

AUTUMN 2019



Innovation  
that excites

# Nissan Fleet

## We Mean Business



## Introducing the Next Generation Nissan Juke

Appearance of the re-invented Juke is eagerly anticipated

**Keep customers at the heart  
of business with fleet portal**

News, product info and contacts all there

**Take a LEAF out of our book  
after BIK announcement**

The Government's pro-EV ruling is great news

**Parents want cars with more  
safety features, survey shows**

Worries about distractions from children





WELCOME

W

elcome to the Autumn edition of Nissan Fleet: We Mean Business. In this issue we're delighted to introduce the Next Generation Juke to the fleet sector.

It combines stunning looks, outstanding efficiency and performance, and is packed with technology to make company car drivers safer and more efficient. We are rightly proud of the latest addition to the Nissan family.

The arrival of the new Juke crossover could not have been timed better for a Nissan Business Centre network, now poised to deliver the very best service to fleet customers. As Head of Dealer Fleet Marco Capozzoli explains, the implementation of a new 'Dealer Power' strategy has equipped our 43-strong network with the tools and offers needed to ensure they have a unique and compelling offer to take to SME businesses.

Further highlighting our commitment to excellence, Nissan national corporate fleet sales manager Adam Connelly explains how his team will provide customers with outstanding service and extend Nissan's consultancy support to advise fleets on the best powertrain options to meet their needs.

Plus with zero company car tax announced for EVs, discover how LEAF could be perfect for your fleet. We hope you enjoy the latest issue.

The Nissan Fleet team

CONTENTS

4	<b>INTRODUCTION</b> Having the right products at the right time is the aim	
6	<b>NEXT GENERATION JUKE</b> Appearance of the new Juke eagerly anticipated	
10	<b>THE JUKE'S HISTORY</b> Already a million compact SUVs produced in Sunderland	
12	<b>BIK RATES FOR EVs</b> There has never been a better time to choose LEAF	
14	<b>BUSINESS CENTRE</b> Network gears up for Next Generation Juke and NV250	
16	<b>NATIONAL LEASING</b> New fleet portal is proving a real winner	
17	<b>CORPORATE SALES</b> Team now 'more nimble' following its restructure	
18	<b>FLEET HUB</b> News, product info and contacts all easy to access	
20	<b>SUNDERLAND PLANT</b> Nissan plant is a leader in more ways than one	
22	<b>INTERNATIONAL NEWS</b> All the latest news from Nissan	
24	<b>FLEET CAR RANGE</b> Key stats for fleets on our range of cars	
26	<b>LCV RANGE</b> Key stats for fleets on our LCV range	



# The right products at the right time

- The Next Generation Nissan Juke is expected to be a winner with fleets
- Fleet Focus Groups are proving incredibly insightful
- Nissan well placed to meet increased demand for electric vehicles

## WHAT MEASURES ARE NISSAN FLEET INTRODUCING TO STRENGTHEN THEIR POSITION WITHIN THE FLEET MARKET?

At Nissan, we recognise that getting our customers on the road with the right products to suit the needs of their business at the right time is key. We've been working closely with our leasing partners to better understand their needs and the needs of their customers through Expert Eye, to ensure we're doing everything we can to refine and improve our service and continue to deliver the commitments outlined in our 'We Mean Business' strategy.

Our range of passenger cars and commercial vehicles is evolving too, with the most exciting update being the keenly-anticipated New Nissan Juke. From the outset, we were keen to retain the

bold, authentic design that's proved so popular.

Manufactured in Britain, the new model builds on this heritage, delivering a more mature and premium feel. Larger and lighter than its predecessor, and with enhanced technology, we are confident that the New Nissan Juke will be well received by fleet operators.

Nissan Navara sees a host of updates for MY19 too, designed to boost its already strong appeal. With changes to WLTP protocol on all light commercial vehicles coming into effect from September we've introduced new powertrains to ensure Navara is ready for the change. The all-new manual gearbox on Navara provides a much shorter shift movement (more car-like) and all models now have multi-link rear suspension. Updates also include uprated payload capacity on

all double-cab models, trailer-sway assist as standard across the range and an improved braking system – all features which we know are important to drivers who are looking for a versatile pick-up.

This year will also see the launch of the new Nissan NV250 compact van, which we'll be offering alongside the 100% electric Nissan e-NV200 van. We've been speaking to fleet decision-makers across the industry to better understand their concerns when it comes to adding EVs to their fleets.

As expected, the most common concerns raised continue to centre on vehicle range and the readiness of the UK's charging infrastructure. Nissan continues to lead the way on electrification, not only focusing on the technology we put into our vehicles, but on the entire electric ecosystem, with continued investment into vehicle-to-grid (V2G) technology and Nissan xStorage, and establishment of partnerships with the likes of Eaton and Pod Point.

When we launched our 'We Mean Business' strategy, our goal was clear – we wanted to make sure Nissan Fleet was known for being easy to do business with. We've already introduced perpetual terms for all of customers and have a great team in place who are well positioned to help them find the right vehicles for their fleet.

We're committed to getting drivers on the road faster, and as a result of many of our vehicles being built here in Britain, we've got great supply across our entire range meaning delivery times of weeks, not months.

We recognise the importance of our dealer network as part of Nissan's fleet strategy too, which is why we have introduced new training programmes for our Local Business Development Managers and are implementing standardisation to ensure customers receive the same great levels of service at any one of our 43 business centres.

We continue to invest in Nissan Fleet Hub also and are listening to our customers to understand what features they'd like to see next.

In fact, we have a number of updates due to deliver soon, all designed to make it easier for customers to manage their relationship with Nissan Fleet.

## HOW HAS THE INTRODUCTION OF FLEET FOCUS GROUPS HELPED NISSAN BETTER UNDERSTAND FLEET CUSTOMER NEEDS?

We launched this initiative early this year and continue to find our Fleet Focus Groups incredibly insightful. EV adoption and electrification

concerns continue to be a hot topic, as expected, and these sessions are a great platform to allow us to hear to the real concerns of fleet decision makers, gain feedback on our strategy, and understand how we're really doing. We're open to collaborating with customers, being challenged and look forward to future sessions to see whether customers feel we're meeting the needs of their businesses.

## HOW IS THE PETROL/DIESEL/EV VEHICLE DEMAND FROM FLEETS CHANGING AND WHAT MEASURES ARE NISSAN IMPLEMENTING TO ENSURE SUFFICIENT SUPPLY OF EVS FOR FLEET NEEDS?

