



For Immediate Release

Nissan "Rogue Trip" teams set sights on 2017 New York International Auto Show for charities of choice

- 10 media teams compete for charity and bragging rights in inaugural Nissan "Rogue Trip" to the 2017 New York International Auto Show
- Teams will drive identically equipped 2017 Rogue SL models outfitted with GPS tracking, allowing progress to be followed online at NissanNews.com/RogueTrip and at hashtag #RogueTrip
- Points awarded for most scavenger hunt challenges won including unusual roadside attractions and quirky historical monuments found on the two-day, 700- to 800-mile family adventure-style journeys
- Redesigned 2017 Rogue now best-selling crossover in U.S. (Feb. 2017 sales)

NASHVILLE, Tenn. (March 29, 2017) – There are road trips. And then there are *Rogue Trips*. In honor of record-setting sales of the 2017 Rogue crossover – and the upcoming debut of the brand new Rogue Sport later this spring – Nissan is sending 10 teams of national media on a special two-day "Rogue Trip to the 2017 New York International Auto Show."

#RogueTrip is part scavenger hunt, part road test and part charity fundraiser. Participants will depart from five U.S. cities in 2017 Nissan Rogue crossovers with navigation systems set for an arrival in Manhattan, on April 11 at 2 p.m. Not a race for time, speed or distance, the Rogue Trip functions more like an old-fashioned family adventure, with points awarded in scavenger hunt categories such as Bizarre Eats Challenge, Funniest Bumper Sticker, Most Unique Wildlife and Most Historical Monuments visited. The winning team will be rewarded with a \$5,000 donation to the charity of its choice. Contestants will provide realtime social media updates on their activities as they make their way to New York City.

Nissan
Innovation that excites.

Nissan Rogue Road Trip

Starting Destinations

CHICAGO

- #NR1: His Turn-Her Turn**
Charity: Allen Lynch Foundation
Lauren Fix, @LaurenFix
Paul Brian, @ThePaulBrian
- #NR2: #ChicagonistaLIVE**
Charity: Fight2Feed
MJ Tam, @MJTam,
@Chicagonista
Beth Rosen, @BethRosen
Nancy Loo, @NancyLoo

NASHVILLE

- #NR5: XX**
Charity: Earthjustice
Carlos Lago, @carloslago
James Riswick, @jriswick
- #NR6: Rogue Warriors**
Charity: National Breast Cancer Coalition Fund
Kristin Barclay,
@zanymomintx
Jasmin Riso,
@simplyrealmom

ATLANTA

- #NR7: Truck Trend**
Charity: Wiseburn Unified School District
Stephanie Wilcox,
@TruckTrendCom
Brett Evans,
@Brett_T_Evans
- #NR8: Blue Line**
Charity: Officer Down Memorial Page
Nicole Wakelin, @NicoleWakelin
Eileen Hull, @writeEILEEN,
@drivemyfamily

DETROIT

- #NR3: AutoGuide**
Charity: Forgotten Harvest
Craig Cole, @CraigCole
Ben Sanders, @BenSanders,
@AutoGuide
- #NR4: Motor1**
Charity: 826michigan
Lucy Xiong, @motor1com
James Bradbury,
@canonshotjames

NORTH CAROLINA

- #NR10: SaabKyle04**
Charity: St. Jude's Children's Research Hospital
Kyle Lindsay, @SaabKyle04LLC
Chris Tolley

The Pennsy
2 Pennsylvania Plaza
New York, NY 10121

“Rogue trips are measured in memories, not miles,” said [Christian Meunier](#), senior vice president, Nissan Sales & Marketing and Operations, Nissan North America and Chairman, Nissan Canada, Inc. “We’re excited to watch the unique journeys and adventures our Rogue Trip teams will encounter along the way to the New York International Auto Show. The 2017 Rogue will be the perfect vehicle to take on this cross-country adventure with its great fuel economy, comfortable interior and the available Nissan Safety Shield technologies including Intelligent Cruise Control¹ and Lane Departure Warning².”

