Traffic Sign Recognition
- Regenerative braking (hybrid only)
- Stop & Start system
- Front & Rear parking sensors

## ALLOY WHEEL

- 19" N-Design



## COLOURS

- Two-Tone paint with black, red or silver roof

## EXTERIOR DESIGN



## OPTIONAL EQUIPMENT

## INTERIOR

- Cold Pack including :
  - Heated Front seats
  - Heated windshield
  - Heated steering wheel
  - Height adjustable passenger seat
- "MIDNIGHT" Interior Trim
- Leather/Alcantara/PVC (black) seat material and headrest hole finisher + Seat back pockets with BOSE® Personal with 10 speakers (2x tweeters, 2x FR doors, 2x RR doors, 2x 2 FR headrests)

## INTERIOR DESIGN Midnight trim



## OPTIONAL Midnight trim

- Black partial synthetic leather and Alcantara® seats with new quilting and headrest gloss black finisher



(ICC) Intelligent Cruise Control / (TJP) Traffic Jam Pilot / (LKA) Lane keep Assist



## STANDARD EQUIPMENT

## EXTERIOR

- Electric foldable and heated exterior mirrors
- Grained plastic black wheel arch mouldings, door mouldings, front and rear bumper finishers
- LED Headlamps and Daytime Running Lights
- Shark fin antenna
- Privacy Glass
- Push-push type fuel lid
- Gloss black exterior finishers
- Front Fog Lamps

## INTERIOR

- 12.3" Infotainment touch screen display with Radio, DAB, Bluetooth, Voice Recognition, wireless Android Auto™ & Apple CarPlay®
- 12.3" Colour TFT Screen Combimeter
- Ambient lighting
- Technical grain PVC dashboard
- Synthetic leather seat with new quilting and headrest gloss black hole finisher
- Smooth synthetic leather steering wheel
- Automatic dimming frameless interior rear view mirror
- Front monoform sporty design seat with integrated headrest
- Center console with integrated elongated armrest
- 6 Speakers (Front doors x2, Front tweeters x2, Rear doors x2)
- Multifunction steering wheel with Meter controls, Audio, Tel, Cruise control, Voice Recognition, Speed Limiter
- Automatic Air Conditioning
- Electric Parking brake with auto hold function
- Drive mode selector (Eco/Normal/Sport)
- Navigation system
- Intelligent Key with Walk Away Lock and Approach Unlock functions
- 2x Front USB (type A + type C) + 12V socket
- 2x Rear USB (type A + type C)
- Wireless phone charger
- Rear View Camera
- Spare Wheel (spacesaver)
- Luggage Board (Pet only)
- Natural Leather covered shift knob

## SAFETY

- Cruise Control & Speed Limiter
- Intelligent Emergency Braking with Pedestrian & Cyclist Recognition
- Lane Departure Warning with Intelligent Lane Intervention
- High Beam Assist
- Driver Attention Alert (DAA)
- Traffic Sign Recognition
- Regenerative braking (hybrid only)
- Stop & Start system
- Front & Rear parking sensors

## ALLOY WHEEL

- 19" Black Akari



## COLOURS



YAY BLACK



YAV SILVER



XKJ PEARL WHITE



XEX PEARL GREY



GAQ DARK GREY



YAS YELLOW

## EXTERIOR DESIGN



## OPTIONAL EQUIPMENT

## INTERIOR

- Cold Pack including :
  - Heated Front seats
  - Heated windshield
  - Heated steering wheel
  - Height adjustable passenger seat
- "ICON" Interior Trim
- Black technical grain PVC + Yellow Alcantara + Yellow stitching seat material and headrest hole finisher + Seat back pockets with BOSE® Personal with 10 speakers (2x tweeters, 2x FR doors, 2x RR doors, 2x 2 FR headrests)

## INTERIOR DESIGN Icon trim



## OPTIONAL Icon trim

- Black partial synthetic leather and yellow Alcantara® seats with new quilting, yellow stitching and headrest gloss black hole finisher



(ICC) Intelligent Cruise Control / (TJP) Traffic Jam Pilot / (LKA) Lane keep Assist



