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Nissan Micra to enter Australia's booming light car market

Nissan Australia has taken the wraps off the Micra, the company's first light car competitor in over ten years.

To be launched in late 2007, the Micra will form an integral part of Nissan's line-up by filling a void, in one of Australia's largest segments in the market.

Quite unlike anything else on the road, Nissan's Micra is the model that brings a distinctively different and undeniably elegant look to the city car market.

The Micra has an assertive character with its principle 'arch' design cue and dominant shoulder line which is echoed in the Micra's rounded roofline. The car's highly individual 'face' also incorporates thoughtful and practical features such as the ellipsoid head lamps which integrate wing-top sights to ease parking and the placing of the car in traffic.

The Micra, designed in both Japan and Europe, combines a dramatic new look with clever design and easy-to-use technology.

Created with ease of use in mind, the Micra's priority is manoeuvrability: with a chassis designed to be agile, a responsive 1.4-litre engine and impressive turning circle of under nine metres, the new Micra is as user-friendly on the road as it is in the cabin.

Despite its small stature, the Micra cabin is surprisingly spacious inside and has the added versatility of a split folding rear seat.

A comprehensive safety package includes dual SRS airbags and seatbelt pretensioners for the driver and front seat passenger.

Nissan Managing Director and Chief Executive Officer, Shinya Hannyu, announced the return of the Micra to the media at the Melbourne International Motor Show.

"Nissan has been investigating a number of products with a view to returning to the light car market and I am very pleased with our choice," said Mr Hannyu.

"In 2006, the light car segment was the fastest growing segment in the market. With over 20 percent growth compared with 2005 and 11,000 buyers in the market, we believe the Micra will be very well placed to capitalise on this demand.

"The Micra is well designed to meet the needs of consumers with its combination of value, equipment and performance," said Mr Hannyu.

