

Critical Mass

Canada

Version 1.7

Nissan – 2019 Altima MY and Site Integration

Version Control

Date	Version	Author	Actions
October 7, 2018	1.0	LV	First draft - skeleton
October 15, 2018	1.1	LV	First full copy draft – rough w/out disclaimers
October 16, 2018	1.2	LV	Revisions based on Internal review w/team
October 18, 2018	1.3	LV	Revisions based on Team feedback
October 19, 2018	1.4	LV	Revisions based on Internal Review feedback
October 19, 2018	1.5	LV	Clean for client review
October 22, 2018	1.6	ML	Added changes to be made highlighted in yellow
October 24, 2018	1.7	LV	Client changes finalized and highlighted in pink

Nissan.ca – 2019 Altima

DECK CONTENTS:

[1.0 Overview](#)

- 1.1 Introduction + Quick Hits
- 1.2 Safety
- 1.3 Performance
- 1.4 Design
- 1.5 Technology
- 1.6 Versatility
- 1.7 Accessories
- 1.8 Compare Models & Specs
- 1.9 Next Steps
- 1.10 Overview Footer

[2.0 Features](#)

- 2.1 Safety
- 2.2 Performance
- 2.3 Design
- 2.4 Technology
- 2.5 Versatility
- 2.6 Next Steps

1.0 Overview Page

Copy Element	English Copy	French Copy	Comments
URL	https://www.nissan.ca/en/cars/altima?next=header.vehicles.postcard.vlp.button		
Title tag [50-65 MAX] [47 CHAR]	Discover the 2019 Nissan Altima Nissan Canada		
Meta description [150-300 MAX] [113 CHAR]	Explore features, photos, accessories, models and specs comparison and pricing for the all-new 2019 Nissan Altima		
Secondary Nav CTA Button	OVERVIEW FEATURES GALLERY SPECS WHY ALTIMA® BUILD & PRICE		WHY ALTIMA® is greyed out in this deck for now because it won't be on the site at re-launch.
Image alt tag [70 MAX] [52 CHAR]	Nissan Altima shown in Scarlet Ember Tintcoat driving in city		Note: no special characters like ® or punctuation in alt tags.
Disclaimer	U.S. Model Shown.		Please confirm.
<h1>	<h1> 2019 NISSAN ALTIMA® <h1/>		
MSRP Copy	Starting at \$XX,XXX [1]		
Mileage Copy	8.7/6.3 L/100 km City/Hwy [2]		
CTA Button	BUILD & PRICE		
CTA Button	VIEW FEATURES		
CTA Link	VIEW LOCAL OFFERS		
Tertiary Nav	INTRODUCTION SAFETY PERFORMANCE DESIGN		

	TECHNOLOGY VERSATILITY ACCESSORIES COMPARE MODELS & SPECS		
SECTION 1.1 STRAP	2019 NISSAN ALTIMA®		
<h2>	<h2> THE NEXT WAVE SEDAN </h2>		
Overview copy [57 WORDS 347 CHAR]	Amplify every moment in a sedan so advanced, you'll feel like you're driving the future. Appreciate a confident ride no matter the road conditions – Altima® is Nissan's first sedan with a standard Intelligent All-Wheel Drive system. And with a suite of available advanced driving features as your partner, you can focus on the pure joy of driving.		
Image alt tag [70 MAX] [48 CHAR]	Nissan Intelligent Mobility ProPilot Assist icon		
Quick hit	PROPILOT ASSIST™ DRIVING AID [*]		
Disclaimer	ProPILOT Assist™ cannot prevent collisions. Always monitor traffic conditions and keep both hands on the steering wheel. See Owner's Manual for safety information.		
Image alt tag [70 MAX] [39 CHAR]	Nissan Intelligent All-Wheel Drive icon		
Quick hit	STANDARD INTELLIGENT ALL-WHEEL DRIVE		
Image alt tag [70 MAX] [36 CHAR]	Apple CarPlay and Android Auto icons		
Quick hit	STANDARD APPLE CARPLAY™ AND ANDROID AUTO™ [*]		
Disclaimer	Driving is serious business. Only use features when safe to do so. App availability is dependent upon vehicle model, trim level, packaging, and/or options. See		Updated