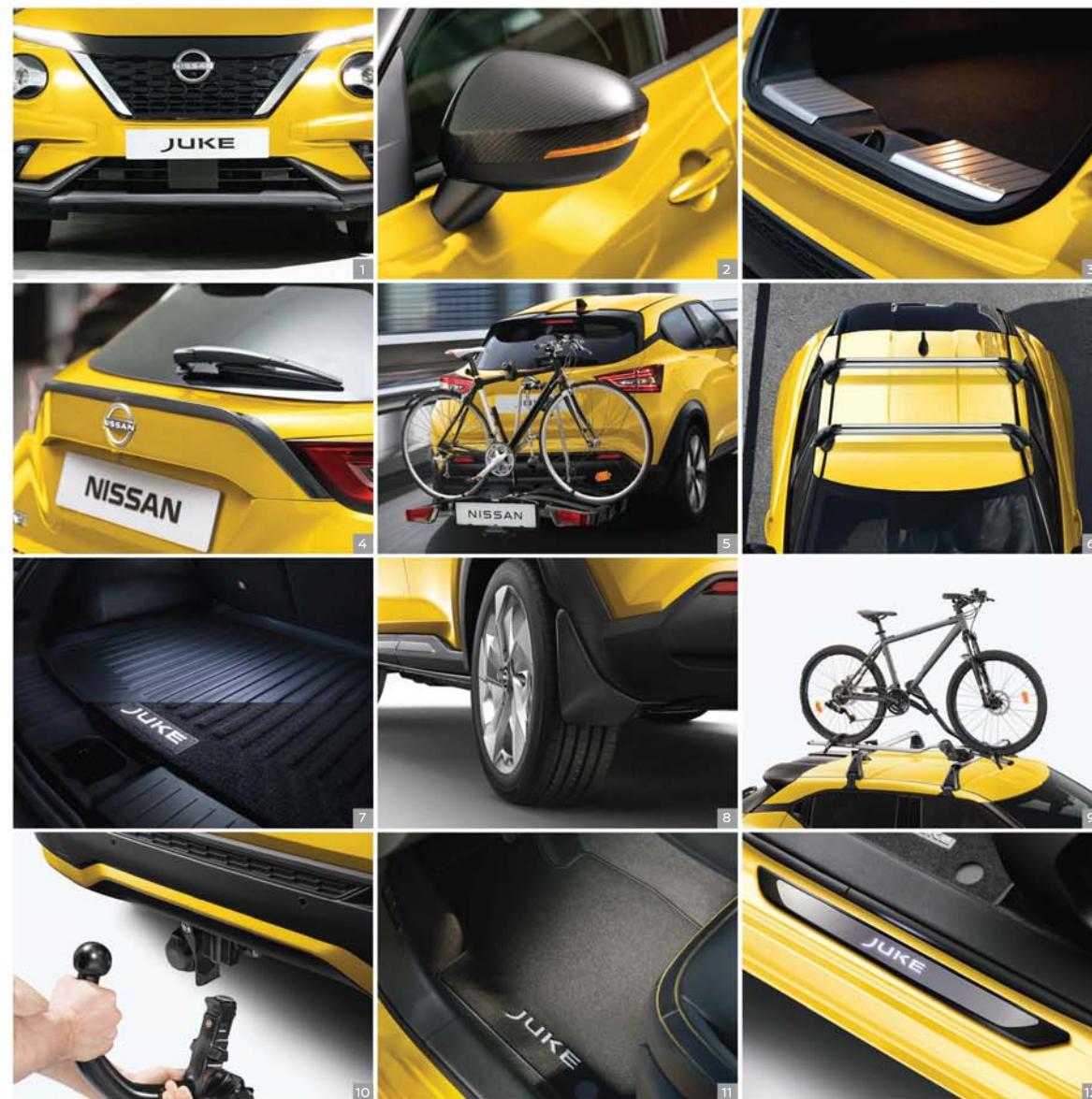


## More JUKE, more you.

Nissan Accessories are designed to bring advanced technology, dynamism and elegance to your New Juke. Do more, go further and enjoy our Juke Accessory line-up.

- |                                 |   |   |
|---------------------------------|---|---|
| 1 - Front lip finisher lower    | 6 - Aluminium load carrier with quick fix | 11 - Velour floor mats (these eco-friendly mats are made of 46% ocean-recycled plastic) |
| 2 - Mirror cap carbon black     | 7 - Trunk liner reversible                | 12 - Illuminated kickplates (front only)  |
| 3 - Trunk entry guard           | 8 - Mudguards (front & rear)              |   |
| 4 - Trunk spoiler carbon black  | 9 - Roof mounted bike carrier             |   |
| 5 - Bike carrier towbar mounted | 10 - Towbar removable                     |   |

*Feature available depending on version, as standard or only as option (at an extra charge). For more information, please contact your local Nissan dealer*





## ENGINE & DIMENSIONS

5 DOORS / 5 SEATS	PETROL		HYBRID
A - Overall Length (mm)	4210		
B - Wheelbase (mm)	2636		
C - Overall Width without mirrors (mm)	1800		
D - Overall Height (mm)	1593 (Acenta 1577)		
Displacement (cc)	999		1598
Transmission	Manual	Automatic	Automatic
Combined Output (PS)	114 (84kW)		143 (105kW)
Driven Wheels	Front		
Torque (NM)	200		148 / 205
Acceleration (0-100km/h in s)	10.7	11.8	10.1
Max. Speed (in km/h)	180		166
Combined CO <sub>2</sub> (g/km) <sup>[1]</sup>	From 133	From 137	From 107
Combined Fuel Emission (l/100km) <sup>[1]</sup>	From 5.8	From 6.0	From 4.7
Mass in Running Order (kg) - Vehicle with all fluids & driver	1274 - 1318	1299 - 1343	1406 - 1451
Gross Vehicle Weight (kg) - Vehicle + maximum payload	1700	1725	1810
Gross Train Weight (kg) - Vehicle + trailer	2950	2975	2560
Towing Capacity (braked, kg) <sup>[2]</sup>	1250		750
Boot space Behind 2 <sup>nd</sup> row (L)	422		354
Boot space Up to roof with all folded seats (L)	1305		1237
Fuel Tank capacity (L)	46		



