



## Meet the Accomplice: all-new Nissan Micra marketing campaign goes live

- Nissan launches pan-European multi-channel campaign for all-new Micra
- Promotes Micra as the perfect partner for today's driver
- Approximately 6,000 cars now with Nissan retailers across Europe
- Watch the campaign here: <https://youtu.be/2OYWMC2xGzo>

Nissan has launched the first advertising campaign for the all-new Micra. Called 'Meet the Accomplice', it showcases how the striking new supermini is the perfect partner for today's driver.

The campaign is being launched simultaneously across all communication channels – TV, radio, print media, social media, retail, digital and billboard. It is being rolled out across Europe through March, April and May.

Designed to create a strong personality for the all-new Micra, the campaign brings a fresh and contemporary lifestyle attitude to the car. Launch timing coincides with the arrival of the Micra at Nissan retail sites across Europe. Approximately 6,000 cars are now in showrooms and on forecourts, for onward delivery to customers and for demonstration drives.

The campaign's centrepiece is a TV advert, which focuses on the story of a young couple on the run. A modern revamp of the Bonnie & Clyde legend, the couple's accomplice – the hero of the film – is the all-new Nissan Micra, which acting as a trigger to reveal their audacity.

The soundtrack features a special new remix of the iconic song *Bonnie & Clyde*, performed by French singer/songwriter Serge Gainsbourg and actress Brigitte Bardot.

Jean Pierre Diernaz, Vice President Marketing, Nissan Europe, commented: "With its expressive design, uplifting interior, confident drive and advanced technologies, the all-new Nissan Micra is the perfect partner for consumers. 'Meet the Accomplice' is a campaign which emphasises this point – and reveals the new Micra's personality – in a truly engaging and humanistic way. It's also a new tone of voice for Nissan based on strong consumer insight."

Developing the partnership theme further, a series of shorter videos and images have been created to highlight and explain key features of the new Micra. These include the unique-to-Micra BOSE Personal sound system, with two speakers integrated into the driver's seat head rest for an immersive 360° audio experience.

Other assets focus on Nissan Intelligent Mobility technologies such as Intelligent Lane Intervention, and the Micra's comprehensive personalisation program. This allows customers to enhance specific areas of the car's exterior and interior.

The all-new Nissan Micra is revolutionary compared with the model it has replaced. Now in its fifth generation, it's longer, wider and lower than ever before, and has been repositioned at the heart of the ultra-competitive European compact hatchback segment.

Conceived, designed and engineered with those customers' requirements at the top of the agenda, Nissan has a clear ambition for the new Micra; it should re-establish itself inside the top 10 sellers in the segment, and compete head-to-head with the best and most popular models.

Benchmarked against key rivals, Nissan believes the all-new Micra sets new standards in its class for design, interior quality, confident driving and intelligent driving technology.

Watch the campaign here: <https://youtu.be/2OYWMC2xGzo>

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### 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 640,000 vehicles including award-winning crossovers, commercial vehicles and the Nissan LEAF, the world's most popular electric vehicle. Nissan's Intelligent Mobility vision is designed to guide Nissan's product and technology pipeline and 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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