	<p>www.nissan.ca/en/connect.html for complete app availability details. Never program while driving. GPS mapping may not be detailed in all areas or reflect current road status. Compatible smartphone required. Cellular network and GPS signals not available in all areas and/or at all times. Technology is evolving, and changes by independent companies are not within Nissan's control. Nissan is not responsible for associated costs that may be required for continued operation due to cellular network termination (including equipment upgrades, if available, or roaming charges on alternative networks) or other third party changes. Should a third party provider terminate/restrict service, service may be terminated without notice and with no liability to Nissan and its agents or affiliates. Subscription Agreement required and terms and conditions of Subscription Agreement apply. See www.nissan.ca/en/connect.html for details. Text rates and/or data usage may apply. Apple CarPlay™ is a trademark of Apple, Inc. Android Auto™ is a trademark of Google Inc.</p>		
SECTION 1.2 STRAP	SAFETY		
<h3>	<h3> CONFIDENCE FOR THE ROAD </h3>		
Copy [57 WORDS 353 CHAR]	Nissan Intelligent Mobility™ offers a suite of available advanced driving aids that help you watch the flow of traffic and anticipate the conditions ahead. These technologies step in to help keep you out of trouble, scanning for potential hazards and making automatic adjustments so you can avoid obstacles on the road. All for a secure, confident ride.		
LOGO	NISSAN INTELLIGENT MOBILITY		Please confirm ™
Image alt tag [70 MAX] [67 CHAR]	Nissan Altima on highway with Nissan Intelligent Mobility activated		
Image (LEFT)	Altima ProPilot Assist scans and keeps pace with		

alt tag [70 MAX] [64 CHAR]	highway traffic		
Image Disclaimer	U.S. Instrumentation Shown.		
<h4> (LEFT)	<h3> NISSAN PRO-PILOT ASSIST™ <h3/>		
Copy (LEFT) [68 WORDS 402 CHAR]	Part of Nissan Intelligent Mobility™, available ProPILOT Assist™ helps take the stress out of driving. Designed to guide your drive rather than overtake it, this system lets you master the road with Intelligent Cruise Control [*] and Steer Assist. Working together, they help you keep pace with highway traffic and stay in your lane. Turn them on at the press of a button and conquer your next commute.		
Image (RIGHT) alt tag [70 MAX] [70 CHAR]	Altima Intelligent Around View Monitor showing rear and overhead views		
Disclaimer	Intelligent Around View® Monitor cannot eliminate blind spots and may not detect every object. Driver should always turn and check surroundings before driving. See Owner's Manual for safety information.		
<h4> (RIGHT)	<h4> INTELLIGENT AROUND VIEW MONITOR WITH MOVING OBJECT DETECTION <h4/>		
Copy (RIGHT) [64 WORDS 407 CHAR]	Park with precision. The Intelligent Around View Monitor with Moving Object Detection heightens your awareness. Using four cameras, this system gives you a virtual 360° bird's eye view of your Altima®, with selectable front, rear and curbside views. Its sensors help keep tabs on your surroundings, warning you when something is moving nearby so you can manoeuvre confidently – even when space is tight. [*]		
CTA Button	VIEW SAFETY FEATURES		

SECTION 1.3 STRAP	PERFORMANCE		
<h3>	<h3> NISSAN'S FIRST SEDAN WITH STANDARD INTELLIGENT ALL-WHEEL DRIVE <h3/>		
Copy [53 WORDS 347 CHAR]	Imagine a sedan that has the kind of all-weather capability you usually expect from an SUV. Altima® is Nissan's first sedan with a standard Intelligent All-Wheel Drive (AWD) system. Combine that with all-new steering and suspension and Altima's powerful but fuel-efficient 2.5-litre DIG engine, and you'll revel in a thrilling and commanding ride.		
Image alt tag [70 MAX] [55 CHAR]	Nissan Altima Platinum AWD shown in Pearl White TriCoat		
Image Disclaimer	U.S. Model Shown.		
CTA Button	VIEW PERFORMANCE FEATURES		
SECTION 1.4 STRAP	DESIGN		
<h3>	<h3> STIRS THE SOUL <h3/>		
Copy [43 WORDS 274 CHAR]	Sedans don't have to be tame. They should awaken something inside of you. Altima's new exciting and forward-thinking design blows past the mundane. Deep, cutting lines flow from front to back, blending seamlessly into the new muscular hood. Altima® is looking better than ever.		
Carousel Image 1 alt tag [70 MAX] [70 CHAR]	Nissan Altima in Scarlet Ember Tintcoat with driver approaching		

Image Disclaimer	U.S. Model Shown.		Add disclaimer
Carousel Image 2 alt tag [70 MAX] [60 CHAR]	Nissan Altima interior shown in Charcoal Leather with driver reversing		
Image Disclaimer	Nissan Altima® Platinum interior shown in Charcoal Leather. U.S. Instrumentation Shown.		Remove VC-Turbo Add disclaimer
Carousel Image 3 alt tag [70 MAX] [62 CHAR]	Nissan Altima interior driver console shown in Grey Leather		Canadian spelling of grey. Please confirm if we can Canadianize colour names. Yes we should Canadianize everything
Image Disclaimer	Nissan Altima® Platinum shown in Gray Leather. U.S. Instrumentation Shown.		Remove VC-Turbo Add disclaimer
Carousel Image 4 alt tag [70 MAX] [59 CHAR]	Side view of parked Nissan Altima in Scarlet Ember Tintcoat		
Image Disclaimer	U.S. Model Shown.		
CTA Button	VIEW DESIGN FEATURES		
SECTION 1.5 STRAP	TECHNOLOGY		
<h3>	<h3> CONNECTED AND READY TO GO </h3>		
Copy [31 WORDS 214 CHAR]	Enjoy technology so intuitive, it feels like an extension of yourself. Altima's cabin knows and activates your favourite settings before you even get in, providing instant connectivity with your compatible devices.		
Image alt tag [70 MAX] [65 CHAR]	Altima touch-screen showing Apple CarPlay or Android Auto screens		