The market is continuing to evolve and we're seeing more interest from fleets wanting to adopt alternative fuels and electric vehicles.

Government policy is mandating change, and with the introduction of Ultra-Low Emissions Zones and ULEZ charges, fleets are beginning to see the TCO savings that they can make from switching to EVs.

The recent Government announcement that from tax year 2020/21 EVs will attract 0% benefit-in-kind tax (down from 16% in 2019) is also putting the switch to EV higher on the agenda for company car drivers. But we know that supply issues across the industry is seen to be a concern, with battery shortages being a key factor in car makers being able to keep pace.

However, Nissan is well positioned to respond to this demand, having recently invested heavily to ensure battery supply can meet growth demands, and securing an additional 4,000 units across LEAF and e-NV200, available for delivery now.

In addition, we're currently offering great terms for those looking to make the switch to EV.

## HOW DOES A MOBILITY AS A SERVICE (MAAS) OFFER FEATURE IN YOUR FUTURE FLEET STRATEGY? WHAT ROLE WILL PARTNERSHIP AND/OR COLLABORATION PLAY IN DELIVERING THIS?

Mobility as a Service is in its infancy right now, but it is, without doubt, going to disrupt the fleet market. The role of a fleet manager is likely to change as more service providers come on board. Nissan has already trialled car-sharing offers aimed at local companies within Europe, and has active car-sharing partnerships in a number of regions.

Nissan's role as a service provider, and service enabler, also plays a part, with investments into technology such as V2G, and initiatives to develop partnerships between energy service providers and key fleet customers demonstrating that we're committed to the future of mobility.





# Re-invented Juke is eagerly awaited

The best of the original design is retained, but the striking looks have evolved to offer more mature and premium characteristics

## Model line-up

The Next Generation Nissan Juke will be offered in five grades enabling a transparent trim walk from the entry level Visia to range-topping Tekna+.

A generous standard specification sees all models feature air conditioning, Bluetooth and cruise control, plus a suite of safety systems such as intelligent emergency brake and lane departure warning with intervention.

The Acenta grade adds 17-inch alloy wheels, rear parking sensors and an eight-inch touchscreen infotainment system.

N-Connecta – the predicted best-seller – introduces privacy glass, auto-

folding door mirrors, keyless entry, climate control and adjustable drive modes.

The top-level trims are split between technology-focused Tekna and sportier Tekna+. Both grades feature 19-inch alloy wheels and heated seats.

Tekna also gets ProPILOT driver assistance with adaptive cruise control and front and rear parking sensors.

Tekna+ is a new trim that gives Juke drivers increased personalisation with customisable elements, such as a two-tone body colour and interior colour packs that give up to 22 different combinations.

## Platform

An all-new Alliance platform underpins the Next Generation Juke, providing greater flexibility, more space and a more engaging driving experience.

The new car has a larger wheelbase, 105mm longer than the original Juke. This means there is more room for passengers and luggage.

Overall, the Next Generation Juke is 75mm longer and 15mm higher, meaning it moves from being one of smallest vehicles in the compact SUV segment to one of largest.

Despite becoming larger, the new model is 23kg lighter as a result of the advanced platform design. This contributes to better performance, handling and efficiency.

Increasing the amount of high strength steel in the body has led to a 13% increase in rigidity. The stiffer platform makes the Next Generation Juke more dynamic, but also reduces noise, vibration, and harshness (NVH) levels, giving a more refined passenger experience.

## Cutting-edge design

A crucial part of the mission in designing the Next Generation Nissan Juke was to retain the original car's bold and authentic design that makes it stand out from the crowd.

Drawing inspiration from the 2015 Nissan Gripz Concept, the new model evolves the existing Juke's striking looks with a cutting-edge design.

It retains its stylish appearance with a floating roof which reflects its sporty persona but also exhibits the bold wide stance of an SUV, giving it an enhanced road presence and a more robust look.

The wheel size has also been increased to 19 inches on range-topping models to improve the car's stance further.

Aerodynamics have improved by 11% as a result of the new car's sleeker body. Engineers also added new underbody panels and a rear spoiler to better channel around the vehicle and reduce drag to a more competitive level.

## Driveability & agility

Development of the Next Generation Juke's handling characteristics was centred on the "roundabout star" concept, ensuring it provides ultra-responsive handling.

A confident approach is ensured through improved forward visibility and a re-designed A-pillar, giving a wider view from the driving seat.

The responsive engine provides controllable acceleration as the driver enters the roundabout and provides a fast exit with the ability to re-accelerate quickly.

A high cornering ability with minimal body roll combines with the standard sports seats to give a secure feeling to the vehicle's occupants when the vehicle is cornering. This is enhanced with precise steering and good grip from the larger tyres and new suspension.

In the background, Active Trace Control monitors the driver's inputs and can apply braking to an individual wheel to ensure the car takes the correct trajectory.





### Powertrain

A new three-cylinder 1.0-litre turbocharged petrol engine will lead the Juke line-up from launch. The 117hp unit is available with a six-speed manual transmission or a seven-speed DCT automatic, both driving the front wheels.

In keeping with the Juke's sporty character the new engine is highly responsive and makes the car among the fastest in its segment, when compared like-for-like. It can accelerate from 0-60mph in 10.2 seconds (10.5 seconds for DCT).

Efficiency is also a key strength of the new engine, with CO<sub>2</sub> emissions from 113g/km (136g/km WLTP) on manual models and from 111g/km (139g/km WLTP) with the DCT.



### Interior

Matching the Juke's unique exterior styling is an equally striking interior. Material quality has been improved throughout, giving the car a premium feel.

It retains a driver focus, which has been improved by a new-look driving position. Increased adjustability of the new monoform sports seats ensure drivers of all heights can travel comfortably.

Passengers will enjoy the larger cabin, with improved head- and knee-room as a result of the car's extended wheelbase.

Greater personalisation is offered on N-Design models, with painted interior panels, while other versions feature metallic grey trim.

A new steering wheel introduces a matt finish Nissan emblem for the first time, while the flat bottom gives a sportier feel.

Practicality is improved thanks to a larger luggage space, which increased in volume by 44 litres and has a larger opening to assist with loading.

### Technology

To maintain competitiveness in the growing compact SUV segment, the Next Generation Juke welcomes the Nissan Intelligent Mobility technologies.

