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SHIFT_expectations

NEW MICRA



□ DO YOU SPEAK **MICRA?**



A CAR FOR YOUR DAY

Your individuality gives you a character which adapts to the demands and opportunities of each day. At Nissan, we are focused on designing cars which offer that same individuality: cars that are adaptable, personal and have a character that complements yours.

You can see this approach in our latest concept cars: the phenomenal GT-R, a 21st century sports car devoted to driving passion, the amazingly versatile and adaptable Yanya and the sensational Micra C+C, which is both an elegant coupe and a sophisticated cabriolet. And the same search for character has inspired the new Micra. The Micra mixes distinctive, original design with highly innovative, user friendly technology and also driving enjoyment to create a car so unique, it even has its own language.

CONTENTS

SPEAK MICRA .04

A NEW LOOK .06

LOVE AT FIRST DRIVE .08

FRIENDLY TECHNOLOGY .10

IT'S ALL YOURS .CENTRE SECTION

EASY GOING .20

HAVE FUN, BE SAFE .26

TREND-SETTER .30





modtro



spafe



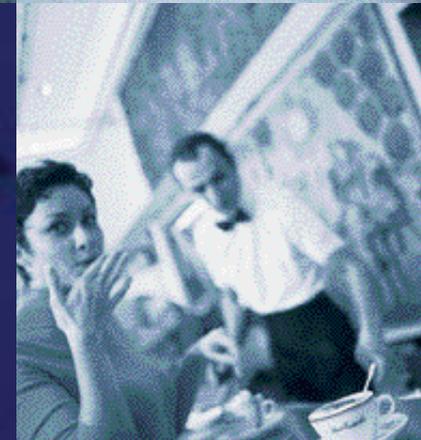
simpology

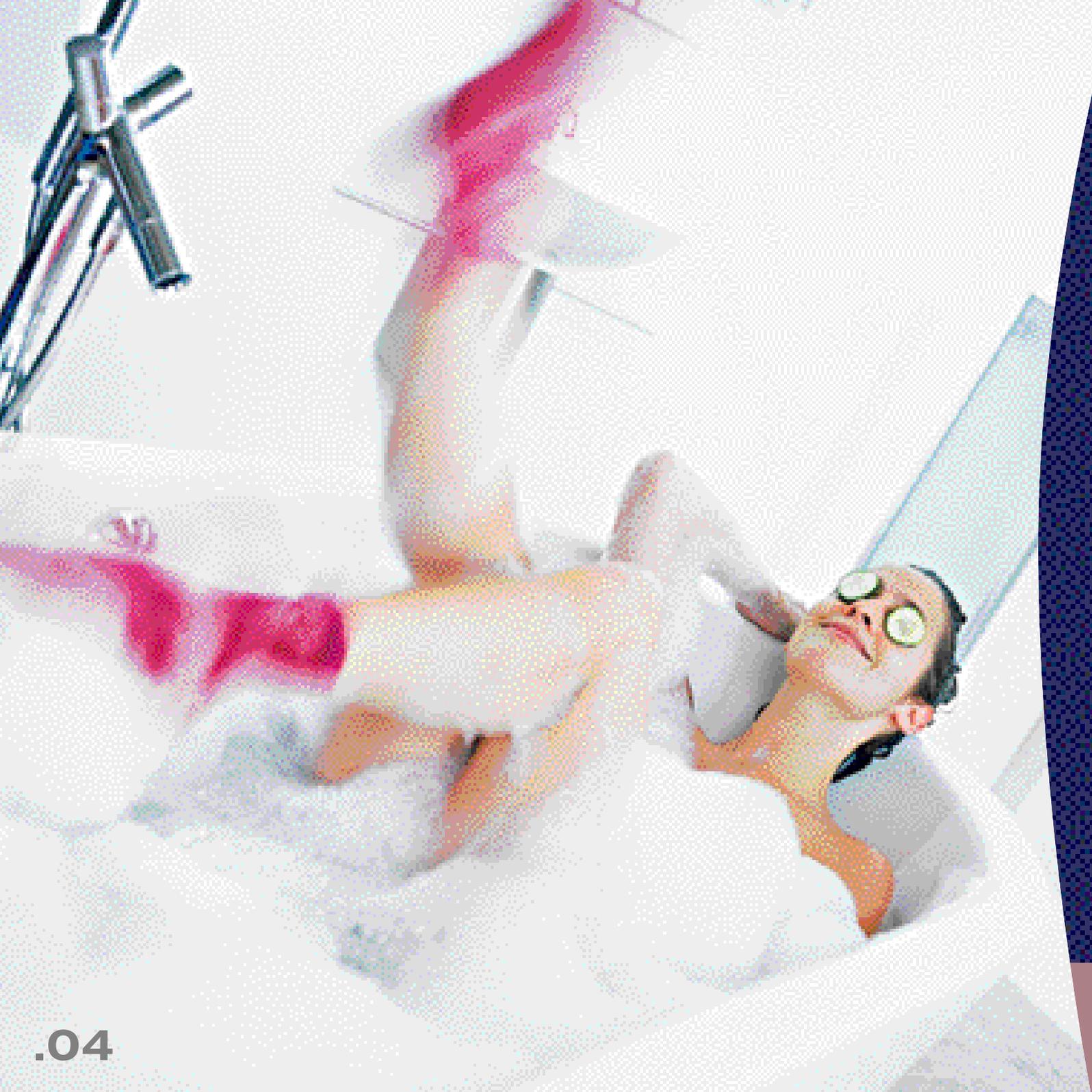


compacious



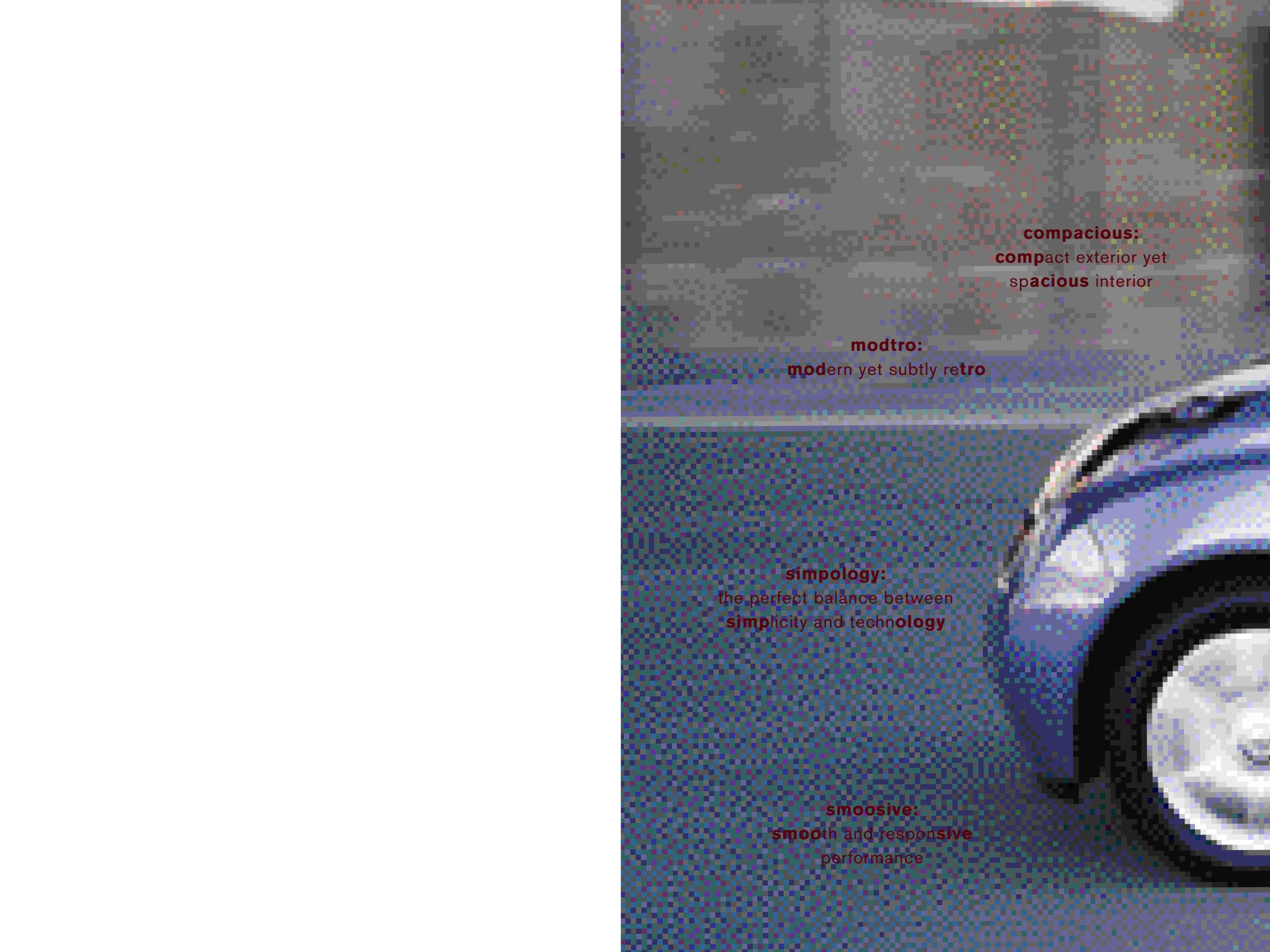
funamic







Do you speak



compacious:
compact exterior yet
spacious interior

modtro:
modern yet subtly retro

simpology:
the perfect balance between
simplicity and technology

smoosive:
smooth and responsive
performance



legage:

plenty of **leg**room with
class leading **lugga**ge space

sensomatic:

sensors that **automatically** put you in control



conventive:
convenient and
inventive technology

compeedy:
comfortable yet **speedy**
driving experience

accessitude:
accessories to match
your **attitude**

spafe:
spontaneous yet **safe**

funamic:
fun to drive with **dynamic**
performance



Micra?

□ modtro: modern yet subtly retro

There's a new face on the streets. And it's instantly distinctive. From the front, those unmistakable headlights make the new Micra look friendly and wide-eyed. From the back it's muscular and strong. From the side, there's just a hint of something familiar, a revolutionary evolution of the previous Micra.

With either 3 or 5 doors, the new Micra is very compact, making it easy to park in tight spaces or drive in busy city traffic. Yet inside, amazingly efficient use of space gives it the roomiest interior in its class. That's typical of the new Micra: it's packed with intelligent, thoughtful ideas that make driving more comfortable and fun.





MICRA





□ **smoosive:** smooth and responsive performance

A smooth and responsive performance makes driving the new Micra exceptional fun!

Your first drive will prove new Micra is agile and eager to respond.

As soon as you turn the wheel, you'll feel how the steering is accurate and positive without being heavy. The brakes are extremely effective, but without being too sharp. And the engines – whichever petrol or diesel version you choose – have been developed to provide you with the acceleration to make those decisive manoeuvres. Driving the new Micra can easily turn a frown into a smile.





□ **simpology:** the perfect balance between **simplicity** and **technology**

Shop till you drop, they say. Great, but when you return to your car after a long day shopping with your hands full, how annoying is it to then have to rummage in your pockets or bags to find the car keys? Sound familiar? Well not anymore. With the new Micra, it's easy. Stand close to your Micra, touch the button on the door handle or tailgate and the car will unlock for you.

The secret is Micra's 'Intelligent Key'. As long as you have yours in your pocket or bag and are standing within range of your Micra, you'll be able to unlock and lock the doors and boot at the press of a button. Once inside your Micra, the 'Intelligent Key' will enable you to start the engine just by turning the starter switch. All without conventional keys. It's what technology should be for: making your life simpler.









conventive: convenient and inventive technology

It's dark. So when you step out of your Micra, how do you see the way to your front door - avoiding the hidden puddle on the way? The answer is Micra's 'Friendly Lighting System'. A quick flick of the headlamp flasher leaves the headlights on for up to two minutes, giving you plenty of time to make your way safely to your front door (and avoid the puddle!).

