



Scarborough Nissan

April 2018



April 2018

Scarborough Nissan  
Monthly eZine

April 2018



## Scarborough Nissan

1941 EGLINTON AVE E  
SCARBOROUGH, Ontario  
M1L 2M4

Sales - 416.751.3511

Monday - Thursday : 9:00AM - 9:00PM  
Friday : 9:00AM - 6:00PM  
Saturday : 9:00AM - 6:00PM

Service - 416.751.3364

Monday : 7:30AM - 6:00PM  
Tuesday : 7:30AM - 7:30PM  
Wednesday : 7:30AM - 6:00PM  
Thursday : 7:30AM - 7:30PM



### About Us

Serving the Toronto area, SCARBOROUGH NISSAN, located at 1941 Eglinton Ave E in Scarborough, ON, is your premier retailer of new and used Nissan vehicles.

Scarborough Nissan has been at the same location since Datsun was first brought into Canada well over 35 years ago. We are one of the largest Nissan volume dealers in the GTA and all of Canada.

All company employees - including sales consultants, service advisors, partscounter staff, technicians, administration staff and managers are dedicated to the ongoing objective of treating our customers with respect, dignity and professionalism.

The employees and management of Scarborough Nissan are vitally interested in Customer Satisfaction and we will go out of our way to satisfy our customers. We are proud to be multiple repeated recipients of Canada wide Presidents Award of Excellence reflecting our commitment to the highest level of customer service. The latest award being in 2014.

[Read More](#)



### Our Team

Sales Department | Meet our Sales Team  
Phone: 416.751.3511 | [Email](#)

Steven Cho | General Sales Manager  
Phone: 416.751.3511 | [Email](#)

Doug Rowan | Sales Manager  
Phone: 416.751.3511 | [Email](#)

Ryan Chiu | Business Manager  
Phone: 416.751.3511 | [Email](#)

Fion Lee | Assistant Business Manager  
Phone: 416.751.3511 | [Email](#)

Currie Chan | Sales & Leasing Consultant  
Phone: 416.751.3511 | [Email](#)

Azeem Mohammed | Sales & Leasing Consultant  
Phone: 416.751.3511 | [Email](#)

Berbo Bustamante | Sales & Leasing Consultant  
Phone: 416.751.3511 | [Email](#)

Brian Asiedu | Sales & Leasing Consultant  
Phone: 416.751.3511 | [Email](#)

Erum Naseem | Main Reception  
Phone: 416.751.3511 | [Email](#)

Tina Penney | Evening Main Reception  
Phone: 416.751.3511 | [Email](#)

[Read More](#)





## 2019 Altima – the new global face of Nissan sedan design

If the designers behind the 2019 Nissan Altima have anything to say about it, the sixth generation of the company's top-selling sedan – with more than 5 million sold since introduction – is about to reinvigorate interest in midsize sedans.

Once the dominant body style in most major automotive markets, sedans sales have experienced erosion in favor of consumers' preference for crossovers and compact SUVs. That has left the leading global sedan manufacturers in a unique position of competing not only with each other, but within their own model lineups for sales.

"When we originally started designing the next generation of the Altima, it was still the company's best-selling nameplate in the critical U.S. market, so there wasn't much pressure to make radical changes," explained Alfonso Albaisa, senior vice president, Global Design, Nissan Motor Co., Ltd. "Then our own Rogue took off, drawing in new customers unlike anything we'd experienced before. This gave us the opportunity to rethink the Altima outside the traditional sedan design box and create something more exciting and yet more sophisticated."

Thus, deep into the usual design cycle, teams from four major Nissan design centers – Japan, Europe, U.S. and China – were called together to start working on a compressed timeline to create a new global face for Nissan sedans. Simultaneously, in a nearby studio work was well underway for the stunning Nissan Vmotion 2.0 concept, which became the blueprint for the new Altima.

"The usual sequence for a concept car and production model is to have a little more breathing room between the two so you can gauge public reaction. But with the Altima the schedule was compressed to the benefit of both vehicles through an ongoing exchange of ideas," said Albaisa.

The other unique aspect of the new Altima design process was driven by the decision to make this generation more of a global vehicle, rather than just U.S.-focused. Working side by side, the Nissan designers from each market influenced the others, resulting in a design appealing to global customers looking for sophistication, expressivity and sport.

Given the freedom to go bold and go quickly, the designers faced another challenge. In a changing marketplace for midlevel-priced vehicles, who represented the core, loyal sedan buyer? The answer came down to two words – professional and sophisticated.

"Our studies clearly identified a large group of people who choose sedans over crossovers because they see sedans as more efficient in terms of space and energy – and as vehicles that work equally well with clients as with carpools," said Albaisa. "We pictured empowered people who want everything in their lives – from homes to offices to fashion to cars – to be functional yet stylish every single day. The all-new Altima is exactly that."