Image Disclaimer	U.S. Instrumentation Shown.		Updated
Disclaimer	Driving is serious business. Only use features when safe to do so. App availability is dependent upon vehicle model, trim level, packaging, and/or options. See www.nissan.ca/en/connect.html for complete app availability details. Never program while driving. GPS mapping may not be detailed in all areas or reflect current road status. Compatible smartphone required. Cellular network and GPS signals not available in all areas and/or at all times. Technology is evolving, and changes by independent companies are not within Nissan's control. Nissan is not responsible for associated costs that may be required for continued operation due to cellular network termination (including equipment upgrades, if available, or roaming charges on alternative networks) or other third party changes. Should a third party provider terminate/restrict service, service may be terminated without notice and with no liability to Nissan and its agents or affiliates. Subscription Agreement required and terms and conditions of Subscription Agreement apply. See www.nissan.ca/en/connect.html for details. Text rates and/or data usage may apply. Apple CarPlay™ is a trademark of Apple, Inc. Android Auto™ is a trademark of Google Inc.		Updated
CTA Button	VIEW TECHNOLOGY FEATURES		
SECTION 1.6 STRAP	VERSATILITY		
<h3>	<h3> SPACE FOR ALL </h3>		
Copy [48 WORDS 269 CHAR]	Driving a sedan shouldn't mean sacrificing on what you can bring along for the ride. That's why the all-new Altima® is big on trunk space and flexible seating. So you can take your skis to the trails or take home that perfect painting you've just discovered, with ease.		
Image alt tag [70 MAX] [70]	Altima interior with rear seats down and front passenger seat reclined		

CHAR]			
Disclaimer	U.S. Instrumentation Shown.		
CTA Button	VIEW VERSATILITY FEATURES		
SECTION 1.7 STRAP	ACCESSORIES		Content for this section will be added in by the Accessories team
<h3>	<h3> MAKE IT YOURS <h3/>		
Image (LEFT) alt tag [70 MAX] [65 CHAR]	TBD		
Disclaimer	TBD		
<h4> (LEFT)	<h4> HEADLINE <h4/>		
Copy (LEFT) [XX WORDS XXX CHAR]	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris urna tellus, imperdiet aliquam efficitur sit amet, pharetra ut urna. Duis id pulvinar massa.		
Image (CENTRE) alt tag [70 MAX] [65 CHAR]	TBD		
Disclaimer	TBD		
<h4> (CENTRE)	<h4> HEADLINE <h4/>		
Copy (CENTRE) [XX WORDS XXX CHAR]	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris urna tellus, imperdiet aliquam efficitur sit amet, pharetra ut urna. Duis id pulvinar massa.		
Image (RIGHT) alt tag [70 MAX] [65 CHAR]	TBD		

Disclaimer	TBD		
<h4> (RIGHT)	<h4> HEADLINE <h4/>		
Copy (RIGHT) [XX WORDS XXX CHAR]	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris urna tellus, imperdiet aliquam efficitur sit amet, pharetra ut urna. Duis id pulvinar massa.		
CTA Button	VIEW ACCESSORIES		
SECTION 1.8 STRAP	COMPARE MODELS & SPECS		
<h3>	<h3> FIND YOUR ALTIMA® <h3/>		
TRIM 1	2019 Altima® S		
MSRP Copy	Starting at \$XX,XXX [1]		
Engine Copy	182 Horsepower		Updated hp to 182
Fuel Economy Copy	8.7/6.3 City/Hwy L/100 km [2]		
Seating Copy	5 Seats / 4 Doors		
Subhead	Features		
Bullet 1	Intelligent Forward Collision Warning [*]		These mirror the U.S. site but are Canadianized
Bullet 2	Intelligent Emergency Braking [*]		
Bullet 3	RearView Monitor [*]		
Bullet 4	Intelligent All Wheel Drive		Changed wheels to AWD
Bullet 5	NissanConnect® 8" touch-screen display [*]		
CTA Button	VIEW SPECS		
CTA Button	BUILD & PRICE		
TRIM 2	2019 Altima® SV		
MSRP Copy	Starting at \$XX,XXX [1]		
Engine Copy	182 Horsepower		Updated hp to 182