All versions are fitted with full LED headlights, which enhance visibility at night by up to 10 metres. The LED technology is also used on the daytime running light and front fog lights, giving a distinctive modern look and improved safety, while reducing running costs through lower power consumption.

A new eight-inch central infotainment display takes a central position on the dashboard, controlling the radio, telephone and navigation functions.

Smartphone connectivity is ensured via Bluetooth, Apple CarPlay and Android Auto.

NissanConnect provides connected services, such as in-car WiFi and smartphone app interaction. The new system allows users to interact with new Juke remotely via their smartphone. This includes unlocking or locking the vehicle, viewing its position on a map and sending destinations to the navigation system.

A Bose high-performance audio system is offered with UltraNearField headrest speakers in both front seats for a fully immersive audio experience.





# Nissan's crossover dominance owes much to advent of the Juke

Already a million compact SUVs have been produced in Sunderland

**I**n 2010 Nissan invented the compact SUV segment with the world debut of the Juke. Now, less than 10 years later, that niche segment has become most popular among buyers, with sales booming.

Juke aimed to combine the best attributes of an SUV and a sports car, to give customers a refreshing and dynamic alternative to the traditional small hatchback.

Its distinctive sporty styling and range of interior and exterior personalisation choices mean there are more than 23,000 variations of Juke on the road, giving owners a sense of exclusivity despite the model's immense popularity.

Last year, the millionth UK-built Juke rolled off the production line at Nissan's Sunderland factory, which was awarded production of the car following a £57 million investment in the site (see page 20).

The car remains a segment leader, having undergone

two rounds of updates during its lifecycle to ensure its engines and technology remain up-to-date.

Juke was the second crossover to be built by Nissan, following the pioneering Qashqai, which went into production in 2006 and began Nissan's leadership of the crossover market.

The car initially appeared as the Nissan Qazana concept at the 2009 Geneva Motor Show and there was a substantial similarity between the concept and production version that followed a year later.

The design team drew inspiration for Juke's appearance from a number of unusual sources. They looked back at a number of vehicles synonymous with an active and sporting life – and that list included rally cars and motorbikes.

The engineers faced many obstacles in designing Juke, from the raised floor (and higher centre of gravity) to the bigger wheels and tapered cabin and short overhang at both ends of the car.

Getting the vehicle's proportions right was a key

element for the design team and something on which they focused a lot of their attention.

The front end is the most distinctive part of the Juke and one of the key elements carried over from the concept. Its stacked array of lights break from convention with running lamps and indicators mounted on the top of the wings and the main headlamps mounted beneath the full-width grille, giving the appearance of spot lamps on rally cars.

Its profile is dominated by prominent wheel arches and a high waistline, which contrasts with the slim side windows to give a tough, muscular appearance.

Echoing a style first seen on the Maxima – Nissan's high performance electric coupé concept shown at the 2007 Frankfurt Auto Show – the windows resemble a crash helmet visor.

The Juke's coupé-like appearance is enhanced by hidden rear door handles, located near the C-pillars, within the window frame.

At the rear, swooping rear lights that echo those found on the 370Z accentuate the wide rear wheel arches and meet the raked tailgate glass.

Not all elements of the initial concept made it to

production, however. The Qazana's rear-hinged rear doors and lack of a central pillar were dropped, along with its 20-inch alloy wheels.

The Qazana also debuted a new type of aerodynamic door mirror design that allowed air in through an opening, before sending it around a series of fan-like blades and releasing it through a gap surrounding the glass. This feature didn't make production either.

Inside, the concept's interior was largely carried over to the Juke, including the motorcycle fuel tank-inspired centre console, which is painted to give the interior a sense of uniqueness.

Juke is about more than just looks with innovative technology at the centre of the car's development.

Features introduced throughout the car's life include a 360-degree around view camera system, moving object detection, lane departure warning and blind spot monitoring.

The Nissan Integrated Control System – a command module that sits in the lower dashboard – manages both the climate control and the vehicle's drive mode. It can also display data on fuel efficiency, real-time G-force and turbo boost pressure.



# BIK bonus for LEAF drivers

Zero company car tax for EV drivers means there's never been a better time to choose LEAF



**I**n July, the Government published benefit-in-kind (BIK) tax rates for the next four years which included the news that company car drivers choosing a pure electric vehicle (EV) will not pay BIK in 2020/21.

For cars first registered from April 6, 2020, most company car tax rates will be reduced by two percentage points.

That means for a pure EV with zero emissions, company car drivers will be taxed at 0%, paying no BIK tax at all.

Furthermore, the zero percentage rate is also extended to company car drivers in pure EVs registered prior to April 6, 2020, who were already looking forward to a reduced rate of 2% for 2020/21.

The Government says that "by providing clarity of future appropriate percentages, businesses will have

the ability to make more informed decisions about how they make the transition to zero emission fleets".

Looking ahead, the Government aims to announce appropriate percentages at least two years ahead of implementation to provide certainty for employers, employees and fleet operators.

All of which is, of course, great news for any fleet managers or company car drivers who choose LEAF.

The top selling electric vehicle in Europe 2018 has two versions for 2019 to match a range of lifestyles – Nissan LEAF and Nissan LEAF e+.

The Nissan LEAF brings 150PS of pure zero emissions experience to daily city driving, where e-Pedal™ reigns and ProPILOT makes traffic jams easier to live with.

New for 2019, the Nissan LEAF e+ is equipped with an intelligent power-enhanced battery and develops 217PS, for no compromise commuting.

LEAF is available in six variants, Acenta; Acenta

ProPILOT; N-Connecta; N-Connecta ProPILOT; Tekna; and E+ Tekna. LEAF Acenta has the lowest P11D price of the pure electric cars in its segment at £30,135.

This compares with £30,695 for the Hyundai Kona and £33,185 for the Volkswagen e-Golf.

The LEAF's electric motor develops 150PS and 320Nm, giving it a similar output to a conventional diesel car (such as a Volkswagen Golf 2.0 TDI). It can accelerate from 0-60mph in 7.9 seconds and provides instant, seamless acceleration. When 'eco' mode is engaged the car optimises itself for maximum range and reduced throttle sensitivity.

Practicality is also comparable to that of a conventional hatchback, with a large 435-litre boot and ample space for adults in the rear.

Not only is LEAF hugely efficient and superbly practical, it's also packed full of technology to make driving simpler and more fun than ever.

