



For Immediate Release

Nissan debuts the expressive, high tech, all-new 2020 Versa during a surprise concert at Rock the Ocean's Tortuga Music Festival

FORT LAUDERDALE, FL (April 12, 2019) – Surrounded by beach loving concert-goers on the shores of the Atlantic Ocean, Nissan, partnered with Live Nation to unveil its all-new 2020 Versa in the middle of a pop-up performance from popular country music star Kane Brown.

The unique introduction, at Rock the Ocean's Tortuga Music Festival, was fitting for the completely redesigned subcompact car poised to redefine the segment. Already the sales-leading nameplate of the subcompact sedan category¹, the 2020 Nissan Versa which goes on sale summer 2019, offers a new level of refinement with a dramatic design and is loaded with technology and safety features not usually found in the segment – all for a price fitting buyers in the segment.

"First impressions are exceptionally important, which is why we are thrilled to introduce the all-new 2020 Versa directly to our customers in such a memorable way," said Claudia Marquez, vice president of sales operations, Nissan North America, Inc. "The Versa is our first impression into the Nissan family. I believe that when customers see this beautiful new car and all the amazing technology that comes with it for the price, they will be part of the Nissan family for life."

The third of four popular Nissan cars to be redesigned in the past seven months, the all-new Versa – with a clear design expression of the Nissan brand – will serve the more than five million customers who buy sedans each year in the U.S. Sedans remain a popular choice for Gen X, Millennials and multicultural customers.

"As other nameplates exit the field, we see a real opportunity to build our segment-leading market share and nurture this crucial group of new-car buyers. More importantly, the new dramatic Nissan Versa design and jam packed list of features will ensure that customers feel confident they made no compromises in that first purchase," said Marquez.

Technology is a top priority in the all-new Nissan Versa, featuring available [Nissan Safety Shield 360](#), a prime example of Nissan Intelligent Mobility that helps provide front, side and rear safety monitoring and intervention technologies. Standard safety features include Automatic Emergency Braking with Pedestrian Detection, Rear Automatic Braking, Lane Departure Warning and High Beam Assist. Available equipment includes Blind Spot Warning, Rear Cross Traffic Alert, Intelligent Driver Alertness and Intelligent Cruise Control.

Design is also a key strategic advantage for the 2020 Versa, combining an all-new dramatic and expressive exterior with a fresh new interior with class-above features and quality.

The new design, which features lower, wider and longer exterior dimensions while retaining Versa's roomy interior space, is the latest in the makeover of Nissan's



complete sedan lineup. The flagship Maxima and all-new Altima were redesigned in late 2018 under Nissan's "Emotional Geometry" design language. Key elements – such as the V-motion grille, boomerang-shaped headlamps and tail lamps, kick-up C-pillars and floating roof – have been adapted to the new Versa. The result is an entry-level car that the designers describe as "an Energetic, Provocative and Engaging modern compact sedan.

"This third-generation Versa design is all about the proportion and stance, to the point where we expect people to look at it and say, 'Wow, is that a Versa?'" said Giovanni Arroba, program design director, Nissan Global Design Center, Nissan Motor Co., Ltd. "The wheels are pushed out, there's an imposing grille presence, everything about it says lower, wider, longer."

Inside, the Versa interior continues with the signature design elements found in Maxima and Altima, including the "Gliding Wing" instrument panel that expands the feel of the space through use of a light and sleek "wingspan." The effect of the design's spatial symmetry is an enhanced sense of togetherness. The horizontal architecture, open spaces and use of harmonious materials and colors add a fresh, up-level quality to the entire cabin.

"Just as the new Versa democratizes the availability of advanced Nissan Intelligent safety features across the sedan lineup, we've done the same with design details construction such as the use of daring and bold body surface treatments that are usually found on vehicles one level up," said Arroba. "The new Versa design is more tailored and matured than you'd expect to find in an entry-level vehicle.

Color is also a carefully considered element of the new Versa's appeal. Eight dynamic colors are offered, including Electric Blue Metallic, Monarch Orange Metallic and Scarlet Ember Tintcoat.

The next generation 1.6-liter 4-cylinder engine offers 122 horsepower and a 114 lb-ft of torque paired with the enhanced Xtronic transmission or a 5-speed manual.

Other tech features often reserved for more expensive segments are standard in the 2020 Versa, including remote keyless entry, push button start and power windows. Popular features like heated front seats, Automatic Climate Control, Apple CarPlay™ and Android Auto™ are also available.

About Nissan North America

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program and has been recognized annually by the U.S. Environmental Protection Agency as an ENERGY STAR® Partner of the Year since 2010. More information on Nissan in North America and the complete line of Nissan and INFINITI vehicles can be found online at www.nissanusa.com and www.infiniti.com, or visit the U.S. media sites nissannews.com and infinitinews.com.

About Nissan Motor Co.

Nissan is a global full-line vehicle manufacturer that sells more than 60 models under the Nissan, INFINITI and Datsun brands. In fiscal year 2017, the company sold 5.77 million vehicles globally, generating revenue of 11.9 trillion yen. On April 1, 2017, the company embarked on *Nissan M.O.V.E. to 2022*, a six-year plan targeting a 30% increase in annualized revenues to 16.5 trillion yen by the end of fiscal 2022, along with cumulative free cash flow of 2.5 trillion yen. As part of *Nissan M.O.V.E. to 2022*, the company plans to extend its leadership in electric vehicles, symbolized by the world's best-selling all-electric vehicle in



history, the Nissan LEAF. Nissan's global headquarters in Yokohama, Japan, manages operations in six regions: Asia & Oceania; Africa, the Middle East & India; China; Europe; Latin America; and North America. Nissan has partnered with French manufacturer Renault since 1999 and acquired a 34% stake in Mitsubishi Motors in 2016. The Renault-Nissan-Mitsubishi alliance sold 10.76 million vehicles combined in calendar year 2018.

For more information about our products, services and commitment to sustainable mobility, visit nissan-global.com. You can also follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) and see all our latest videos on [YouTube](#).

#

Media contacts:

Wendy M. Orthman
Senior Manager, Nissan North America
Truck.Outdoor.Brand Communications
wendy.orthman@Nissan-USA.com

Jeff Wandell

Manager, Nissan North America
Lifestyle and Lifecycle Communications
jeff.wandell@nissan-usa.com

1. AutoPacific segmentation. Versa family (sedan and hatchback combined) vs. Economy Compact competitors. Cumulative Sales Data (calendar years 2013 –2018).