Fuel Economy Copy	8.7/6.3 City/Hwy L/100 km [2]		
Seating Copy	5 Seats / 4 Doors		
Subhead	Features		
Bullet 1	Includes S features plus:		
Bullet 2	ProPILOT Assist [*]		
Bullet 3	Intelligent Lane Intervention [*]		
Bullet 4	17" Aluminum-alloy wheels		
Bullet 5	Power sliding glass moonroof		
CTA Button	VIEW SPECS		
CTA Button	BUILD & PRICE		
TRIM 3	2019 Altima® Platinum		Changed "SL" to "Platinum"
MSRP Copy	Starting at \$XX,XXX [1]		
Engine Copy	182 Horsepower		Updated hp to 182
Fuel Economy Copy	8.7/6.3 City/Hwy L/100 km [2]		
Seating Copy	5 Seats / 4 Doors		
Subhead	Features		
Bullet 1	Includes SV features plus:		
Bullet 2	Nissan Door to Door Navigation with Premium Traffic [*]		
Bullet 3	BOSE® Premium Audio System with 9 speakers [*]		
Bullet 4	Intelligent Around View Monitor		Updated copy
Bullet 5	Leather-appointed seats		Updated copy
CTA Button	VIEW SPECS		
CTA Button	BUILD & PRICE		
TRIM 4	2019 Altima® Edition One		
MSRP Copy	Starting at \$XX,XXX [1]		
Engine Copy	182 Horsepower		Updated hp to 182

Fuel Economy Copy	8.7/6.3 City/Hwy L/100 km [2]		
Seating Copy	5 Seats / 4 Doors		
Subhead	Features		
Bullet 1	Includes Platinum features plus:		Changed “SL” to “Platinum”
Bullet 2	Unique dark grey 19” aluminum-alloy wheels		Updated copy
Bullet 3	Rear spoiler		
Bullet 4	External ground lighting		
Bullet 5	Edition One carpeted floor mats		
CTA Button	VIEW SPECS		
CTA Button	BUILD & PRICE		
SECTION 1.9 STRAP	NEXT STEPS		
<h3>	<h3> BUILD YOUR ALTIMA® </h3>		
MSRP Copy	Starting at \$XX,XXX [1]		
Copy [27 WORDS 172 CHAR]	You’ve found the Nissan that’s right for you. Now, the fun continues. Pick your version, colours and packages, and make it distinctly yours with genuine Nissan accessories.		
CTA Button	BUILD & PRICE		
Image alt tag [70 MAX] [68 CHAR]	Three quarter view of parked Nissan Altima in Scarlet Ember Tintcoat		
Disclaimer	U.S. Model Shown.		
CALLOUT 1	REQUEST A QUOTE GET DEALER PRICING >		
CALLOUT 2	GET A BROCHURE REQUEST, PRINT OR DOWNLOAD NOW >		
CALLOUT 3	SEE WHAT YOUR VEHICLE IS WORTH GET TRADE-IN VALUE > <i>Black Book®</i>		

SECTION 1.10 FOOTER			
NAV COPY	TOP ^		
NAV COPY	FEATURES >		
GLOBAL FOOTER			

2.0 Features Page

Copy Element	English Copy	French Copy	Comments
URL	https://www.nissan.ca/en/cars/altima/features.html		
Title tag [50-65 MAX] [43 CHAR]	2019 Nissan Altima Features Nissan Canada		
Meta description [150-300 MAX] [111 CHAR]	Explore the safety, design, performance, technology and versatility features of the all-new 2019 Nissan Altima		
Secondary Nav CTA Button	OVERVIEW FEATURES GALLERY SPECS WHY ALTIMA® BUILD & PRICE		WHY ALTIMA® is greyed out in this deck for now because it won't be on the site at re-launch.
Strapline	2019 NISSAN ALTIMA®		
<h1>	<h1> FEATURES <h1/>		
Image alt tag [70 MAX] [68 CHAR]	Nissan Altima shown in Scarlet Ember Tintcoat driving on city street		
Disclaimer	U.S. Model Shown.		

Tertiary Nav	SAFETY PERFORMANCE DESIGN TECHNOLOGY VERSATILITY		
SECTION 2.1 STRAP	SAFETY		
Strapline	NISSAN INTELLIGENT MOBILITY™		
<h3>	<h3> A CONNECTED, CONFIDENT RIDE <h3/>		
Copy [63 WORDS 385 CHAR]	Nissan Intelligent Mobility™ is changing how you move with technology that makes you feel more connected, confident, and aware. This suite of advanced driving aids will step in to assist when you need it most. Everything gets easier too, from finding your way to choosing your soundtrack. Nissan Intelligent Mobility™ is the future of driving, and it's here for everyone right now. [*]		
Disclaimer	Availability of features vary by vehicle model year, model, trim level, packaging and options.		This is a U.S. disclaimer
Image alt tag [70 MAX] [65 CHAR]	Nissan Altima on highway with Nissan Intelligent Mobility activated		
Slider Image 1 alt tag [70 MAX] [68 CHAR]	Nissan Altima on highway using Intelligent Forward Collision Warning		
Slider Feature 1 <h4>	<h4> INTELLIGENT FORWARD COLLISION WARNING <h4/>		
Slider Feature 1 Copy [337 MAX] 278 CHAR]	Intelligent Forward Collision Warning is on the lookout when you can't see what's going on ahead. It watches two cars in front of you, monitoring your speed and distance, and when it		