With the Nissan e-Pedal™, you can accelerate and decelerate with a single, seamless movement. Just release the accelerator for automatic regenerative braking and depress again for acceleration. If you ever need a more immediate stop there's still a familiar brake pedal.

Thanks to ProPILOT, traffic jams will never be the same again. Nissan LEAF accelerates, brakes and restarts with the flow of traffic. Keep your eyes on the road and enjoy an assisted driving experience.

And when you arrive at your destination feeling relaxed and refreshed, LEAF will even park for you. No steering, no pedals, no more neck twisting. Nissan ProPILOT park enables you to simply press and hold a button and your Nissan LEAF can park itself.

So with all these fantastic features, combined with zero BIK, there's never been a better time to add LEAF to your fleet.



# Ready for Next Generation Juke and the new NV250

Their imminent roll-out is great timing for the Business Centre Network



**T**he arrival of the new Juke crossover and NV250 small van "could not have been timed better" for a Nissan Business Centre network now poised to deliver the very best service to fleet customers.

Head of Dealer Fleet Marco Capozzoli says the continuation of the Dealer Power strategy has equipped his 43-strong network with the tools and offers they needed to ensure they have a "unique and compelling offer" to take to SME businesses.

But, the final piece of the jigsaw to fall into place will come in the form of the new Juke and a plentiful stock of LEAF and e-NV200 vans, he says.

"We have been working extremely hard with the network to implement the Dealer Power strategy so we could get everything in place just in time to benefit from the new product," he adds.

"It's not all that often we get time to step back and assess everything we have done, but, considering this article for the magazine has allowed me to do that and I'm really excited about the months ahead because I know everything is falling into place really nicely now."

Across Nissan's network of 43 Business Centres a

team of 53 Local Business Development Managers (LBDMs) has been established to identify potential customers and offer advice and support in meeting their business's transport needs.

This team of fleet experts has been given access to a new Fleet Hub web portal where they can access details of all the very latest campaigns and offers from Nissan.

Part of the compelling new Nissan Fleet offer is the Fleet Exclusive and Fleet Complete solutions.

The former allows LBDMs to offer exclusive Nissan offers to fleets of 25 to 50 vehicles in their market area.

The latter is what Capozzoli describes as a "360 solution" allowing LBDMs to offer customers a hassle-free fully funded package including pooled mileage, no quibble tyre replacement, end of contract damage waiver and a free courtesy vehicle.

"With these new tools we've given fleet dealers the ability to really go out and attack their renewals database and ensure their customers can take advantage of the very latest offers," says Capozzoli.

"In the past dealers may have felt they were competing with brokers for business. With these exclusive Nissan and Nissan Finance offers that's no longer the case. They have a unique and compelling offer in the marketplace." The Next Generation Juke is expected to be open for orders from September with deliveries arriving in dealerships towards the end of November.

Capozzoli says: "We're confident it will pick up where the current car left off. It's also bigger than the outgoing model. It will be a great product in the SME marketplace."

He adds that, ahead of the arrival of the Next Generation Juke, the MY19 Navara – with its new infotainment system and gearbox, and the Qashqai with its position as #1 c segment SUV also delivered for fleets.

And current lease offers on the LEAF (£279 a month) and e-NV200 (£359) could provide emissions-free motoring for an SME based on a car and van combination for less than £700-per-month on three-year lease agreements with six months paid up-front.

He says: "With the tax, fuel savings and the peace of mind offered by Fleet Complete that's an amazing offer for our Business Centres to take to market."

Five dealer fleet coaches offer regular support and monitoring of the network's LBDMs, one of whom is centrally located as the others are assigned to one of four regions aligned to Nissan's Corporate Sales Team.

As part of a 12-point commitment to retailers, the coaches help with the provision of marketing, staff

**'WITH THESE NEW TOOLS WE'VE GIVEN FLEET DEALERS THE ABILITY TO REALLY GO OUT AND ATTACK THEIR RENEWALS DATABASE'**

training, CRM management through N-Showroom and with their recruitment efforts.

"Our Focus on Fleet LBDM identity has provided the platform to give another source of support to retailers," says Capozzoli, with a new Chatter function allowing LBDMs to communicate with other retailers in a closed forum environment.

Capozzoli says the new levels of support from Nissan and focus from LBDMs across the Business Centre network is already reaping rewards.

In the quarter ending June 2019, the Business Centres achieved 104% of the national target, with 97% of the brand's entire UK fleet business being channelled through its franchised fleet specialists.

In total, 93% of Business Centres achieved their target – with 56% achieving the 'higher earning' target – as 48% of the period's fleet business was completed in passenger cars and 52% in LCVs.

"We go into the next quarter with a strong electric vehicle campaign," adds Capozzoli. "We've got more cars and more vans and that's really encouraging news for the network and its customers."

At an event – designed to bring the Nissan Business Centre network operators together – at the Nissan Manufacturing plant, Sunderland, LBDMs from across the country gathered to see the product being built, as well as participate in workshops designed to drive forward the strategy and give them the opportunity to voice their opinions about the new fleet offer to customers.

Capozzoli concludes: "One of our LBDMs came up to me and said 'when this strategy was laid out in 2018 as a vision, I wasn't sure it could all be implemented, but it's actually happened and we now have a robust and consistent Fleet Programme'.

"Now we have the platform established, we need to accelerate the programme ahead."



# Fleet hub a real winner

New portal means customers can easily find answers to their queries

**N**issan's new fleet portal is still in its infancy, but it is already proving to be a "real winner" with fleets and leasing companies alike (see page 18). Crucially, it is helping to fulfil our aspiration of being "easier to do business with", according to Head of Leasing Mark Johnson.

"Leasing companies are adopting the hub quickest and it is giving them everything they need to know about Nissan, especially greater visibility to our

corporate terms. It filters out the questions they don't need to ask, so it saves them time – it really is a fresh approach to the market," he adds.

For example, all details about our EVs and associated products and services sit within the portal and it complements the service provided by our corporate sales and leasing teams. "There are," says Johnson, "no gaps in our customers' ability to find answers."

He adds: "We will add further functionality based on feedback from leasing companies. It is a more effective way to provide specific information to our customers."

Johnson was appointed to his current position six months ago and made it his priority to ensure his team provided continued consistency in its relationships with leasing customers.

"There was some inconsistency before, but we have put in place clear processes and expectations and we now have a settled, experienced team," he says. "Now we are ramping up our expectations and activity in an incredibly competitive marketplace. No one can afford to be average; it's all about great customer service, irrespective of how good your product is."