To make sure you have an equally bright start the next day, new Micra has another clever feature called 'Battery-Save'. If courtesy lights have been left on by mistake, Micra's technology will turn them off after a pre-set period of time, making sure there's enough power left to start the engine. If only we all found it so easy to get going in the morning!

compact exterior yet spacious interior

New Micra has big ideas. Inside its surprisingly spacious and adaptable interior, Micra has technology and features you'd only expect to find in bigger cars. For example, fully automatic climate control is available on certain grades, along with remote steering wheel switches that control not only the audio, but the 'Drive Computer' as well, which amongst other functions, you can also set to remind you of important anniversaries or wish you 'Happy Birthday' on your special day!

Thoughtful design touches and attention to detail make new Micra's interior feel special. Every detail, like the 'ivory' coloured ceramic finish to the dashboard switches, the big chunky door handles and the large funky door pockets is beautifully crafted, stylishly integrated and thoroughly satisfying to use.

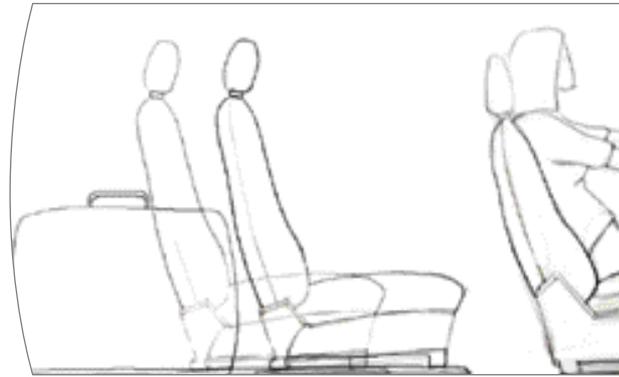












legage:

