NISSAN REPORTS OCTOBER 2016 SALES FOR EUROPE

Friday 11 November, 2016

Nissan announced today European sales for October of 54,935 units (Nissan and Datsun), representing a market share of 3.6%. Calendar sales to date total 614,090 units. Market share calendar year to date is 3.8%.

October highlights:

- Sales in the UK totalled 12,140 units with a market share of 5.9%. Calendar year sales total 142,256 units and market share 5.4%.
- Sales in Russia totalled 6,345 units with a market share of 4.9%. Calendar year to date market share is 6.1%.
- Sales in Germany totalled 6,062 units with a market share of 2.2%. Calendar year sales to date total 66,582 units and market share of 2.2%, marking the best result since 2000.
- Nissan in Italy sold 5,470 units in October, with a market share of 3.4%. Calendar year sales to date totaled 54,048 and market share is 3.2%.
- Sales in France totaled 5,274 units with a market share of 2.5%. Calendar year sales total 62,864 units and market share is 3.2%.
- Sales in Spain totalled 5,354 with a market share of 5.3%. Calendar year sales to date total 54,097 units and market share is 4.9%. The Nissan LEAF is the best-selling electric vehicle in Spain from January to October 2016 with 494 units sold.
- Datsun sales in Russia totaled 1,200 units in October with 14,308 units sold from January to October 2016.

TOP 5 EUROPEAN MARKETS OCTOBER 2016

#	MARKET	UNIT SALES
1	UK	12,140
2	RUSSIA	6,345
3	GERMANY	6,062
4	ITALY	5,470
5	FRANCE	5,274

TOP 5 MODELS OCTOBER 2016

#	MODEL	UNIT SALES
1	QASHQAI	20,096
2	JUKE	7,652
3	X-TRAIL	5,813
4	MICRA	4,821
5	NOTE	2,561

FOR FURTHER INFORMATION OR IMAGES GO TO http://www.nissanpress.co.uk/ OR CONTACT:

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About Nissan in the UK

- Nissan Sunderland Plant produces the Nissan Qashqai, Note and Juke and the 100% electric Nissan LEAF
- Production of lithium-ion batteries for electric vehicles began in 2012
- Total plant volume since 1986 stands at more than seven million units with 80 per cent of production exported to 100 markets worldwide
- Total investment made and announced since then is over £3.5 billion
- 500,237 units were produced at Sunderland plant in 2014
- In 2014, one in three cars built in the UK was a Nissan
- Sunderland Plant currently employs more than 6,700 people
- Nissan's European Design Centre is located in Paddington, London and employs around 65 people

- Nissan's European Technical Centre is based in Cranfield, Bedfordshire and employs around 1,000 people
- Nissan’s sales and marketing headquarters in Rickmansworth, Hertfordshire employs around 220 people

About Nissan in Europe

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,000 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last year Nissan plants in the UK, Spain and Russia produced more than 635,000 vehicles including award-winning crossovers, commercial vehicles and the Nissan LEAF, the world’s most popular electric vehicle. Pursuing a goal of zero emissions and zero fatalities on the road, Nissan recently announced its Intelligent Mobility vision. Designed to guide Nissan’s product and technology pipeline, this 360 degree approach to the future of mobility will anchor critical company decisions around how cars are powered, how cars are driven, and how cars integrate into society. Nissan is positioned to become the most desirable Asian brand in Europe.

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