Consistency is becoming a watchword as we continue to push and deliver dependable residual values by taking a more coherent approach to the sales channels.

"Historically, we were less structured in how we went to market and planned in fleet sub-channels. Now we deliberately rebalanced our business – our rental volumes reduced from 2017 to 2018 – but, conversely, we are doing more leasing," Johnson says. "And within leasing, we are doing more true corporate and within that, we are looking at taking a higher share in the user-chooser market."

"Our long-term approach is to maximise every opportunity with user-choosers. We are also working closely with the corporate team to identify opportunities to increase fleet penetration – it's a combination of activities with leasing and out in the industry."

These activities are also reinforcing uncovering our understanding of the level of interest and demand for electric vehicles, the "hot topic" as Johnson puts it.

He saw this first hand at Company Car In Action where first-time drivers of the LEAF were "amazed" at how similar the car was to drive to a conventional combustion engine one, only quicker and quieter.

"Once they drive it, it changes their view," he says. "They realise that it's a real car, it has validity, it's just powered by electricity."

**'WE HAVE PUT IN PLACE CLEAR PROCESSES AND EXPECTATIONS AND WE NOW HAVE A SETTLED, EXPERIENCED TEAM'**



# We're 'more agile' now

New corporate sales team comprised of 'right people in the right roles'

**W**ith a restructure of the corporate sales team completed, the focus of Head of Corporate Fleet Adam Connelly has changed.

He will now look to execute a strategy of identifying and converting new customers, providing existing customers with outstanding service and extending Nissan's consultancy support to advise fleets about the best powertrain options for their needs.

Connelly says his new team of eight consists of "the right people in the right roles".

Four corporate sales managers now look after the larger fleets of 750-plus vehicles, while four corporate account managers handle smaller fleets.

"We can respond quicker to fleet needs; we are more agile," Connelly says. "We also have our dedicated Nissan Fleet Sales Office, which marries up to the four territories – the North and Ireland, Midlands, Wales and South-West, and London and South East – for prospect calls and our fleet account executives who help to book appointments."

"Key to the team's success is the prospect database, which is generating more new customers than ever. We now know where customers are in the pipeline, we know what their model requirements are and we can service them quicker."

"We are able to stay in touch with fleets and leasing companies throughout the process with the right messages because we know where they are in the process," says Connelly.

He adds: "Our new structure is also helping us to be a leader in electric vehicles and EV fleet management, especially because we have production and supply of both LEAF and eNV200 – we can supply fleets today."

Connelly is seeing customer interest and expectations of EVs rise and their knowledge is improving, but there is still a lot they want to know about the whole proposition, including the evolution of electric product, charging availability and the cost of charging.

"This links into our charging partners to make fleets aware of all the public charge points, how easy it is to charge EVs and also the cost solutions," he says.

"Take the eNV200: fleets want to know about the charge cost associated with charging at home and how we can provide a process for drivers to claim back the cost. People also still want the total cost of ownership and BIK information so we have to demonstrate those on moderate lifecycles and mileage."

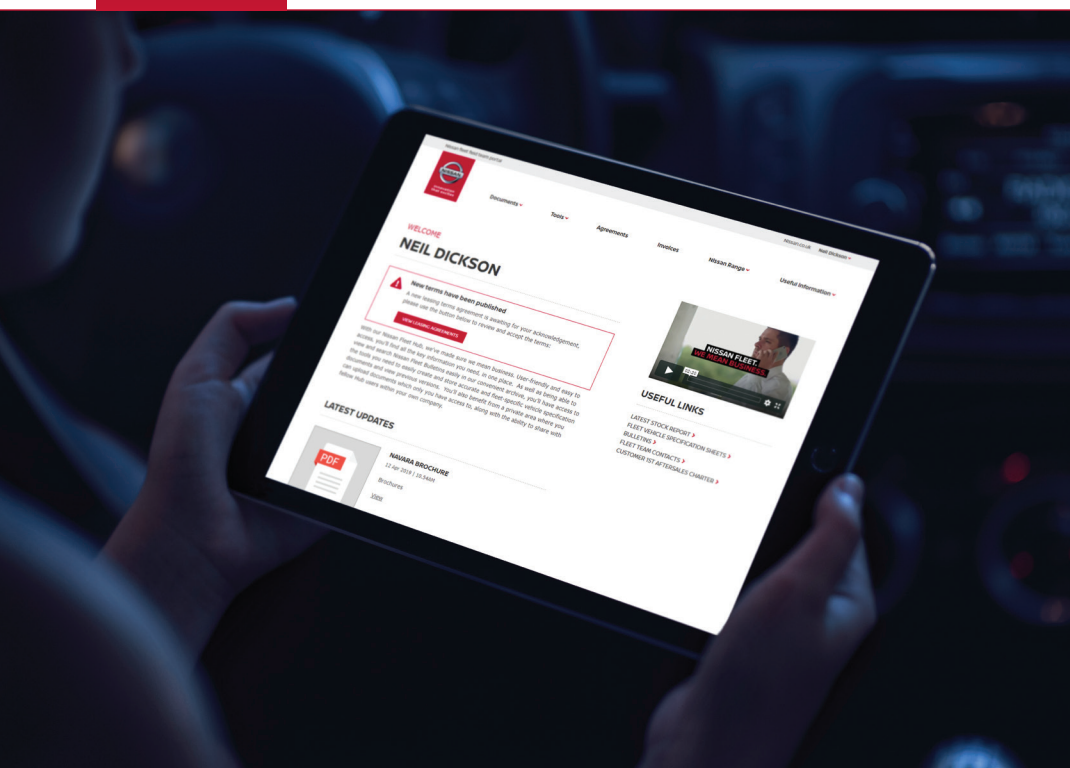
"We are heading towards a bundled EV solution, which includes finance and home charging with an energy partner that makes the cost cheaper than existing electricity tariffs, plus home storage and solar roof panels."

However, he's mindful that petrol and diesel are still the best option for many fleet applications, which means Nissan must "fill those gaps as well". This includes "demonstrating our crossover leadership in combustion engines".

