

Nissan announces a new hybrid model for Europe, set to be produced in Sunderland

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Coming soon... Nissan Kicks e-POWER hybrid.

Nissan tells us:

(Photograph and all words from Nissan).

- *Nissan Kicks e-POWER hybrid coming to Europe, bringing more electrified choice for customers*
- *New B-segment crossover featuring unique Nissan third-generation e-POWER hybrid*



technology set to further strengthen European product range and safeguard manufacturing jobs

- *£170m investment in new model for Nissan Sunderland Plant, which celebrates its 40th anniversary this year*
- *Follows announcement of new A-segment small electric car for Europe - PIXO - due to be unveiled next week*

SUNDERLAND, UK - 16th September 2026 - Nissan has announced plans to launch a new model in Europe and will invest £170m to build it at its plant in the UK, which this year celebrates its 40th anniversary.

The Nissan Kicks - a compact (B-segment) crossover - features Nissan's unique e-POWER hybrid technology and will be manufactured in Sunderland, alongside the Qashqai, Juke and LEAF.

Massimiliano Messina, Chairperson Nissan AMIEO Region, said: "This is fantastic news for our European region and demonstrates the agility and speed with which we can bring new models to new markets.

Kicks is a compact crossover, with the unique e-POWER hybrid drivetrain, exciting design and innovative technology. Electrification with choice is what European customers want, and the introduction of Kicks will further demonstrate how Nissan has options for all."

UK Government Secretary of State for Business and Trade Jonathan Reynolds said: "Nissan has been at the heart of British manufacturing for four decades, with Sunderland producing millions of vehicles that supported thousands of skilled jobs and helped establish the North East as a global automotive powerhouse.

"The decision to build this new model in Sunderland is a huge vote of confidence in the UK's manufacturing expertise and automotive future. I'm excited in what our partnership with industry can achieve so this Government delivers good growth, investment and skilled jobs in every postcode."



Kicks is the second exciting product update from Nissan in Europe this month following the announcement of a new A-segment small electric car, which will be called PIXO and is to be unveiled next week.

The second-generation Kicks model is currently built in Japan, Mexico and Brazil for sale globally. In total, Kicks has surpassed 1.8 million units sold in more than 70 countries. This announcement heralds the model's European debut, adding a further e-POWER hybrid model to the range and ensuring Nissan continues to offer a variety of electrified powertrains to suit all customer needs.

It will be the tenth model to be built at Nissan's Sunderland Plant in the North East of England, which this year celebrates its 40th anniversary. Nissan also has a design centre in Paddington, London and a research and development site in Cranfield, Bedfordshire.

Surpassing a further milestone, the plant has now built 12 million vehicles since the first Nissan Bluebird rolled off the production line in 1986. On average, that's equivalent to one car every 1 minute 45 seconds.

Adam Pennick, Vice President of Manufacturing, Nissan Sunderland Plant, said: "I'm proud to welcome this new model allocation for Sunderland. It's the perfect way to celebrate our 40th year as a world-class manufacturing site. We look forward to seeing Kicks e-POWER hybrid going down the production line with our electrified line up of Qashqai, Juke and LEAF."

e-POWER – unique hybrid powertrain technology

Nissan Sunderland Plant already builds e-POWER hybrid versions of the Qashqai and will build on this expertise to produce the new Kicks for customers in the UK, Europe and Turkey.

More than 1.9 million e-POWER hybrid models have been sold globally since its launch in 2016, including 200,000 Qashqai e-POWER hybrid models built in the UK.



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Kicks will be equipped with the third-generation system, launched in 2025 and comprehensively re-engineered for even better fuel efficiency, lower emissions and elevated refinement.

What makes e-POWER hybrid technology unique is that the wheels are driven solely by a powerful electric motor. The petrol engine is used only to generate electricity and recharge the on-board battery.

This means drivers get to enjoy the refinement, instant response and smooth, linear acceleration of an EV, but with the convenience and familiarity of filling up at a petrol station.

40 years of manufacturing expertise in Sunderland



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Over four decades, Nissan Motor Manufacturing UK (NMUK) has grown to become the UK's largest single-site car manufacturing plant, establishing Sunderland as a major centre for UK automotive manufacturing and exports.

It has been supported by £5 billion of investment, building vehicles for more than 100 markets worldwide, employing around 6,000 people directly and supporting a further 30,000 jobs in the supply chain.

Kicks is the 10th model allocated for Sunderland production since 1986, and follows the Bluebird, Primera, Micra, Almera, Note, Infiniti Q30, JUKE, Qashqai and LEAF.

From next year, Sunderland will also manufacture the all-new, third-generation Nissan



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JUKE which, for the first time, will be 100% electric.