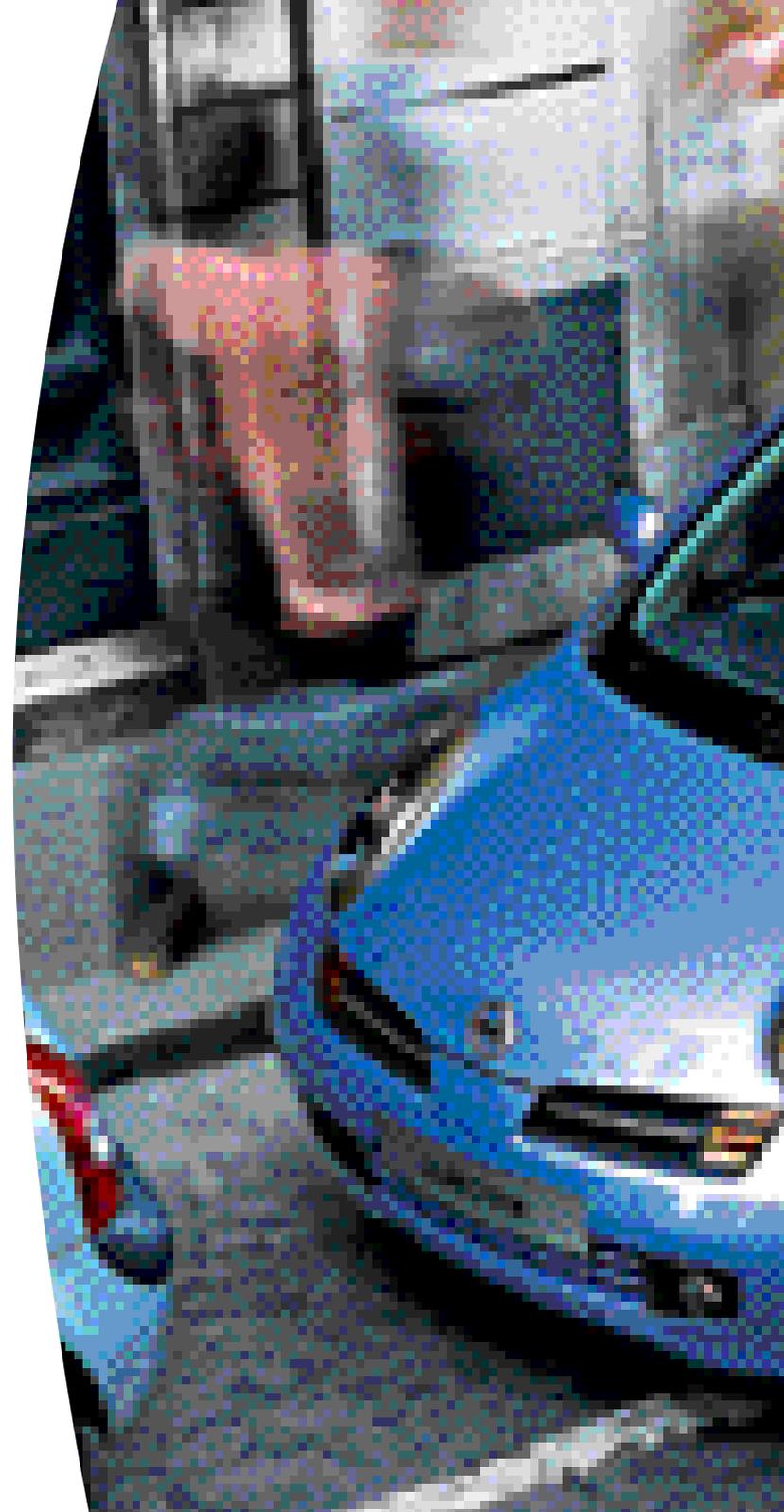
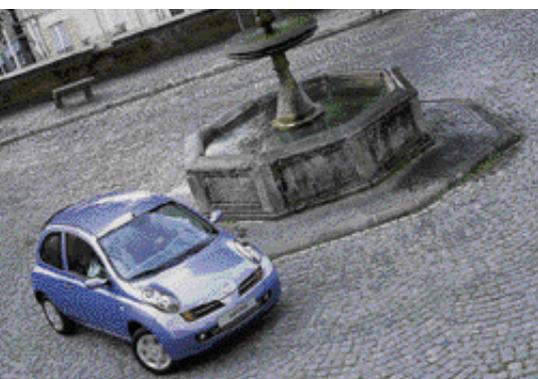
plenty of **leg**room with class leading **luggage** space

Long legs. Lots of luggage. In most of Micra's rivals, they don't really go together. But Micra is different, with its intelligent use of space achieved by discrete, clever storage and its innovative sliding rear seat.

Push the rear seat back and there's as much legroom as cars one class bigger. Pull it forwards and there's a class leading 371 litres (VDA) of luggage space. On most grades the rear seat folds and splits 60:40 and the front passenger seat folds flat too. So that's the big loads taken care of. What about those small but vital odds and ends? Well, there's a slide-away map drawer in the glovebox* which itself provides 13L (VDA) of storage space - the biggest in class. There's space beneath the lift-up front passenger seat cushion*, ideal to store a handbag or laptop. A hidden storage tray for your mobile phone. And several more handily located pockets and cupholders. It all adds up to an interior that's big on space and original ideas.



*on SE, SX and SVE grades



□ funamic: fun to drive with dynamic performance

City driving: is it a squeeze or a breeze? New Micra's large all-round glass area gives you excellent, clear visibility and with the smallest turning circle in its class (only 9.2m) along with positive, electric, speed-sensitive power steering, its child's play to weave Micra through narrow streets and into small parking spaces.

Micra's dynamic abilities make it just as enjoyable out of town as on open roads. Its new suspension system is stable and smooth riding so you can corner enthusiastically, yet flexible enough to soak up bumps and potholes for a comfortable ride. Micra just loves to drive. And so will you.









