

NISSAN ANNOUNCES COMMERCIAL ADVANTAGE PROGRAM FOR ALL-NEW 2012 NISSAN NV

– The Nissan Commercial Advantage Program Designed Specifically to Appeal to Small Business Owners –

MISSISSAUGA, ON (March 16, 2011) – Nissan Canada Inc. (NCI) today announced the Nissan Commercial Advantage Program offering valuable packages to those who purchase or lease the all-new 2012 Nissan NV commercial van. The program targets small commercial customers who use commercial vans as an integral aspect of their business operations.

“The Nissan NV is already a game-changer in the commercial vehicle segment and these additional incentives will provide even greater value to small businesses,” said Judy Wheeler, Director of Marketing, Nissan Canada Inc.

Eligible customers have three valuable offers to choose from including two No-Charge Commercial Upfit Packages and installation from Adrian Steel®, manufacturer of shelving, drawers, cabinets and various accessories for commercial vehicles.

Available on both the Standard and High Roof Van are a **Cargo Management System** providing the flexibility to conveniently store cargo with a steel cabin/cargo partition, three 44-inch shelving units, rail-mounted installation for easy package reconfiguration and a four-hook bar to provide hanging storage. The Cargo Management System is valued at MSRP \$2,330 for NV Standard Roof models and MSRP \$2,450 for NV High Roof models.

The second option from Adrian Steel® is the **Utility Package** providing the convenience of carrying cargo and ladders with a steel cabin/cargo partition and utility rack. On the NV Standard Roof models the utility rack is mounted on the exterior and is valued at MSRP \$1,775. On the NV High Roof van the interior will be equipped with the ladder rack and is valued at MSRP \$1,995.

The third option is a commercial rebate allowing the customer to take advantage of a \$1,000 incentive, providing additional flexibility and choice.

About the 2012 Nissan NV

The Nissan NV is available in three models, NV1500, NV2500 HD and NV3500 HD, and in two roof configurations – Standard Roof and High Roof. The NV is the first commercial van to offer rugged body-on-frame construction combined with a High Roof, offering most users the ability to walk, stand and work in the cargo area.

Powering the rear-wheel drive Nissan NV is a choice of two powerful yet fuel-efficient engines – a 4.0-litre V6 rated at 261 horsepower and 281 lb-ft of torque, and a 5.6-litre V8 rated at 317 horsepower and 385 lb-ft of torque. Both are mated to a standard 5-speed automatic transmission. The NV is available in two grades, S and SV, each delivering smart functionality through a combination of the comfort and roominess of a pickup with the utility of a cargo van. The Manufacturer’s Suggested Retail Price* (MSRP) for the 2012 Nissan NV starts at \$30,998. Full information on the complete NV lineup is available at www.ncv.nissan.ca.



For more information on the NV line-up including full product specs, high-res images and b-roll visit www.media.nissan.ca.

Standard roof model shown

About Nissan Canada Inc.

Nissan Canada Inc. (NCI) is the Canadian sales, marketing and distribution subsidiary of Nissan Motor Limited and Nissan North America, Inc. With offices in Vancouver (BC), Mississauga (ON), and Kirkland (QC), NCI directly employs 250 full-time staff. There are 162 independent Nissan dealerships and 29 Infiniti retailers across Canada. Nissan is dedicated to improving the environment under the Nissan Green Program 2010, whose key priorities are reducing CO2 emissions, cutting other emissions and increasing recycling. More information about Nissan in Canada and the complete line of Nissan and Infiniti vehicles can be found online at www.nissan.ca and www.infiniti.ca.

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