**'KEY TO THE TEAM'S SUCCESS IS THE PROSPECT DATABASE, WHICH IS GENERATING MORE NEW CUSTOMERS THAN EVER'**







# Nissan's new online fleet portal is helping us keep customers at the heart of our business

News, product information and contacts are all there

**L** launched in Quarter One, The Nissan Fleet Hub allows us to give all major corporate and leasing company clients – as well as the Local Business Development Managers (LBDMs) in our Fleet Business Centres – the information they need in a single, convenient home.

It features our latest news bulletins, information about our current products and new launches, contact details of the Nissan Fleet Team, as well as videos and training materials.

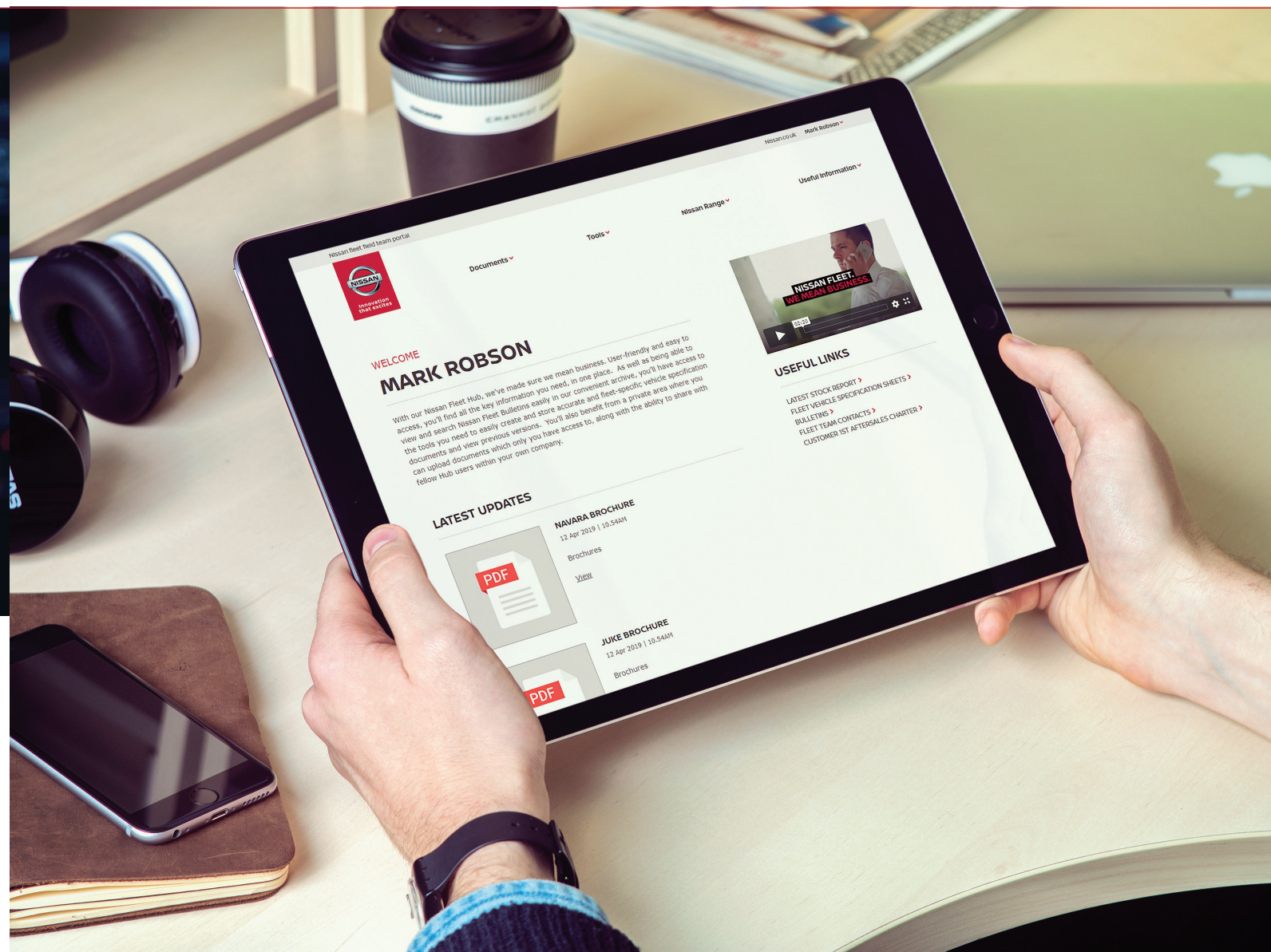
There is also a selection of tools which allow the user

to calculate costs such as the benefit-in-kind (BIK) tax drivers will pay for different vehicles – essential to keep fleet customers informed.

Users will also be able to find a digital magazine of the entire range, which will include all the important data about the vehicles, such as the engines, fuel economy, CO2 emissions, trim levels and equipment.

Additional information is featured for our commercial vehicles, such as payload and maximum load length/height.

Nissan Fleet Hub also allows leasing companies to send the digital magazine to their customers to ensure they are fully informed about our products and can choose the right model and equipment grade for them.



To further enhance its usefulness, Nissan Fleet Hub tailors the information it provides to its users to ensure it is important and relevant to them.

For our leasing partners, we've added the functionality to view and acknowledge their terms and contracts, as well as view payment history by registration number for reconciliation purposes. We're always expanding the functionality of the Nissan Fleet Hub – in development is the ability for our leasing partners to be able to view our joint corporate customer terms. One of our ambitions is to make ourselves as easy to do business with as possible – the Nissan Fleet Hub is a key part of this.

It brings all the initiatives we have been working on

**'NISSAN FLEET HUB ALSO ALLOWS LEASING COMPANIES TO SEND THE DIGITAL MAGAZINE TO THEIR CUSTOMERS'**

for our Nissan Fleet, We Mean Business strategy in one place, giving all audiences a secure, one-stop shop to access all the information they need to manage their Nissan relationship.



# Plant is a leader in more ways than one

It has one of the world's most advanced production lines, but Sunderland also takes time to encourage schoolchildren to seek careers in industry

**I**n July this year, Nissan Sunderland Plant celebrated an amazing milestone. Eight years after it played its part in the creation of the compact crossover segment, the one millionth Juke rolled off the line.

Kevin Fitzpatrick, Senior Vice President Manufacturing, Supply Chain Management and Purchasing, Nissan Europe, said: "Reaching the one million milestone is a fantastic achievement for any model."

"Eight years ago we had never experienced anything like the Juke – it created an entirely new segment and brought a distinctive never-seen-before look to the market. Fast forward to today and we have one million customers and Juke remains the segment leader."

