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# DEALER BULLETIN

Sales and Marketing

FIRST PUBLISHED: 11 December 2024

BULLETIN NO.: Sales\_2024\_12\_003

**ATTENTION NISSAN DEALER**

## New Nissan Magnite MOVE!



**PEOPLE and BUSINESSES  
ON THE MOVE!!**

Dear Dealer Partner,

## The NISSAN BRAND in South Africa is on the MOVE!

Following the very successful launch and introduction of the New Nissan Magnite a few weeks ago, we are thrilled and excited to announce another addition to our product line up, the **NEW NISSAN MAGNITE MOVE PANEL VAN**.

This is part of our ongoing efforts to quickly react to the impact of the EOP of the highly popular Nissan NP200 to you, our Dealer Partners, and consequently our customers.

The **NEW MAGNITE MOVE Panel Van** arrives at your dealership soon & **HERE ARE THE KEY DATES:**

- Start of wholesale: December 2024 (Demo Units)
- Estimated Start of Sales & Customer Deliveries to be communicated by a special bulletin in mid-January 2025.



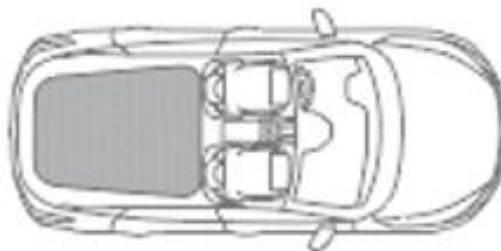
The MAGNITE name plate has entrenched itself in the South African automotive landscape. We therefore have no doubt that the **NEW MAGNITE MOVE PANEL VAN** will follow this similar path of success supported by a very strong **NISSAN BRAND HERITAGE** in the Light Commercial Vehicle space.

### Product Features

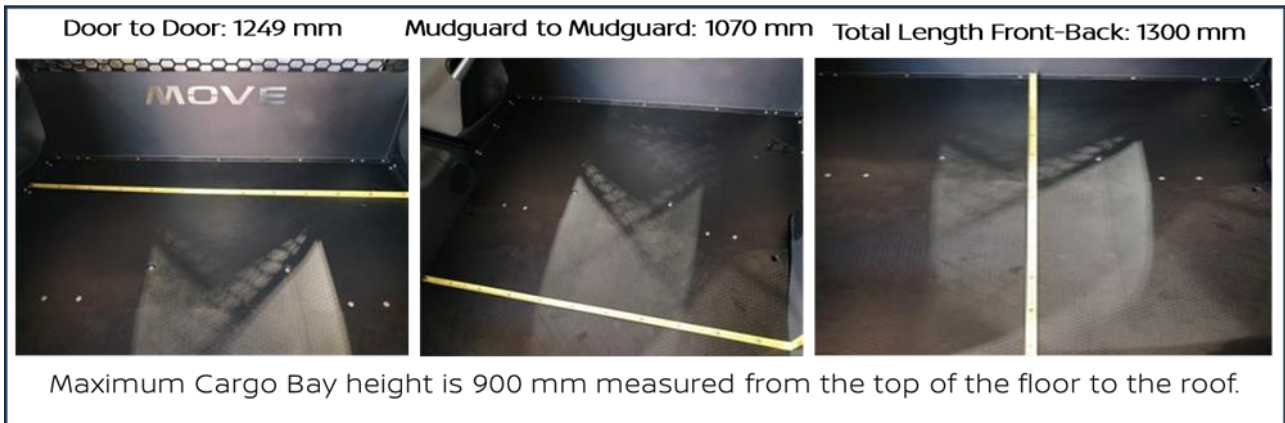
#### 1. Capacity, Size and Dimensions

The **NEW MAGNITE MOVE PANEL VAN** has all the functionality and space your business needs. With a generous load capacity of 690 litres, including a payload of 250kg.

**690ℓ**  
Load Capacity



**250kg**  
Payload



**Roof Carrying Capacity:** The NEW MAGNITE MOVE is sufficiently equipped with a generous roof carrying capacity of 50kg, this including the roof rail weight.

## 2. Easy Access Points

The NEW MAGNITE MOVE is as functional as they come. It has easy access points to the load area from both the two rear doors and the back door. This provides customers with unfettered access to their cargo from any side.





### 3. Cargo Area

The MAGNITE MOVE load area uses a very durable plyboard material that is able to withstand heavy use. It also has sufficient thermal and acoustic insulation for a more comfortable drive. Additionally, it is easy to fit, cut or even modify allowing for a high level of customisation.



### Marketing and Promotion

The Marketing and Communication of the NEW MAGNITE MOVE will be exclusively driven by the Dealer Network with full support from Nissan South Africa.

**Dedicated Website:** A special dedicated MAGNITE MOVE website will be created and managed through a third party, with access to the website made available through a "click on link" on the official Nissan South Africa Website.