	detects that the cars ahead have suddenly decelerated, it gives you a warning to slow down. [*]		
Disclaimer	Intelligent Forward Collision Warning is intended to warn you before a collision occurs; it cannot prevent a collision. Speed and other limitations apply. See Owner's Manual for details.		
Slider Image 2 alt tag [70 MAX] [64 CHAR]	Altima's Intelligent Emergency Braking with Pedestrian Detection		
Slider Feature 2 <h4>	<h4> INTELLIGENT EMERGENCY BRAKING WITH PEDESTRIAN DETECTION <h4/>		
Slider Feature 2 Copy [337 MAX] [380 CHAR]	Intelligent Emergency Braking monitors the speed and distance between your Altima® and the car ahead and can let you know if you need to slow down. It can even automatically engage the brakes to help avoid a frontal collision or lessen the severity of an impact. Available with Pedestrian Detection, the system senses someone in the crosswalk and can help bring you to a stop. [*]		
Disclaimer	Intelligent Emergency Braking cannot prevent accidents due to carelessness or dangerous driving techniques. It may not provide warning or braking in certain conditions. Speed limitations apply.		
Slider Image 3 alt tag [70 MAX] [69 CHAR]	Nissan Altima on highway with Intelligent Lane Intervention activated		
Slider Feature 3 <h4>	<h4> INTELLIGENT LANE INTERVENTION <h4/>		
Slider Feature 3 Copy	Available Intelligent Lane Intervention helps keep you in your lane. When lane markings are clear, it		

[337 MAX] [200 CHAR]	can detect if you're straying out of your lane and can activate to help gently guide you back. [*]		
Disclaimer	Intelligent Lane Intervention operates only when the lane markings are clearly visible. Speed limitations apply. See Owner's Manual for details.		
Slider Image 4 alt tag [70 MAX] [70 CHAR]	Nissan Altima on highway with Intelligent Blind Spot Warning activated		
Slider Feature 4 <h4>	<h4> INTELLIGENT BLIND SPOT WARNING (BSW) </h4>		
Slider Feature 4 Copy [337 MAX] [208 CHAR]	Available Blind Spot Warning helps you change lanes with confidence. It keeps an eye on the blind spot area and gives you a heads-up if it detects a vehicle hiding there, so you can stay clear of hazards. [*]		
Disclaimer	Intelligent 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.		
Slider Image 5 alt tag [70 MAX] [62 CHAR]	Nissan Altima on highway with Rear Automatic Braking activated		
Slider Feature 5 <h4>	<h4> REAR AUTOMATIC BRAKING </h4>		
Slider Feature 5 Copy [337 MAX] [241 CHAR]	Available Rear Automatic Braking monitors the area directly behind your Altima® for things you might not see. If you fail to stop, it can automatically engage the brakes to help avoid a rear collision or lessen the severity of an impact. [*]		
Disclaimer	Rear Automatic Braking cannot prevent all collisions and may not provide warning or braking in all conditions. Driver		Updated

	should monitor traffic conditions and brake as needed to prevent collisions. See Owner's Manual for safety information.		
Slider Image 6 alt tag [70 MAX] [71 CHAR]	Altima's Intelligent Back-Up Intervention with Rear Cross Traffic Alert		
Slider Feature 6 <h4>	<h4> INTELLIGENT BACK-UP INTERVENTION WITH REAR CROSS TRAFFIC ALERT (RTCA) <h4/>		
Slider Feature 6 Copy [337 MAX] [210 CHAR]	Available Rear Cross Traffic Alert helps you back out of a space with more confidence. It watches around the rear of your Altima®, and can warn you about cars it detects creeping up on you from either side. [*]		
Disclaimer	Intelligent Back-Up Intervention will not detect every object, and speed limitations apply. Always check surroundings and turn to look behind you before moving vehicle. See Owner's Manual for details.		
Slider Image 7 alt tag [70 MAX] [69 CHAR]	Altima's Intelligent Around View Monitor with Moving Object Detection		
Slider Feature 7 <h4>	<h4> INTELLIGENT AROUND VIEW MONITOR WITH MOVING OBJECT DETECTION <h4/>		
Slider Feature 7 Copy [337 MAX] [283 CHAR]	Available Intelligent Around View Monitor makes parking easy with a virtual 360° bird's eye view of your Altima® and selectable split-screen close-ups of the front, rear and curbside views. It also gives you an on-screen heads-up when it detects moving objects near your vehicle. [*]		
Disclaimer	The Intelligent Around View Monitor with Moving Object Detection cannot completely eliminate blind spots and may not detect every object. Moving Object Detection operates at vehicle speeds below 8 kph. Always check surroundings and turn to look behind you before moving vehicle.		

