



## **Experience Nissan's new GT-R at Goodwood via world-first 4D virtual reality driving simulator**

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- **Nissan brings ground-breaking 360 degree VR experience to Festival of Speed**
- **'Ride' in the new Nissan GT-R alongside NISMO driver Jann Mardenborough**
- **Iconic supercar makes its European motor show debut**

The real and virtual worlds collide in high-octane drama at the Goodwood Festival of Speed, as Nissan showcases the new GT-R on the world's first 4D Virtual Reality driving simulator.

Up to 15 guests at a time can experience the 360 degree excitement of a passenger lap in the record-breaking supercar, with NISMO driver Jann Mardenborough behind the wheel. Using the latest Samsung Gear VR headsets, they hear a real-time personal commentary on the ride as the race ace puts the iconic GT-R through its paces.

The thrill ride is transformed from 3D to 4D thanks to individual seats, which generate a synchronised dynamic experience that's as close to the real thing as possible.

The GT-R film was shot using the just-launched Nokia OZO virtual reality camera, and is played to Goodwood guests via the Samsung S6 smartphone. The dynamic seats are supplied by CL Corporation, a leading manufacturer of platform simulations.

Guillaume Cartier, Senior Vice President for Sales and Marketing, Nissan Europe, commented: "There's no better way to experience the amazing capabilities of the Nissan GT-R than by sitting next to a driver like Jann Mardenborough. This world-first 4D virtual reality simulation will allow thousands of Festival visitors to have a close to real ride in this iconic car with one of our finest racers."

The new Nissan GT-R is making its European motor show debut at Goodwood, following its global unveil at the New York Auto Show in March. Power from the 3.8-litre V6 twin-turbo engine has been hiked to 570PS, while a number of dynamic changes have made its performance more refined than ever.

The design of the GT-R has also evolved. The most obvious upgrade to the cabin, which has a more sophisticated and premium feel to it, while the exterior styling has been enhanced front and rear to provide a more contemporary look.

Since its launch in 2007, the Nissan GT-R has been at the cutting edge of the premium sports car sector. It's an uncompromising performance four-seater for enthusiastic drivers, a car which completely embodies Nissan's Innovation that Excites motto.

**-ENDS**

#### **Notes to Editor**

The Nissan GT-R Virtual Reality Driving Simulator platform uses the following technology:

- 2016 model simulator six-axis hexapod robot (underneath type)
- Fiberglass seats with airplane belts
- Siemens regenerative servo-motors
- Siemens Simotion control unit with six sensors for each axis
- Managing computer control unit

#### **About Nissan in Europe**

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,000 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last year Nissan plants in the UK, Spain and Russia produced more than 635,000 vehicles including award-winning crossovers, commercial vehicles and the Nissan LEAF, the world's most popular electric vehicle. Pursuing a goal of zero emissions and zero fatalities on the road, Nissan recently announced its Intelligent Mobility vision. Designed to guide Nissan's product and technology pipeline, this 360 degree approach to the future of mobility will anchor critical company decisions around how cars are powered, how cars are driven, and how cars integrate into society. Nissan is positioned to become the most desirable Asian brand in Europe.

#### **About Nissan Motor Co**

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 247,500 employees globally, Nissan sold 5.32 million vehicles and generated revenue of 11.38 trillion yen (USD 103.6 billion) in fiscal year 2014. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. Nissan leads the world in zero-emission mobility, dominated by sales of the LEAF, the first mass-market, pure-electric vehicle. It is the best-selling EV in history with almost 50% share of the zero-emission vehicle segment.