The Rogue Trip teams will be driving identically prepared 2017 Rogue SL models. The vehicles are completely stock except for special graphic wraps and dealer-installed Genuine Nissan Accessories – [Nissan Wi-Fi](#), [Nissan First Aid Kit](#), [Nissan Emergency Roadside Kit](#), [Nissan Family Clean-up Kit](#), [all-season floor mats](#), [chrome bumper finishers](#) and [Rogue Exterior Accent Lighting](#).

Participants will also be equipped with custom #RogueTrip backpacks filled with a variety of road trip necessities and iPad mini 4 tablets loaded with the Nissan Rogue Trip app that each team will utilize as mission control for the Rogue Trip. The app will include details on finding points of interest, the adventurous places each team will be staying for the night, Dial-A-Rogue expert, links to the charities and much more. The Rogues will also be loaded with extra Rogue Trip t-shirts, hats and stickers that teams can hand out to kind strangers who help them complete the challenges along the way.

Winners of the Rogue Trip scavenger hunt categories will be determined by the team that has the most creative execution or the most collected – for points of interest, historical landmarks and number of Rogues passed. To complete a challenge the teams must post on social media using the #RogueTrip hashtag. Tiebreakers will be given to the team with the most social engagement. Teams are therefore encouraged to get their fan base and audiences involved in sharing and liking the posts along the way.

2017 ROGUE TRIP TEAMS AND DESIGNATED CHARITIES	
<p>#NR1 TEAM: His Turn-Her Turn Charity: The Lynch Foundation Paul Brian, His Turn - Her Turn Lauren Fix, The Car Coach</p>	<p>#NR6 TEAM: Rogue Warriors Charity: National Breast Cancer Coalition Kristin Barclay, InDeepH2O Jasmine Rizzo, Simply Real Moms</p>
<p>#NR2 TEAM: #ChicagonistaLIVE Charity: Fight2Feed MJ Tam, chicagonista.com Beth Rosen, ChicagonistaLIVE Nancy Loo, ChicagonistaLIVE</p>	<p>#NR7 TEAM: Truck Trend Charity: Wiseburn Unified School District Brett Evans, Truck Trend Stephanie Wilcox, Truck Trend</p>
<p>#NR3 TEAM: AutoGuide.com Charity: Forgotten Harvest Craig Cole, AutoGuide.com Ben Sanders, AutoGuide.com</p>	<p>#NR8 TEAM: Team Blue Line Charity: Officer Down Memorial Page Nicole Wakelin, Freelance - Boston Globe Eileen Falkenberg-Hull, Business Journals</p>
<p>#NR4 TEAM: Motor1.com Charity: 826michigan Lucy Xiong, Motor1.com James Bradbury, Motor1.com</p>	<p>#NR9 TEAM: ATL Social Charity: True Colors Theatre Ronda Penrice, UPTOWNMagazine.com Satchel Jester, Upscale Magazine</p>
<p>#NR5 TEAM: Charity: Earthjustice James Riswick, Autotrader Carlos Lago, Edmunds.com</p>	<p>#NR10 TEAM: Team SaabKyle04 Charity: St. Jude’s Children’s Research Hospital Chris Tolley, SaabKyle04, LLC Kyle Lindsey, SaabKyle04, LLC</p>

About the 2017 Nissan Rogue

The Nissan Rogue takes another major step forward for 2017 with a new look, enhanced utility and an expanded suite of Nissan Safety Shield technologies. Rogue set a sales record in calendar year 2016 and through February 2017 maintains its sales leadership in the Nissan lineup.

Updated Rogue exterior features for 2017 include a new, dynamic front end design with Nissan signature design cues and available Motion-Activated Liftgate. Enhanced interior materials and design features create a more premium look and feel throughout the roomy Rogue cabin. As in previous years, the 2017 Rogue offers optional 3-row/7-passenger seating, along with exceptional passenger and cargo flexibility with its innovative EZ Flex Seating System™ and innovative Divide-N-Hide® Cargo System (not available with Rogue Hybrid).