## All-new 2018 Nissan LEAF named '2018 World Green Car'

The all-new 2018 Nissan LEAF, the world's best-selling electric vehicle, was named the "2018 World Green Car" at the 2018 New York International Auto Show. LEAF is the icon of Nissan Intelligent Mobility, the company's vision for changing how cars are powered, driven and integrated into society.

The first all-electric vehicle to win the World Green Car award since the category's inception in 2016, the 2018 Nissan LEAF has been reinvented for its second generation. Available in showrooms today, the new Nissan LEAF combines greater range with a dynamic new design and the latest Nissan Intelligent Mobility features including ProPILOT Assist, e-Pedal, automatic emergency braking and more.

"We're very proud that since Nissan LEAF launched in 2010, we've been able to put more than 300,000 zero-emission electric vehicles on the road worldwide, helping to reduce carbon footprints around the globe," said Daniele Schillaci, Executive Vice President, Global Marketing and Sales, Zero Emission Vehicle and Battery Business; Chairman of Management Committee for Japan/A&O (Japan, Asia, Oceania Business); Nissan Motor Co., Ltd.,

"We're honored to be recognized by this esteemed jury and proud to continue to expand the vision of Nissan Intelligent Mobility."

The 2018 Nissan LEAF rose to the top among a list of five initial category entries and was the stand-alone EV in the running. Jurors considered the vehicle's overall environmental impact including tailpipe emissions and fuel consumption upon selecting the overall winner.

The previous-generation Nissan LEAF was named "World Car of the Year" in 2011 and remains the only pure electric vehicle to win that award in its 14-year history.

## Featured Vehicles at Scarborough Nissan



### 2018 Nissan Rogue -

Interior Colour: Black  
Body Style: SUV

**\$33,433**

[More Details >](#)



### 2018 Nissan Qashqai -

Interior Colour: Light Grey  
Body Style: SUV

**\$24,733**

[More Details >](#)



### 2018 Nissan Versa Note 1.6

Interior Colour: Charcoal  
Body Style: Hatchback

**\$18,433**

[More Details >](#)



### 2018 Nissan Sentra 1.8

Exterior Colour: Blue  
Interior Colour: Charcoal  
Body Style: Sedan

**\$21,093**

[More Details >](#)



### 2018 Nissan Rogue -

Interior Colour: Black  
Body Style: SUV

**\$28,683**

[More Details >](#)



### 2018 Nissan Rogue -

Interior Colour: Black  
Body Style: SUV

**\$28,683**

[More Details >](#)

## Featured Vehicles at Scarborough Nissan



### 2018 Nissan Versa Note 1.6

Interior Colour: Charcoal  
Body Style: Hatchback

**\$18,433**

[More Details >](#)



### 2018 Nissan Rogue -

Exterior Colour: White  
Interior Colour: Black  
Body Style: SUV

**\$31,048**

[More Details >](#)



### 2018 Nissan Rogue -

Interior Colour: Black  
Body Style: SUV

**\$36,633**

[More Details >](#)



### 2018 Nissan Armada -

Exterior Colour: White  
Interior Colour: Charcoal  
Body Style: SUV

**\$75,298**

[More Details >](#)



### 2018 Nissan Rogue -

Exterior Colour: Black  
Interior Colour: Black  
Body Style: SUV

**\$26,283**

[More Details >](#)



### 2018 Nissan Rogue -

Exterior Colour: Black  
Interior Colour: Black  
Body Style: SUV

**\$26,283**

[More Details >](#)



### Nissan Express Service

[Click to see more >](#)

GET BACK ON THE ROAD FASTER  
Select Nissan dealers now offer Express Service. It's the...



### Check Engine Light On?

[Click to see more >](#)

Nissan Computerized Diagnostic Analysis. \$139.95



### Fixing it Right the First Time: What it takes to be...

[Click to see more >](#)

Not just anyone with a wrench set can become a Nissan technician. Before they ever touched their first Nissan...



### Are you entitled to no cost upgrades?

[Click to see more >](#)

Your Nissan might be eligible for upgrades or service improvements, at no cost to you. Give us a call or email us...



### We're students of History-- Yours!

[Click to see more >](#)

Would you trust a doctor who didn't review your past medical records? Of course not. That's why we maintain a complete...



### Keep your Nissan in tune, with Genuine Nissan...

[Click to see more >](#)

Did you know that even a simple Nissan lug nut must meet more than fifty demanding specifications, for everything...



**Scarborough Nissan**

1941 EGLINTON AVE E  
SCARBOROUGH, Ontario  
M1L 2M4  
Phone: 416.751.3511

---

[Dealer Website](#)

[Specials](#)

[Inventory](#)

[Find Us](#)

**Other Useful Links**

**Past Issues**

[March 2018](#)

[February 2018](#)

[January 2018](#)