

NISSAN

Is Nissan launching its sleek new N7 electric car in the US or Europe?



Peter Johnson | Nov 19 2024 - 9:28 am PT | 8 Comments



Nissan introduced its stylish new N7 electric sedan in China last week, but will it eventually be available overseas in markets like the US or Europe?

After [unveiling the N7](#) at the Guangzhou Auto Show last week, Nissan said its newest EV, with its bold new design and advanced new tech, kicks off a new era in China.



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The N7 is Nissan's first dedicated electric model to ride on its Chinese joint venture partner, Dongfeng's, new

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Nissan claims the N7 is poised to “redefine the new benchmark for China’s mainstream family pure electric sedans,” but will it launch overseas in markets like Europe or the US?

At 4,930 mm long, 1,895 mm wide, 1,487 mm tall, with a wheelbase of 2,915 mm, Nissan's EV is slightly longer than a [Tesla Model 3](#) (4,720 mm long, 1,848 mm wide, 1,442 mm tall, 2,875 mm wheelbase).



Nissan N7 electric sedan unveil (Source: Dongfeng Nissan)

The electric car is the first under its new business plan, “[The Arc](#),” introduced in March. Nissan's new strategy is focused on slashing EV costs while speeding up development.

Nissan is preparing to accelerate its shift to EVs with a market-specific approach. In China, Nissan aims to launch eight new energy vehicles (EVs and PHEVs), including four Nissan-branded. The N7 will go on sale in the first half of 2025 as Nissan looks to challenge market leaders like [BYD](#) and Tesla.



Will Nissan launch the N7 EV overseas?

A big part of the strategy includes exporting vehicles from China. Starting in 2025, Nissan wants to rapidly accelerate exports from China into overseas markets.

The company said it aims to reach 100,000 exports but didn't specify by when or what markets. With Nissan looking to gain an edge in major auto regions like Europe and the US, an overseas N7 arrival could be in the playbook.



Nissan N7 electric sedan (Source: Dongfeng Nissan)

However, with new tariffs on EV imports from China, Nissan would have had to drastically cut costs for the models to be competitive.

Nissan plans to make EV models more affordable by developing them in “families” using modular manufacturing, group sourcing, and advanced batteries. The company aims to cut costs on its next-gen electric models by 30% compared to its current Ariya crossover SUV.



Nissan Chill-Out concept, a preview of the next-gen LEAF (Source: Nissan)

Nissan is also adopting its “Intelligent Factory” process, which was first introduced in Japan, to more overseas plants to speed up output.

At its Sunderland, UK plant, Nissan is [preparing to launch](#) three new electric versions of its top-selling models.

The first will be the highly anticipated reboot of the iconic LEAF. According to Nissan, the new model was previewed in its 2021 Chill Out concept.



2024 Nissan Ariya (Source: Nissan)

Sources that have seen the new LEAF claim its design is closer to the Ariya. One source even called it a “mini Ariya.” Electric versions of the Juke and Qashqai will follow Nissan’s next-gen LEAF.

Nissan will launch seven new vehicles in the US and Canada as it looks to gain market share. The current LEAF is still being made in Tennessee, but Nissan is preparing its Smyrna plant for its next-gen electric models.

Electrek's Take

Although Nissan only said the N7 would go on sale in China, it didn't rule out other overseas markets. With incoming US President-elect Trump vowing to raise tariffs on imports from “countries that have been ripping us off for years,” an N7 arrival in the States is unlikely.

In Europe, an N7 launch is more likely, but with the EU raising tariffs on Chinese EV imports, Nissan would likely struggle to compete on pricing without taking massive losses.

Nissan plans to take a regional-specific approach, introducing electric models tailored to certain markets, such as the US, Europe, China, and Japan.

Do you want to see Nissan's new N7 in US showrooms eventually? What about in Europe? Let us know your thoughts in the comments below.

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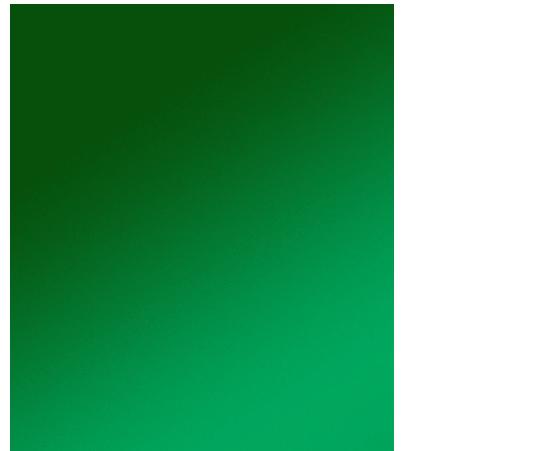
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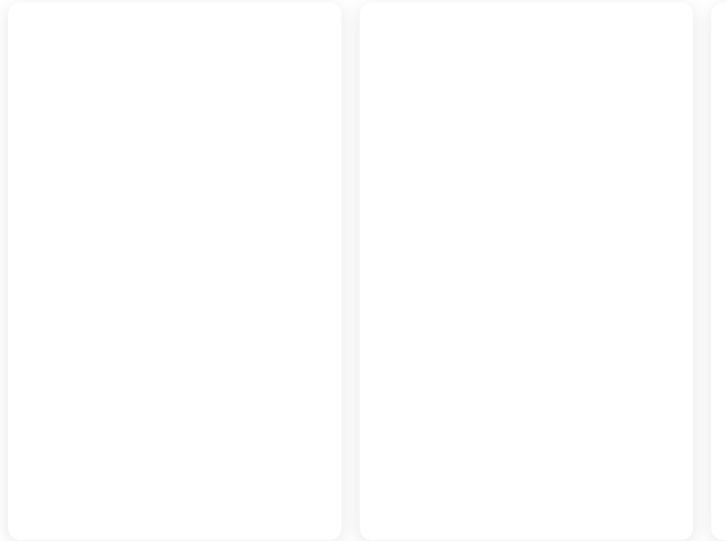
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Peter Johnson is covering the auto industry's step-by-step transformation to electric vehicles. He is an experienced investor, financial writer, and EV enthusiast. His enthusiasm for electric vehicles, primarily Tesla, is a significant reason he pursued a career in investments. If he isn't telling you about his latest 10K findings, you can find him enjoying the outdoors or exercising