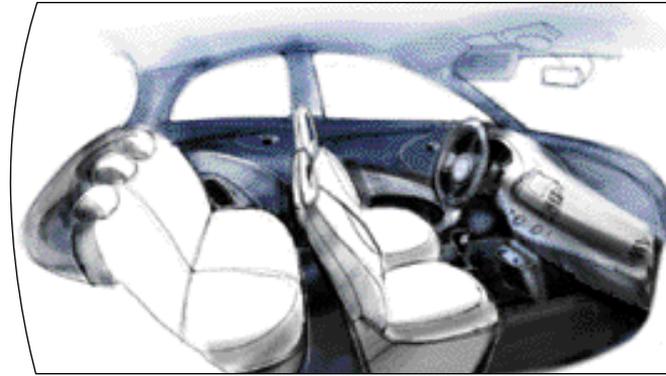
compeedy: comfortable yet speedy driving experience

Now you're out of the city and with a long road in front of you, you want some big car stamina. All Micra's petrol engines have 16 valves and drive-by-wire throttles, so they accelerate eagerly and cruise easily. There are three petrol engines to choose from; a 1.0 litre, 1.2 litre and a 1.4 litre, all offering a great balance between performance and fuel economy. If you prefer the relaxed approach, a electronically controlled 4-speed automatic gearbox is optional on the 1.2 litre and 1.4 litre engines.

Micra also offers the latest common-rail diesel technology. There's a smooth and quiet 1.5 litre direct injection diesel engine, which is both lively and enjoyable with a broad power band that builds up to 65PS.







□ **spafe:** spontaneous yet safe

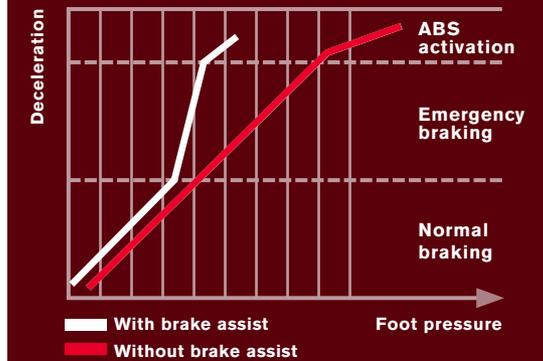
New Micra's superior agility and manoeuvrability are key features of its comprehensive active and passive safety system. Quick, precise steering, exceptional handling and the latest anti-lock braking technology keep you safely on the road.

Micra protects you with its high strength cabin structure that has crushable zones front and back to absorb crash energy. Inside its rigid safety cell, driver and front passenger airbags are standard on all grades, with side airbags standard from S grade. The front seat belts have pretensioners and load limiters for maximum restraint with minimum risk of injury. And ISOFIX child seat fixings are built into the rear seat, so even your smaller passengers can be sure of a happier, safer ride.





NISSAN BRAKE ASSIST SYSTEM



sensoromatic:

sensors that automatically put you in control

It's damp and dark. You have to brake suddenly. And suddenly, you've stopped. Standard on all versions, Micra features ABS and EBD (Electronic Brake force Distribution) with 'Nissan Brake Assist'. It's a system that always provides you with optimum efficiency, which is why Micra can claim one of the shortest stopping distances in its class.

Micra even makes the rain less of a problem. A sensor detects raindrops on the windscreen and automatically operates the wipers for you (when set on the auto mode). Meanwhile, those big, uniquely shaped headlamps prove they're more than a styling feature. The little raised 'headlamp marker' at the top helps you see exactly where the front wings are, so it's easier to judge Micra's dimensions precisely. Another thoughtful detail from Micra.





□ **accessitude:** accessories with attitude

Just driving a Micra makes you stand out from the crowd. So how do you stand out from other Micras? You'll find the answer in our huge range of accessories.

Styling kits, alloy wheels, load carriers and well thought-out functional accessories all give you the opportunity to personalise your Micra and make it match your lifestyle. And because they're Nissan Genuine Accessories, they're carefully made and designed specifically for your Micra.



Now you are

fluent in **Micra**