<h3>	<h3> NISSAN PRO-PILOT ASSIST™ <h3/>		
Copy [54 WORDS 326 CHAR]	Part of Nissan Intelligent Mobility™, available ProPILOT Assist™ is a pairing of two advanced driver assistance technologies – Intelligent Cruise Control [*] and Steer Assist. These driving aids help you keep pace with highway traffic and stay in your lane – at the push of a button. All to help make the most of your commute.		
Disclaimer	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.		
Image (LEFT) alt tag [70 MAX] [66 CHAR]	Nissan Altima on highway with Intelligent Cruise Control activated		
Image Disclaimer	U.S. Instrumentation Shown.		
<h4> (LEFT)	<h4> INTELLIGENT CRUISE CONTROL (FULL SPEED RANGE & HOLD) <h4/>		Add “US Instrumentation Shown” Disclaimer under image - Complete
Copy (LEFT) [42 WORDS 249 CHAR]	As a part of ProPILOT Assist™, Intelligent Cruise Control (ICC) with Full Speed Range and Hold detects the flow of traffic and intuitively keeps a pre-set distance from the car ahead. It can even stop your Altima® automatically in heavy traffic. [*]		
Disclaimer	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.		
Image (RIGHT) alt tag [70 MAX] [52 CHAR]	Nissan Altima on highway with Steer Assist activated		
Image Disclaimer	U.S. Instrumentation Shown.		

<h4> (RIGHT)	<h4> STEER ASSIST <h4/>		Add "US Instrumentation Shown" Disclaimer under image - Complete
Copy (RIGHT) [55 WORDS 336 CHAR]	Get more enjoyment out of long drives with reduced fatigue. ProPILOT Assist™ makes it easy to stay the course with Steer Assist. If you drift over lane markings, it automatically adjusts your steering, helping you stay between the lines. It can even keep you perfectly centred through curves, guiding the wheel without ever taking over.		
<h3>	<h3> MORE ADVANCED SAFETY FEATURES <h3/>		
Slider Image 1 alt tag [70 MAX] [63 CHAR]	Altima's Advanced Drive-Assist Display Traffic Sign Recognition		
Image Disclaimer	U.S. Instrumentation Shown.		
Slider Feature 1 <h4>	<h4> TRAFFIC SIGN RECOGNITION <h4/>		Add "US Instrumentation Shown" Disclaimer
Slider Feature 1 Copy [337 MAX] [241 CHAR]	Available Traffic Sign Recognition helps keep you on top of the latest speed limit by detecting road signs as you go.		
Disclaimer	Driving is serious business and requires your full attention. If you have to use the feature while driving, exercise extreme caution at all times so full attention may be given to vehicle operation.		U.S. disclaimer
Disclaimer	Information displayed is dependent on how vehicle is equipped.		U.S. disclaimer
Slider Image 2 alt tag [70 MAX] [67 CHAR]	Altima's Advanced Drive-Assist Display Intelligent Driver Alertness		

Image Disclaimer	U.S. Instrumentation Shown.		
Slider Feature 2 <h4>	<h4> INTELLIGENT DRIVER ALERTNESS </h4>		Add “US Instrumentation Shown” Disclaimer - Complete
Slider Feature 2 Copy [337 MAX] [219 CHAR]	Time for a break? Intelligent Driver Alertness monitors your steering patterns and if the system detects you might be getting drowsy and need a rest, it alerts you with a chime and a coffee cup icon on your display. [*]		
Disclaimer	Driving is serious business and requires your full attention. If you have to use the feature while driving, exercise extreme caution at all times so full attention may be given to vehicle operation.		U.S. disclaimer
Disclaimer	Information displayed is dependent on how vehicle is equipped.		U.S. disclaimer
Slider Image 3 alt tag [70 MAX] [54 CHAR]	Diagram of Nissan Altima showing placement of air bags		
Slider Feature 3 <h4>	<h4> NISSAN ADVANCED AIR BAG SYSTEM </h4>		
Slider Feature 3 Copy [337 MAX] [251 CHAR]	Ride safer with cutting-edge technology that helps protect you in the event of a collision. The Nissan Advanced Air Bag System features dual-stage supplemental front air bags that inflate according to the number of passengers and seatbelts being used.		
Disclaimer	Air bags are only a supplemental restraint system; always wear your seat belt. Even with the occupant-classification sensor, rear-facing child restraints should not be placed in the front-passenger’s seat. Also, all children 12 and under should ride in the rear seat properly secured in child restraints, booster seats, or seat belts according to their size. Air bags will only inflate in certain accidents; see your owner’s manual for more details.		
Slider Image 4	Nissan Altima’s Lower Anchors and Tethers for		

