



# A colourful new dawn for electrification with the Nissan Ariya

Nissan Ariya represents innovation inside and out. The diverse exterior colour palette was developed to reflect Ariya's advanced technologies and a sense of serenity.



Ten exterior colours inspired by technology and created to reflect Ariya's spirit of innovation

Nissan's colour design team analysed and refined the palette down to 10 options after a detailed colour development journey.

### State-of-the-art painting technology

New colour technologies including pigments, specially enlarged metallic flakes, complex hue blends and advanced robotics, optimised for precise paint application.



### Sustainable production techniques

Water-based paint is applied at lower temperatures. This ensures all parts of the vehicle can be painted together, streamlining the process and reducing CO<sub>2</sub> output by 25%.

## A journey through the colour spectrum



### Akatsuki Copper

Akatsuki is Japanese for 'dawn'. The colour reflects a new chapter of electrification for Nissan. Its striking tone was also designed to evoke the conductivity of copper wires.



### Aurora Green

Inspired by the beautiful 'Northern Lights' phenomenon, aurora borealis. The blend of tones means the colour can appear green or purple, depending on the angle it is viewed from.



### Pearl White

Pearl White is crisp, clean and highly technological in its design. Its complex composition achieves a beautifully brilliant shade of white.



### Pearl Black

This option was developed with an all-new pigment, offering a new depth of pitch black that's brand new to Nissan.

The Nissan Ariya is also available in the following colours:



To learn more about Nissan Ariya, register your interest and receive exclusive updates, visit Nissan Europe Consumer sites at [www.nissan-europe.com](http://www.nissan-europe.com)