**Creative Collateral:** MAGNITE MOVE creative collateral (Print and Digital) including brochures/leaflets will also be developed and shared with the Dealer Network to use as part of your marketing activities. These assets will be made available to the Network on the Motorpress portal before end of business 13 December.

# Training

Nissan South Africa plans to embark on a nationwide "Magnite Bootcamp" regional Training roadshow in early 2025, covering New Magnite and of course our NEW MAGNITE MOVE PANEL VAN.

**MAGNITE LAUNCH TRAINING**

- **RE-ENERGISE THE DEALER NETWORK**
  - Build Confidence in the Nissan Brand
  - Product Knowledge
  - Identifying Audiences (Panel Van) and needs analysis (opportunity against Datsun GO and NP200 audiences)
  - Objection Handling and introduction to fleet selling (PV and MC)
  - Ride & drive MC (Performance, Tactile and Handling) - include Suzuki Swift as volume competitor
  - PANEL VAN Tactical Activities (space, convenience)

**TRAINING PRE REQUISIT**

1. ALL MAGNITE WEB BASED TRAINING TO BE COMPLETED (Product Knowledge)
2. NISSAN SALES WAY TO BE COMPLETED (Nissan Process Knowledge)

**The prerequisites enables:**

- Shorter duration of the training day as all learners are on the same base ito product, customer and process knowledge
- Double the number of delegates we can accommodate at each session
- Focus on engagement and outcomes-based training
- Focus on practical workshop activities

# Competitor Landscape

There are several key competitors in the market that currently offer local conversions of B-SUV models at competitive pricing. We are Nissan South Africa, and we keep our promises and commitment. We are therefore happy to announce that the **NEW MAGNITE MOVE PANEL VAN** will retail at a best in class & highly competitive **R224 900 retail incl. VAT**. This is as communicated & committed at the Nissan Dealer of The Year Convention earlier this year. **Furthermore, the Nissan MAGNITE MOVE will be homologated as a Light Commercial Vehicle, thus the customer is able to claim back the VAT!**

Renault Triber Express



Retail: R266 999

Hyundai Venue Cargo



Retail: R321 500

Hyundai Grand i10 Cargo



Retail: R249 500

Kia Picanto Runner



Retail: R284 900

Mahindra XUV300 XPrez



Retail: R254 999

**NISSAN MAGNITE MOVE**

**Retail: R224 900**

Pricing:

| MODEL DESCRIPTION   | M&M Code | 18 DIGIT CODE      | RECOMMENDED RETAIL PRICE |          | DEALER WHOLESALE PRICE |          |
|---|----------|--------------------|--------------------------|----------|------------------------|----------|
|   |          |                    | Incl VAT                 | Excl VAT | Incl VAT               | Excl VAT |
|   |          |                    | <b>PANEL VAN</b>         |          |                        |          |
| <b>MAGNITE MOVE</b>   |          |                    |                          |          |                        |          |
| MAGNITE MOVE  | 47012025 | YRSARBFDD0EAA----- | 224 900                  | 195 565  | 209 975                | 182 587  |
| Retail Price includes 6yr/150,000km warranty and <b>excludes</b> Service Plan |          |                    |                          |          |                        |          |

Dealer Margin: As stated in the National Dealer Council Sales Sub Committee meeting on 14 Nov, the NEW NISSAN MAGNITE MOVE will have a Dealer Margin of 7%.

Service Plan: Please note that to achieve the very competitive MSRP, there will be no standard Service Plan, however optional Nissan service and maintenance plans will be available at compelling pricing through Avis. Simply click on the link below!

<https://nissan-mau.fleetauth.com/Logout>

## Sales & Operations

### 1. NISSAN MAGNITE Move Demo Requirements

NISSAN MAGNITE Move Launch Demo Grid

| Model        | Large |     | Medium |     | Small |     |
|--------------|-------|-----|--------|-----|-------|-----|
|              | Min   | Max | Min    | Max | Min   | Max |
| Magnite Move | 1     | 3   | 1      | 2   | 0     | 1   |

All the demo Terms & Conditions will be applicable as per the Q4 Battle Plan to be issued early January 2025. In addition:

#### DEMO

- The above Grid is applicable for the **launch month of January 2024**.
- This will count towards your Demo Compliance for FY24 Q4.
- Demo units may **not to be retail reported** in December.
- Demo units wholesaled in Dec are for showing customers in the Dealership. (refer wholesale and ordering below)
- These units are not to be driven publicly until homologation (see homologation section below).
- Demo units will carry the normal 90 Interest Free Days

#### Volume Bonus

- Magnite MOVE units reported will count towards calculation of Volume Bonus however will not qualify for Volume Bonus rebate. This has been done to keep the MSRP as low as possible.

#### Floor Plan

- All dealers are to ensure they have sufficient floorplan facilities to release these units from Nissan SA.