alt tag [70 MAX] [67 CHAR]	Children LATCH system		
Slider Feature 4 <h4>	<h4> SNUG KIDS™ <h4/>		
Slider Feature 4 Copy [337 MAX] [364 CHAR]	Never struggle to install a car seat again. The LATCH (Lower Anchors and Tethers for Children) system allows you to do it without seat belts or a locking clip. You'll find out how to choose a seat and how to place it correctly with the included Snug Kids™ Child Safety Seat Fit Guide. Rest assured that Nissan makes every effort to keep children safe on the roads.		
CTA Button	VIEW SPECS		
CTA Button	BUILD & PRICE		
SECTION 2.2 STRAP	PERFORMANCE		
<h3>	<h3> ACCELERATE YOUR ADVENTURE <h3/>		
Copy [50 WORDS 332 CHAR]	The all-new Altima® is designed for driving enthusiasts, whether it's leaning into curves on a country road or taking tight corners on city streets. Its powerful, yet fuel-efficient drive, standard Intelligent All-Wheel Drive (AWD), and newly designed chassis all mean one thing: a thrilling ride with enhanced handling and control.		
Image alt tag [70 MAX] [55 CHAR]	Nissan Altima Platinum AWD shown in Pearl White TriCoat		
Image Disclaimer	Nissan Altima® Platinum AWD shown in Pearl White TriCoat with accessory Splash Guards. U.S. Model Shown.		
<h3>	<h3> NISSAN'S FIRST SEDAN WITH STANDARD INTELLIGENT ALL-WHEEL DRIVE <h3/>		

Image alt tag [70 MAX] [63 CHAR]	Diagram showing power being sent to all four of Altima's wheels		
<h4>	<h4> DRIVE WITH ALL FOUR <h4/>		
Copy [39 WORDS 258 CHAR]	Intelligent All-Wheel Drive (AWD) continuously monitors road conditions and responds to changes in an instant. Distributing power among all four wheels, it automatically adjusts and sends power to the wheels with the best traction, for a more confident ride.		
Image alt tag [70 MAX] [57 CHAR]	Diagram showing power being sent to Altima's front wheels		
<h4>	<h4> CRUISE WITH TWO <h4/>		
Copy [25 WORDS 156 CHAR]	In normal driving conditions, Intelligent All-Wheel Drive sends power to the front wheels for enhanced fuel economy. So you can cruise past the gas station.		
<h3>	<h3> THAT DRIVING SPIRIT <h3/>		
Image alt tag [70 MAX] [58 CHAR]	Nissan Altima driving in city shown in Storm Metallic Blue		
<h4>	<h4> ALL-NEW 2.5-LITRE DIG ENGINE <h4/>		
Copy [33 WORDS 221 CHAR]	Altima® has an all-new 4-cylinder Direct Injection Gasoline (DIG) engine that packs some serious fuel economy. With quicker, quieter and smoother performance, it proves that efficiency doesn't have to be a compromise. [*]		
Disclaimers	188 hp and 180 lb-ft or torque on 2.5-L FWD models. 182 hp and 178 lb-ft of torque on 2.5-L AWD models. Actual mileage may vary with driving conditions – use for comparison only.		
Image alt tag [70 MAX] [65 CHAR]	Nissan Altima driving in city shown in Sunset Drift ChromaFlair		

CHAR]			
<h4>	<h4> ALL-NEW STEERING AND SUSPENSION <h4/>		
Copy [39 WORDS 273 CHAR]	Altima® features a new chassis for exciting handling and improved control. Instantaneous steering response lets you lean into the curves, while Altima's independent rear suspension features new monotube rear shocks for confident handling and stability – and a quieter ride.		
<h3>	<h3> DYNAMIC DRIVE TECHNOLOGIES <h3/>		
Slider Image 1 alt tag [70 MAX] [63 CHAR]	Nissan Altima driving over speed bump using Active Ride Control		
Slider Feature 1 <h4>	<h4> ACTIVE RIDE CONTROL <h4/>		
Slider Feature 1 Copy [337 MAX] [177 CHAR]	Road imperfections and speed bumps shouldn't rattle your ride. Altima's Active Ride Control can automatically apply the brakes and adjust engine torque to smooth out your drive.		
Slider Image 2 alt tag [70 MAX] [68 CHAR]	Nissan Altima driving around a curve using Intelligent Trace Control		
Slider Feature 2 <h4>	<h4> INTELLIGENT TRACE CONTROL <h4/>		
Slider Feature 2 Copy [337 MAX] [205 CHAR]	Enjoy hugging curves with handling that feels effortless. Intelligent Trace Control reads the situation and, if needed, can brake each wheel individually to help you steer smoothly through the corners. [*]		
Disclaimer	Intelligent Trace Control cannot prevent collisions or loss of control. Driver should remain in control of vehicle at all times. See Owner's Manual for safety information.		