Rogue is equipped with a standard 170-horsepower 2.5-liter DOHC 16-valve inline 4-cylinder engine. Additionally for certain markets, the 2017 Rogue is available with a hybrid powertrain, with an advanced 2.0-liter engine/30kW electric motor combination with a net system horsepower rating of 176 hp and produces fuel economy³ of up to 33 mpg city, 35 mpg highway and 34 mpg combined for front-wheel drive models. Both powertrains are matched with an advanced Xtronic transmission with Sport and Eco Mode switches.

Available Rogue technology features include NissanConnectSM with Navigation, Mobile Apps, and Services, with 7.0-inch color touch-screen display, Around View® Monitor with Moving Object Detection (MOD)⁴, radar-based Blind Spot Warning (BSW)⁵, Intelligent Cruise Control (ICC)¹ and Forward Emergency Braking with Pedestrian Detection⁶. Rogue has been named a "Top Safety Pick"⁷ by the Insurance Institute for Highway Safety (IIHS) for 2015 and 2016 and a "Top Safety Pick +"⁸ for 2017 (when equipped with Forward Emergency Braking and LED headlights).

Rogue is offered in three well-equipped gasoline engine-equipped grade levels – S, SV and SL. Rogue Hybrid is offered in two grade levels, SV and SL. For more information on the 2017 Rogue and the complete line of 2017 Nissan sedans, sports cars, trucks, crossovers and SUVs, please visit NissanNews.com.

About Nissan North America

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program and has been recognized annually by the U.S Environmental Protection Agency as an ENERGY STAR® Partner of the Year since 2010. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at www.NissanUSA.com and www.InfinitiUSA.com, or visit the U.S. media sites NissanNews.com and InfinitiNews.com.

About Nissan Motor Co., Ltd.

Nissan is a global full-line vehicle manufacturer that sells more than 60 models under the Nissan, Infiniti and Datsun brands. In fiscal year 2015, the company sold more than 5.4 million vehicles globally, generating revenue of 12.2 trillion yen. Nissan engineers, manufactures and markets the world's best-selling all-electric vehicle in history, the Nissan LEAF. Nissan's global headquarters in Yokohama, Japan manages operations in six regions: ASEAN & Oceania; Africa, Middle East & India; China; Europe; Latin America and North America. Nissan has been partnered with French manufacturer Renault since 1999 and Mitsubishi Motors since 2016 under the Renault-Nissan Alliance.

For more information on our products, services and commitment to sustainable mobility, visit our website at <http://www.nissan-global.com/EN/>. You can also follow [@NissanMotor](https://twitter.com/NissanMotor) on Twitter.

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1. Intelligent Cruise Control is not a collision avoidance system or warning device. Designed to use limited braking. Failure to apply the brakes could result in an accident.
2. LDW operates only when the lane markings are clearly visible. Speed and other limitations apply. See owner's manual for details
3. Fuel economy based on targeted 2017 EPA fuel economy estimates for 2017 Rogue. EPA data not available at time of publication. Targeted 2017 fuel economy 26 mpg city or 33 mpg highway or 29 mpg combined (FWD) or 25 mpg city or 32 mpg highway or 28 mpg combined (AWD) estimate based on Nissan internal testing results, subject to EPA confirmation. Actual mileage may vary with driving conditions – use for comparison only.
4. AVM with MOD cannot completely eliminate blind spots and may not detect every object. MOD operates at vehicles speeds below 5 mph. Always check surroundings before moving vehicle. Not a substitute for proper backing procedures. Always turn to check what is behind you before backing up.
5. Blind Spot Warning is not a substitute for proper lane change procedures. The system will not prevent contact with other vehicles or accidents. It may not detect every vehicle or object around you.
6. Forward Emergency Braking with Pedestrian Detection is not a replacement for responsible driving. May not provide warning or braking in certain conditions. Limitations apply. See Owner's Manual for details.
7. For more information, see www.iihs.org
8. When equipped with Forward Emergency Braking and LED low-beam headlights