



Nissan Qashqai Premium Concept and Nissan X-Trail Premium Concept

Nissan Qashqai Premium Concept and Nissan X-Trail Premium Concept

- **Nissan celebrates European sales success of its crossover range with unique ‘Premium Concept’ versions of the Qashqai and X-Trail**
- **Premium and dynamic design showcases how tailored features and customisation could extend each car’s customer appeal**

Nissan will showcase two striking special versions of its best-selling crossovers, the Qashqai and X-Trail, at the forthcoming Geneva Motor Show.

Taking the current models as a starting point, Nissan has explored how a more premium and dynamic design interpretation could enhance and extend the appeal of its award-winning crossover range in the future.

The two cars are called the Qashqai Premium Concept and the X-Trail Premium Concept. While they are separate models, the colours, materials and themes which run through them mean they are unmistakably a pair. The Qashqai Premium Concept has been created by Nissan Design Europe (NDE) in the heart of London, while the X-Trail Premium Concept is the work of Nissan’s Global Design Centre (GDC) in Japan.

With crossovers playing such an integral part in Nissan’s continuing success across Europe, these two Premium Concepts showcase Nissan’s desire to extend the target market while acknowledging customer diversity.

Shiro Nakamura, Senior Vice President, Design and Chief Creative Officer, Nissan Motor Co., Ltd. commented: “We allowed the creativity of our design teams to shine through in this two-car project. Ultimately we settled on two designs – which are contrasting but share common themes – as they reveal a new premium character in our crossovers.”

From how the Nissan design language is expressed to the advanced materials used, both cars offer a fresh take on the widespread appeal of a premium Nissan crossover. Considering the concept of the urban explorer, each Premium Concept has a unique execution and is designed to appeal to a very different customer. The Qashqai has been designed for the ‘Premium Urbanite’, who dreams of a weekend absorbing the cultural highlights of a European destination city such as Geneva, Paris or Rome. The X-Trail is targeted at the ‘Premium Adventurist’, who will be thinking of mountain adventures in the Alps or the Pyrenees.

Common to both cars is a simple yet vibrant colour palette; the stark appeal of black and white, contrasting with a premium golden copper which brings elegance and warmth to the crossover.

Qashqai Premium Concept

Using a contemporary matt black as its dominant colour, the Qashqai Premium Concept cleverly blends design, colour and new materials. High quality premium golden copper-coloured detailing accentuates various points on the body shell – on the wheel arches, around the window line, in the headlamp clusters and on the roof rails – and contrasts sharply with the black to enhance the dynamic silhouette of the exterior. It is further highlighted by the authentic carbon fibre used in lower sections, as well as the bold technical detail of the machined 20-inch wheels. The bumpers and side sills add an overall feeling of sporting performance and integrated quality. The enhanced ‘V-motion’ grille gives purpose to the car’s nose, and is a bold design statement about its premium positioning.

The interior of the Qashqai redefines premium quality in the compact crossover segment, using soft white Nappa leather upholstery, which is usually found in luxury cars, with quilting finish on the central section of seat back and base. The expression of quality is further enhanced by the use of a unique premium golden copper gold weave carbon fibre throughout the interior, with a striking black satin chrome and liquid gloss black on the steering wheel and gear shifter.

X-Trail Premium Concept

In stark contrast to its sibling, the X-Trail Premium Concept uses a matt white paint as its main colour. The bonnet and roof are crafted with deep black matt carbon fibre, giving the car a truly premium yet tough feeling, as well as a lightweight impression. The high contrast of the white and black emphasises the line which starts from the ‘V-motion’ grille and continues through the bonnet and side to the rear of the car. This contrast also reflects the rugged ‘go-anywhere’ nature of the adventurous X-Trail. The premium golden copper colour is featured on the front skid plate – drawing the viewer’s eye towards it, to enhance the feeling of protection – and on the 20-inch wheels. The body claddings and over fenders are painted in gloss black, a sophisticated touch which lifts the X-Trail beyond other adventure-oriented crossovers.

The interior upholstery is premium leather, with a natural tan and black colour scheme that reflects the car’s appeal to adventurous customers. The seats are tailored in a combination of premium leathers; tan coloured leather with a ‘cloud effect’ design on the head rest and seat sides, plus Ultrasuede® accentuated with gold pearl leather piping on the central section of seat back and base. On the dashboard and door trim, black carbon fibre finishing and matt chrome black are used, giving the interior space a premium sports appeal.

Thanks to the close collaboration between Nissan’s Japanese and European design studios, the Qashqai Premium Concept and X-Trail Premium Concept explore the potential of an exciting new level of personalisation in the crossover sector, promoting a much greater level of self-expression within the ownership experience. The result is that every occupant in either car – whether they are a passenger or the driver – receives an identical premium and dynamic experience.

Mamoru Aoki, Executive Design Director, Nissan Motor Co., Ltd. added: “As the pioneer of this sector, Nissan will continue to push the boundaries and explore creative solutions to fulfil the broad range of the needs of the aspirational customers in Europe.”

ENDS

Notes to Editors

About Nissan in Europe

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,600 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last calendar year Nissan plants in the UK, Spain and Russia produced more than 675,000 vehicles including award-winning crossovers, small cars, SUVs, commercial vehicles and electric vehicles, including the Nissan LEAF, the world’s most popular electric vehicle with 97% of customers willing to recommend the car to friends. Nissan now offers a strong line-up of 23 diverse and innovative models in Europe under the Nissan and Datsun brands.

Ønskes yderligere information, kontakt venligst:
Barnard Tom
Tel+447890 028342
tom.barnard@nissan.co.uk

<https://newsroom.nissan-europe.com/dk>