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Nissan Micra Bookings Open Tomorrow



Nissan Motors India have announced that they have started the commercial production of its latest hatch, the Micra, in their Chennai Plant. Bookings for the Micra will open from Tuesday, 25th May and the Micra is set to hit the roads by July 2010. The Micra will be powered by a 1.2 litre petrol engine and Nissan plans to price it aggressively and that is helped by 85 percent localization of parts. The Micra will also be exported to key markets like Europe, Middle East and Africa from its Chennai plant.

From May 25, 2010, customers will get an opportunity to take a closer look at the Nissan Micra as it will be displayed in all Nissan showrooms in the country. Gauging the unprecedented response received through a number of enquiries since the unveiling of the car, the company has also decided to start the pre-order bookings for the Micra at all these showrooms. Customers can visit these showrooms and book their car against an initial booking amount of INR 50,000/-. The activity will be supported by a comprehensive print, digital, radio and TV campaign shortly. The sales for Nissan Micra will commence in July 2010.

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