



## **Nissan Micra BOSE® Personal® Edition: expressive design and vivid sound in perfect harmony**

- **Nissan Micra BOSE Personal Edition on sale now**
- **Limited production of only 2,500 cars ensures exclusivity**
- **Unique-to-Micra BOSE Personal sound system included in high level of standard equipment**
- **Energy Orange exterior and interior personalisation on every car**

**PARIS (September 1, 2017)** – The Nissan Micra BOSE Personal Edition is now on sale, combining the very best in expressive design and high-quality audio.

The car has been created as a celebration of Nissan's long-standing partnership with premium audio company BOSE. It is the first special edition of the all-new, fifth-generation Micra.

Production is limited to just 2,500 units across Europe to ensure exclusivity, and key to its customer appeal is the unique-to-Micra BOSE Personal audio system. It delivers an immersive 360° sound experience through BOSE digital signal processing and six high-performance speakers. These include the two pioneering BOSE UltraNearfield™ speakers built into the driver's seat head rest.

Sound from the BOSE Personal audio system can be personalised to suit the driver's tastes with the help of the BOSE PersonalSpace Control. This feature is located in the Micra's audio settings, accessed through the car's NissanConnect touch-screen infotainment system. It provides an adjustable range of audio options, from a precise and front-focused sound to a much wider and enveloping experience.

The Nissan Micra BOSE Personal Edition is based on the range-topping Tekna grade. Available in either Enigma Black or Gunmetal Grey exterior colours, it comes with the Micra's Exterior Ultimate and Interior personalisation packs as standard, both in Energy Orange.

Exterior personalisation includes orange finishers fitted to the front and rear bumper, side mouldings, mirrors caps and 17-inch alloys. The personalised look is finished with high-quality anodised black and orange stickers on the roof and bonnet. Unique BOSE Personal badging on the Micra's B-pillars marks the car out as a limited edition.

Interior personalisation options include soft-touch, double-stitched Energy Orange inserts on the seats, floor mats and kick plates. A premium arm rest between the front seats has also been added.

Basing the BOSE Personal Edition on the Micra's flagship Tekna grade means the car also comes with full LED headlamps. A range of advanced safety technologies are available as optional extras, including Intelligent Emergency Braking with Pedestrian Recognition. Intelligent Lane Intervention is also available. It is a lane departure warning and prevention system; when activated the steering wheel gently vibrates and the car's brakes are individually applied to guide the car back into its lane.

The Nissan Micra BOSE Personal Edition comes with a choice of two engines – the 0.9-litre 90PS three-cylinder downsized turbo petrol and the 1.5-litre 90PS turbodiesel. Both are linked to a five-speed manual transmission. Technologies such as Active Ride Control and Active Trace Control ensure a confident and comfortable drive for customers.

Helen Perry, General Manager, Small Cars, Nissan Europe, commented: "The launch of the Nissan Micra BOSE Personal Edition is testament to the great work which Nissan and BOSE have done to bring outstanding audio entertainment to customers within the Small Car segment. It reaffirms our commitment to our customers to deliver innovation and excitement for everyone."

Jens Groth, Director Marketing, Europe, BOSE Automotive Systems, commented: "The Nissan Micra BOSE Personal Edition is the result of a joint passion with Nissan to bring big sound to a small car. It was only possible through a unique and innovative approach. The Nissan Micra BOSE Personal Edition blends a thrilling audio experience with stunning automotive design, and BOSE is delighted to be at the core of this outstanding car."

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Voor meer gegevens kunt u contact opnemen met

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