### 2. Dealer Targets

- **NISSAN MAGNITE MOVE** Dealer Targets will be included as part of targets that will be issued for FY24 Q4.

### 3. Wholesale and Ordering

#### December Wholesale & Allocation (110 units)

1. NSA has agreed to support dealers request to showcase **NISSAN MAGNITE MOVE** to their customers as soon as possible in the dealership.
2. NSA will make the first shipment of 110 units available to serve as demo units.
3. December wholesale units will be released with M&M codes **however homologation is scheduled for Mid-Jan.** MAGNITE MOVE will be homologated as a LIGHT COMMERCIAL Vehicle.
4. For December wholesale: Large and Medium Dealers will be allocated one demo unit as a **compulsory minimum demo requirement.** For Small Dealers: To take a demo unit in Dec will be optional **but recommended.** Should a small Dealer want a unit, please inform SOS as such by close of business 13 Dec so that the unit can be made available to you.
5. Large and Medium Dealers will be able to see their first allocations from Tuesday 10<sup>th</sup> December through NIIVOS. Small Dealers must please advise SOS on their unit requirement by 13 Dec close of business. Should a small Dealer not request a unit by close of business 13 Dec, the unit will be made available to other Dealers and allocated on a first come first serve basis.

#### January Wholesale & Ordering

- Dealers will be able to place their own orders on NIIVOS from the 13<sup>th</sup> of December to close of business on the 18<sup>th</sup> of December.
- Dealers can fill up the pipeline by ordering their requirement up to May 2025.

#### NIIVOS Ordering Screen

Below is the selection on NIIVOS for placing your orders.

The screenshot shows the NIIVOS ordering interface. At the top, there are search filters: 'Vehicle Order Class \*' set to 'U - Stock', 'Search Type \*' set to 'Available supply', and 'Model \*' set to 'DD0D - NISSAN MAGNITE MC'. Below these are sections for 'Choose Features' and 'Choose Local Vehicle Codes'. The 'Choose Features' section includes dropdowns for 'Body', 'Engine', 'Grade', and 'Transmission'. The 'Choose Local Vehicle Codes' section has a 'Filter Local Vehicle Codes' input field and a 'Specify LVCs' button. Below this is a table with two columns: 'Local Vehicle Code' and 'Local Vehicle Code Description'. The table contains one entry: 'YRSARBFDD0EAA-----' with the description 'DD0 MAGNITE PANEL VAN 1.0 VISIA MT'.

| Local Vehicle Code | Local Vehicle Code Description     |
|--------------------|------------------------------------|
| YRSARBFDD0EAA----- | DD0 MAGNITE PANEL VAN 1.0 VISIA MT |

#### NISSAN MAGNITE MOVE - Supply

The following converted units will be available for wholesale:

First Shipment in December – 110 units

Average Monthly supply thereafter – 250 units as agreed with the Dealer Council. Sales will be monitored closely, additional capacity for higher volumes can be installed.

## Launch Standards

To prepare dealers for the launch, the following launch standards are to be adhered to.

1. Nissan SA will make limited DEMO units available for December Wholesale.
2. **NEW MAGNITE MOVE** Demo Requirements as shared above.
3. DEMO's are to be kept for Dec – Mar period or until the stock units have arrived.
4. Availability of stock at your dealership of **NEW MAGNITE MOVE**: Dealer Stocking requirements will be set at 1.5 Months of February Magnite MOVE Target.

## Warranty Process

A separate bulletin on the Warranty Process will be published prior to start of sales in January 2025.

## Fleet Support

Owing to our untiring efforts in making sure that the New MAGNITE MOVE Panel Van can retail at an unbeatable MSRP of R224 900 vs. key competitors, we therefore are not able to offer any fleet support at this stage of the launch of this product.

## Total Cost of Ownership

Dealers are advised that The Total Cost of Ownership information will be issued in January 2025 once it has been successfully loaded on the Nissan Fleet Portal System. Nissan SA is confident that the total cost of ownership for the NISSAN MAGNITE MOVE will be class leading, further adding to the compelling customer proposition.

## Conclusion

The New Nissan MAGNITE MOVE Panel van is more than just a vehicle. It is a business solution designed to drive our customer's success. The product delivers in every front due to its durable design, unparalleled utility, efficiency, and highly competitive cost of entry. The MAGNITE MOVE is engineered for optimal performance and is designed to endure the demands of our customers businesses.

The introduction of this product marks the beginning of a partnership and Nissan believes that the MAGNITE MOVE will redefine dependability and productivity in the business and fleet landscape and establish itself as a new standard for commercial delivery solutions.

We would like to thank all of you for being part of this groundbreaking milestone and together, let us MOVE by delivering excellence in our daily business lives.

Kind Regards,

**Edison KRUGER**  
Director  
Product Marketing

**Mark HANDLEY**  
Director  
Sales & Operations