



Nissan rekindles body-on-frame SUV

Offroaders' ears perked up recently when Nissan revealed it intends to market a new four-wheel-drive midsize body-on-frame SUV called the Terra this spring. But alas – not for the U.S. market. Not yet, at least. The Terra has been created for China and other Asian markets to follow, a company official said.

The Terra will be built in China on the same assembly line as the China-market Navara pickup. *(Automotive News)*



Lagonda SUV to lead Aston Martin EV brand

Aston Martin used the 2018 Geneva Motor Show to launch its new Lagonda luxury brand, and Auto Express can reveal the first model will be an SUV, rather than the saloon car unveiled at the Swiss expo. Hidden away at the back of the Lagonda show stand were 40 per cent scale models of an SUV and coupe, and it's understood that the former will be the first standalone Lagonda model. The SUV will launch in 2021. The saloon is likely to follow in 2023, by which time solid-state batteries should be available to give both models a realistic electric vehicle range of more than 400 miles. *(autoexpress)*

VW has revealed the name of its new electric Pikes Peak contender, which is simply called the I.D. R.

The new German electric prototype racing car will participate at this year's Pikes Peak International Hill Climb on June 24 in Colorado.

The new I.D. R marks the first time Volkswagen R and Volkswagen Motorsport divisions work closer together for a joint product.

"Pikes Peak is without question the most iconic hillclimb in the world," said Jürgen Stackmann, Member of the Board of Management. "The I.D. R project represents a fantastic opportunity for Volkswagen to change the conversation about e-mobility, both emotionally and from a sporting perspective."

The announcement of the name was accompanied by a pair of illustrations of the new race car, revealing a shape similar to that

of the Le Mans-contesting prototypes.

"We want to be at the forefront of electro-mobility with Volkswagen and the I.D. family," said Volkswagen Member of the Board of Management with responsibility for Development, Dr. Frank Welsch. "Competing in the most famous hillclimb in the world with the I.D. R Pikes Peak is a valuable test for the general development of electric cars."

No technical details have been announced yet, with VW only saying that their new race car will be four-wheel drive and that it will show off the sporting potential of the upcoming I.D. family of all-electric vehicles. *(Carscoops)*

VW shows off I.D. R Pikes Peak



Nissan most decorated brand at Dubai Lynx



Dubai
Nissan Middle East and Nissan Saudi Arabia secured a grand total of 18 awards at Dubai Lynx, the region's premier marketing and creative festival, making Nissan the most decorated brand at the event and the only automaker to receive Grand Prix and Gold awards.

The Japanese automaker received ten recognitions for its #SheDrives campaign to engage with Saudi women as they gear up to being

able to apply for driving licenses. Another eight awards going to its innovative Camel Power campaign that saw Nissan develop a new power metric for desert driving. Both campaigns were developed by TBWA\RAAD.

The #SheDrives campaign centered around a video featuring Saudi women receiving their first lesson, where their husbands, fathers and brothers surprised them as their instructors.

The video, which highlights a group of women's hopes, expectations and concerns around driving, moved judges and audiences alike, resulting in victories across a range of categories.

Meanwhile, the camelpower campaign took home eight awards ranging from the Launch and Relaunch Strategy category to Promo and Activations for Durable Consumer Goods.

An adaption of the industry-

standard horsepower measurement, camelpower is a new concept developed by a team of Nissan engineers to measure a vehicle's performance on the sand, and was used to highlight the brand's renowned desert driving lineup, including the Nissan Navara and Nissan Patrol models.

The camelpower metric is calculated by multiplying the velocity by the projection of the weight over the same trajectory.

Kalyana Sivagnaman, President of Nissan Middle East and Regional Vice-President Africa, Middle East & India Region, said: "These are fantastic results for Nissan, and we're proud to have had another successful year at Dubai Lynx. The #SheDrives and camelpower campaigns were particularly effective because they were based on strong insights into our audiences that allowed us to develop and implement disruptive and innovative ideas."