"It's terrific to see that the 2018 model, with all its improvements and personalisation options, is as popular as the version that rolled off the line for the first time in 2010."

Nissan Sunderland Plant began producing cars back in 1986. It occupies a 799-acre (3.23 km<sup>2</sup>) site and last year, produced 442,254 vehicles; that's almost a third (29%) of all cars built in the UK.

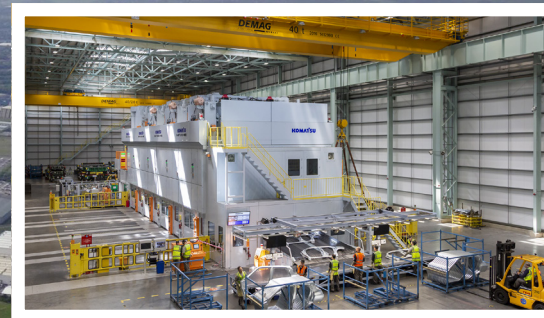
The plant employs 6,700 people in the city and its surrounding area and supports a further 27,000 UK

automotive supply chain jobs, 75% of which are in north-east England.

The plant has two production lines which operate around the clock on a three-shift work pattern. On average, a brand new Juke is built at the plant every 105 seconds, with 80% of all the models produced being exported to more than 130 international markets.

The plant is not just the home of cutting-edge car production. Already, more than 30,000 children from across the north-east have taken part in Skills Foundation events there.

The Nissan Skills Foundation engages in excess of 6,500 schoolchildren every year in science, technology, engineering and mathematics (STEM) through



**"THERE IS NO BETTER PLACE FOR YOUNG PEOPLE TO EXPERIENCE THE WORLD OF MANUFACTURING AND ENGINEERING"**

Ian Green, Skills Foundation Section Manager

programmes covering manufacturing excellence, EVs and motorsports.

The initiative, which launched in 2014, encourages young people to take up STEM subjects and generate excitement about careers in industry by offering a unique insight into advanced manufacturing and engineering.

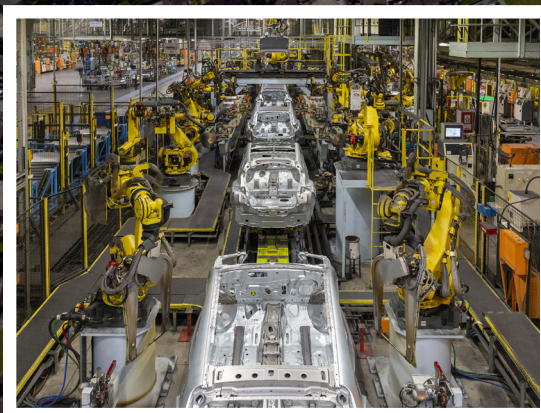
Foundation activities include:

- F1 in Schools, a competition bringing the thrill of Formula 1 racing into classrooms across the region.
- Industrial Cadets, a scheme aiming to introduce students to the world of manufacturing and industry.
- Nissan Blue Citizenship programme Eco School, an activity that teaches students about Nissan's approach to finding solutions to global environmental issues.
- Monozukuri Caravan, a hands-on interactive workshop celebrating the art of making things.

Ian Green, Section Manager at Nissan Skills Foundation, says: "The foundation is about encouraging local youngsters from all backgrounds to consider a future in industry by showing them the opportunities that exist within the automotive sector."

"With the UK's largest car plant on their doorstep, there is no better place for young people to experience the world of manufacturing and engineering."

In 2018 the plant registered its apprentices and graduates on the STEM Ambassador programme allowing them to share their experience and skills with young people.





## No more idling, we whip up an ice cream van to delight kids and clean air councils



Many ice cream vans, particularly older models, feature diesel engines which are left running to operate the refrigeration equipment. These are criticised for producing harmful emissions, including black carbon, when idling. Some UK towns and cities are now looking to ban or fine these vehicles. Our concept presents a potential solution for vendors looking to reduce their carbon footprint, and offer customers a better experience.

The prototype van is based on the e-NV200. The concept is a working demonstration of Nissan's Electric Ecosystem, combining a zero-emission drivetrain, second-life battery storage and renewable solar energy generation.

"Ice cream is enjoyed the world over, but consumers are increasingly mindful of the environmental impact of how we produce such treats, and the 'last mile' of how they reach us," said Kalyana Sivagnanam, managing director, Nissan Motor (GB) Ltd.

"This project is a perfect demonstration of Nissan's Intelligent Mobility strategy, applying more than a decade of EV experience and progress in battery technology to create cleaner solutions for power on the go – in ways customers might not expect."

Nissan has taken the ICE (internal combustion engine) out of an ice cream van to create an all-electric, zero-emission concept to coincide with the UK's Clean Air Day.

We partnered with Mackie's of Scotland, an ice cream producer which powers its family-owned dairy farm by renewable wind and solar energy.

The project shows how a 'Sky to Scoop' approach can remove carbon dependence at every stage of the ice cream journey.

## One-in-three parents want cars with driver assistance tech for improved safety

More than a third of parents will look for driving assistance systems when choosing their next car, because they are worried about being distracted from watching the road by their children.

Close to two-thirds of parents (63%) say their children's behaviour in the car causes them to be distracted while driving.

According to new research carried out by Nissan, the effects of this include drivers braking suddenly, missing red traffic lights, swerving across lanes and taking their hands from the steering wheel.

Nearly one-in-three of the 5,000 adults (29%) who responded to the study said they know they are less safe as a result, and an even higher proportion (34%) said they would seek vehicles with technologies including automatic emergency braking, lane-departure warning and adaptive cruise control.

Nissan has introduced such technologies. These include the ProPILOT driver assistance system, which is now available on the LEAF and Qashqai, and Intelligent Emergency Braking, which helps to avoid collisions or minimise their effects.

The Nissan Qashqai's Intelligent Around View Monitor



and Rear Cross-Traffic Alert also provide added reassurance when parking and reversing.

Jean-Philippe Roux, General Manager, Crossovers, Nissan Europe, said: "Driving safely and staying focused should always be the driver's main priority and there's no substitute for this. However, knowing your car is fitted with technology that can predict and prevent potentially dangerous situations can help create an overall feeling of calm at the wheel."

## Nissan Sunderland Plant hits 10-million vehicle milestone

The ten-millionth vehicle, a Vivid Blue Nissan Qashqai Tekna, has rolled off the production line at Nissan's Sunderland factory (see also page 20).

