



Top of the class - the Nissan Pulsar's many degrees of usefulness

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- **Students leave for university with personal items worth more than €6,000**
- **Bikes, TVs and games machines the most popular**
- **Nissan Pulsar is perfect family car for taking students to university with huge rear leg space and boot capacity**

As millions of students set off for University this month, it seems packing light is a thing of the past. Whether it's a student traveling alone, with friends, or being nervously dropped off by relieved or tearful parents, there will be thousands of packed cars and millions of euros worth of belongings pounding the region's roads over the coming weeks, as the latest academic year gets underway.

With 37% of students owning their own flat screen television, 34% a games console and 29% a bicycle that they intend to take to University, the transporting of goods in the family car is set to get harder and harder, and the journey more and more uncomfortable².

In addition, many parents take the opportunity of children 'flying the nest' to downsize to a smaller car. With class-leading rear legroom and boot capacity, the Nissan Pulsar could be the perfect choice for transporting young people and their possessions - yet it has the running costs of a smaller hatchback.

Quality touches such as built-in luggage dividers and additional hidden rear boot space ensure the safety and security of loads, too - a very important factor when you consider that the average student (in the UK) now owns over 6,000 euros worth of possessions - around 4,000 euros of which consists of desirable, high-value gadgets, such as smartphones, laptops and tablets².

The five-door family hatchback - available with Nissan's popular 1.2DIG-T 115PS petrol engine or 1.5 dCi 110PS diesel engine - offers 385 litres boot space, well above the average for a car in its sector. If that isn't enough, the rear seats fold completely flat, expanding the boot space to a massive 1,395 litres.

Despite this, the Pulsar retains a compact footprint (4,385mm) making it easier to park in tight spaces when parents are helping to unload their children's belongings on arrival at University.

Parents who are in a hurry to get their kids away from home might want to choose the new turbocharged 1.6-litre DIG-T 190 version of the Pulsar which provides speed, as well as space, to the big farewell.

"Loading the car for University can be almost as stressful as your son or daughter leaving the family home in the first place," said Bastien Schupp, Marketing Vice President, Nissan Europe.

"But with the Pulsar, we aim to lighten some of the load. With students having more possessions than ever before, boot and passenger space is becoming ever more important to our customers."

For further information about Nissan's 5 Star EURO NCAP compact hatchback please visit <http://www.newsroom.nissan-europe.com/> or contact your local dealer.

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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.

About Nissan Motor Co.

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 247,500 employees globally, Nissan sold 5.32 million vehicles and generated revenue of 11.38 trillion yen (USD 103.6 billion) in fiscal year 2014. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. Nissan leads the world in zero-emission mobility, dominated by sales of the LEAF, the first mass-market, pure-electric vehicle. It is the best-selling EV in history with almost 50% share of the zero-emission vehicle segment.

Reference

¹ICEF Monitor stated there were nearly 4.5 million students in 2011 with an expected growth trajectory total number likely to be in the region of five million in 2014 <http://monitor.icef.com/2014/02/summing-up-international-student-mobility-in-2014/>.

²Research from the number one student gadget insurance provider, Endsleigh (<http://www.endsleigh.co.uk/>), shows that the average University student **in the UK** now owns over £4,500 worth of possessions (6,141 Euros) - around £3,000 (4,090 Euros) of which consists of gadgets, such as smartphones, laptops and tablets

37% now owning a flat screen television, 34% a games console and 17% an e-reader. In terms of more traditional possessions, a third of students (29%) bring a bicycle to University.

2,128 students across Europe were surveyed in July 2014.

<https://www.endsleigh.co.uk/media/414552/14498-INT-MEDIA-pack-FRESHERS-2-FINAL.pdf>.