<sup>[1]</sup> WLTP figures shown are for comparability purposes. Actual real-world driving results may vary depending on factors including the starting charge of the Lithium Ion battery (Hybrid version), accessories fitted after registration, weather conditions, driving styles and vehicle load.

<sup>[2]</sup> Towing capacity will vary depending on vehicle specification.



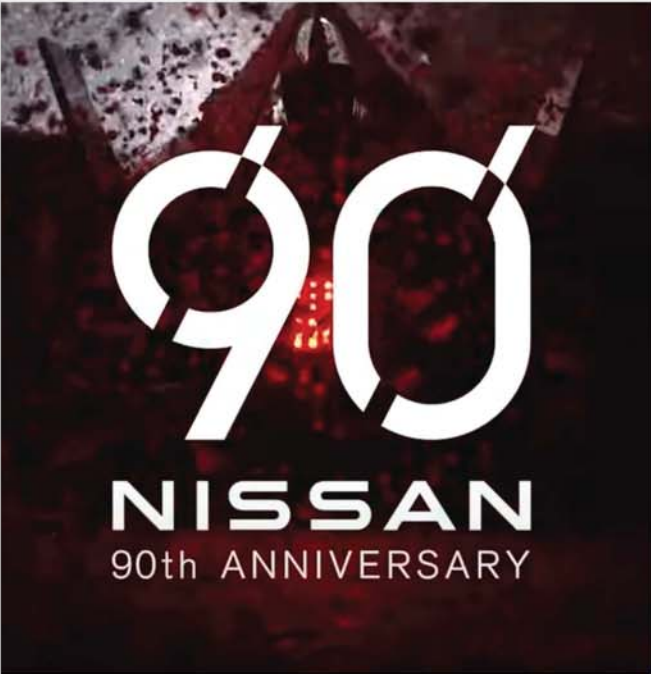
## Service Contracts

Give your Nissan Juke the care it deserves with a Nissan Service Contract and save money in the long run. Nissan Maintenance Contract covers all the scheduled operations recommended by Nissan and specified in the owner's manual & warranty booklet. Maintenance Contract allows you to know from the start how much your maintenance will cost and protects you against price inflation. In addition to the scheduled operations, you can benefit from the replacement of wear and tear parts such as wiper blades or brake pads by subscribing to a Full Maintenance Contract. Select the duration that covers your needs and benefit from the use of Nissan Genuine Parts fitted by our trained technicians, at a discounted price. A well maintained vehicle has a greater resale value. If you sell your Nissan before your contract expires, the Service Contract will be transferred to the new owner. So do not wait any longer and subscribe to a Nissan Service Contract for extra peace of mind!

FOR MORE INFORMATION CONTACT  
YOUR NISSAN DEALER OR REPAIRER







# 90

## NISSAN

90th ANNIVERSARY

# SUSTAIN ABILITY

Nissan's strategy centers on sustainability, aiming for carbon neutrality by 2050 and achieving a 41.2% reduction in CO<sub>2</sub> emissions from new vehicles compared to 2000. The company plans to electrify all-new vehicle offerings in key markets by the early 2030s. We are committed to developing driver assistance technologies for safer journeys, with 2.27 million vehicles already equipped with ProPILOT Assist systems. Additionally, Nissan is focused on creating a diverse, equitable, and inclusive workplace.



# 90 YEARS

OF DARING TO DO WHAT  
OTHERS DON'T.

We have built our heritage on a passion for innovation and electric mobility, from the creation of the first Datsun in 1933 to cutting-edge technologies such as e-POWER and e-4ORCE. We are also committed to achieving carbon neutrality by 2050, reducing road deaths to zero and promoting diversity, equity and inclusion.



# DEFY ORDINARY

Why stick to the beaten path when you can forge your own? It's something we've always done and unites us with those who dare to be different. Those who refuse to settle for the status quo. It means we're continually creating radical new experiences, challenging conventional ways of thinking and shaking up worldviews. We're firm believers that real thrill happens when you take the plunge.

That's why we welcome boldness and fearlessly embrace the unexpected.

That's why we defy ordinary.

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Defy Ordinary

Deep dive into the Nissan Juke experience: [www.nissan.ie/Juke](http://www.nissan.ie/Juke)  
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