The plant, which opened in 1986, has produced a car every two minutes on average in the 33 years it took to reach the 10,000,000 mark – the fastest any UK car factory has hit the landmark figure.

Steve Marsh, Nissan Sunderland Plant vice-president, manufacturing, said: "Reaching this huge figure has called on all the ingenuity, commitment and spirit of our highly skilled workforce, many of whom hail from the north-east of England."

Since 1986, the plant has built the Qashqai, Micra, Primera, Juke, Almera, Note, LEAF, Bluebird and the Q30.



## Nissan launches new Nissan GT-R Nismo in UK

The latest version of Nissan's GT-R Nismo high-performance, track-oriented sports car is now available to order in the UK. Priced at £174,995 on the road, the GT-R Nismo features upgrades inspired by race cars, alongside tuning adjustments to maximise performance.

Built to the kaizen principles of continuous improvement, enhancements include new, race-proven turbochargers, better gearbox shift control, lighter components, reduced overall mass and upgrades to the brakes, wheels and tyres.

The combination contributed to a 2.5-second reduction in lap time around Nissan's development track and better stability at speeds up to 186 mph.

Alongside the updated GT-R Nismo, Nissan has also introduced a new 2020 Nissan GT-R Track Edition, priced from £99,995 on the road.



## Nissan strengthens its UK sporting sponsorship

Following the excitement of England's nail-biting, last-ball win at the Nissan-sponsored ICC Cricket World Cup, we have deepened our ties with British sport, extending our sponsorship deal with current Premiership champions Manchester City.

As part of the "multi-year" deal with the triple trophy winners, Manchester City manager Pep Guardiola, who drives a LEAF, has been named a Nissan ambassador.

Nissan's support for cricket also includes backing the ICC Champions Trophy, which was driven around the UK in a Nissan LEAF on a 100-day tour before the World Cup tournament, and ICC World Twenty20, as well as Under-19, women's cricket and qualifying events.

As well as Manchester City and the Cricket World Cup, we also sponsor the UEFA Champions League and is a partner of NBA Basketball in China.





## NEW MY19 MICRA N-Sport IG-T 100

BIK FROM	26%
CO <sub>2</sub> *	105G/KM
NCAP	★★★★
MPG**	50.4
INSURANCE	GROUP 8
TCO***	£16,872

\*combined NEDC-BT



## NEW MY19 QASHQAI 1.5 dCi 115 Acenta Premium

BIK FROM	27%
CO <sub>2</sub> FROM	100G/KM
NCAP	★★★★★
MPG**	53.5
INSURANCE	GROUP 15
TCO***	£21,752



## NEW MY19 LEAF Tekna

BIK FROM	16%
CO <sub>2</sub> FROM	0G/KM
NCAP	★★★★★
MPG**	N/A
INSURANCE	GROUP 21
TCO***	£15,519



## NEW MY19 X-TRAIL 130 DCI 5 Seater Tekna

BIK FROM	35%
CO <sub>2</sub> FROM	143G/KM
NCAP	★★★★★
MPG**	52.3
INSURANCE	GROUP 21
TCO***	£29,102



## NEXT GENERATION JUKE

BIK FROM	26%
CO <sub>2</sub> FROM	110G/KM
NCAP	TBC
MPG**	TBC
INSURANCE	TBC
TCO***	TBC



## NEW MY19 NAVARA Tekna 2.3 190 4WD Auto

BIK	£5716 - £114.33
CO <sub>2</sub> FROM	252G/KM
NCAP	★★★★
MPG**	29.6
INSURANCE	GROUP 40
TCO***	£27,018







Innovation  
that excites

**e-NV200** Tekna Auto



BIK	£33.50 - £67	MPG TO	N/A
CO2 FROM	0G/KM	INSURANCE	GROUP 34
TCO***	£11,965		

**NV250**



BIK	£57.16 - £114.33	MPG TO	TBC
CO2 FROM	TBC	INSURANCE	TBC
TCO***	TBC		

**NV300** 22.7T > 2.7T L1 Diesel 1.6 dCi 120PS H1 Acenta



BIK	£57.16 - £114.33	MPG TO	43.5
CO2 FROM	170G/KM	INSURANCE	GROUP 36
TCO***	£21,778		

**NV400** F33 L1 Diesel 2.3 dCi 110PS H1 SE



BIK	£57.16 - £114.33	MPG TO	35.8
CO2 FROM	207G/KM	INSURANCE	GROUP 13
TCO***	£26,317		



**ALL AVAILABLE WITH OUR FIVE- YEAR/100,000 MILES WARRANTY\***

**BIK:** Based on latest VED rates announced by HMRC. Rates are subject to change. Nissan Motors GB does not offer tax advice and recommends that all Company Car Drivers consult their own accountant with regards to their particular tax position.  
**TCO:** for full T&C's visit <https://corporate-sales.nissan.co.uk/fleet-cars/tools/tco/full/passenger>.  
**Warranty:** 5-Year/100,000 miles (whichever comes first) Manufacturer Warranty for the LCV range (with the exception of e-NV200: 5-Year/60,000 miles Manufacturer Warranty for EV system parts, 3-Year/60,000 miles for the rest of the vehicle). For full terms and conditions please visit: [https://www.nissan.co.uk/content/dam/Nissan/gb/brochures/Warranties/WarrantyBooklet\\_EN.pdf](https://www.nissan.co.uk/content/dam/Nissan/gb/brochures/Warranties/WarrantyBooklet_EN.pdf).  
**CO2:** MPG figures are obtained from laboratory testing, are intended for comparisons between vehicles and may not reflect real life driving results. Optional equipment, maintenance, driving behaviour, road and weather conditions may affect the official results.

# Nissan Fleet. We mean business.

## Welcome to our world of innovation.

From the UK's best-selling electric vehicle, the Nissan LEAF, to the Nissan Qashqai - the world's first crossover. Pioneering zero emissions and intelligent mobility, its what sets us apart.

We've been supporting British manufacturing for over 30 years and have made over 8 million vehicles in the UK. Not only that, we only employ the best people in the industry, people who understand the specific needs of every customer within the fleet market.

Let us show you how we mean business, speak to one of our team today:

**0800 2940579**  
[www.nissan.co.uk/fleet](http://www.nissan.co.uk/fleet)







Innovation  
that excites

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