Slider Image 3 alt tag [70 MAX] [61 CHAR]	Nissan Altima driving up a steep hill using Hill Start Assist		
Slider Feature 3 <h4>	<h4> HILL START ASSIST <h4/>		
Slider Feature 3 Copy [337 MAX] [275 CHAR]	When you're on a steep hill, there's always that car behind that's too close for comfort. Thankfully, Hill Start Assist helps stop you from rolling backwards. It holds brake pressure for a few seconds, giving you enough time to switch from the brake pedal to the accelerator.		
Slider Image 4 alt tag [70 MAX] [65 CHAR]	Diagram of Nissan Altima braking and steering around rocks		
Slider Feature 4 <h4>	<h4> ANTI-LOCK BRAKING SYSTEM (ABS) <h4/>		
Slider Feature 4 Copy [337 MAX] [189 CHAR]	The Anti-lock Braking System (ABS) rapidly pumps the brakes during hard braking to prevent your wheels from locking, helping you maintain steering control so you can better avoid obstacles.		
Slider Image 5 alt tag [70 MAX] [56 CHAR]	Diagram of Nissan Altima correcting for too sharp a turn		
Slider Feature 5 <h4>	<h4> VEHICLE DYNAMIC CONTROL (VDC) <h4/>		
Slider Feature 5 Copy [337 MAX] [170 CHAR]	When it detects oversteer or understeer, Vehicle Dynamic Control can reduce engine power and apply brake pressure to specific wheels if your Altima® starts to swerve. [*]		

Disclaimer	Vehicle Dynamic Control cannot prevent collisions due to abrupt steering, carelessness, or dangerous driving technique. It should remain on when driving, except when freeing the vehicle from mud or snow. See Owner's Manual for safety information.		
Slider Image 6 alt tag [70 MAX] [52 CHAR]	Diagram of Nissan Altima approaching a slick surface		
Slider Feature 6 <h4>	<h4> TRACTION CONTROL SYSTEM (TCS) <h4/>		
Slider Feature 6 Copy [337 MAX] [158 CHAR]	The Traction Control System can sense wheelspin and responds by instantly helping reduce throttle, in order to regain available traction and maintain control.		
Slider Image 7 alt tag [70 MAX] [52 CHAR]	Diagram of Nissan Altima in a hard-braking situation		
Slider Feature 7 <h4>	<h4> ADVANCED BRAKING <h4/>		
Slider Feature 7 Copy [337 MAX] [211 CHAR]	Electronic Brake Force Distribution sends extra force to the rear brakes when you have additional weight in the vehicle. Brake Assist helps apply maximum braking force if it detects a hard-braking situation. [*]		
Disclaimer	Brake Assist cannot prevent all collisions and may not provide warning or braking in all conditions. Driver should monitor traffic conditions and brake as needed to prevent collisions. See Owner's Manual for safety information.		
CTA Button	VIEW SPECS		
CTA Button	BUILD & PRICE		

SECTION 2.3 STRAP	DESIGN		
STRAPLINE	EXTERIOR		
<h3>	<h3> EASY ON THE EYES <h3/>		
Copy [47 WORDS 273 CHAR]	The all-new Altima® was designed with charisma in mind. It evokes a sense of elegance and flow with its sleek, deep cutting lines and its “floating roof” design. At the very same time, the new muscular hood and large V-Motion grille boldly suggest excitement for the drive.		
Image alt tag [70 MAX] [67 CHAR]	Driver approaching a parked Nissan Altima in Scarlet Ember Tintcoat		
Image Disclaimer	U.S. Model Shown.		
Image (LEFT) alt tag [70 MAX] [46 CHAR]	The all-new 2019 Altima’s floating roof design		
<h4> (LEFT)	<h4> FLOATING ROOF DESIGN <h4/>		
Copy (LEFT) [16 WORDS 114 CHAR]	Altima’s blacked-out rear pillar makes its roof look like it’s floating, accentuating its flowing exterior design.		
Image (RIGHT) alt tag [70 MAX] [39 CHAR]	The all-new 2019 Altima’s muscular hood		
<h4> (RIGHT)	<h4> MUSCULAR HOOD <h4/>		
Copy (RIGHT) [17 WORDS 104 CHAR]	A newly designed, muscular hood blends seamlessly into deep, cutting lines that flow from front to back.		
Image alt tag	The all-new 2019 Altima’s V-Motion grille		

[70 MAX] [41 CHAR]			
<h4>	<h4> V-MOTION GRILLE <h4/>		
Copy [19 WORDS 124 CHAR]	Altima's V-motion grille sweeps low on the front fascia, creating an aggressive leading edge and a lasting first impression.		
Image (LEFT) alt tag [70 MAX] [55 CHAR]	The all-new 2019 Altima's LED headlights and fog lights		
<h4> (LEFT)	<h4> LED HEADLIGHTS AND FOG LIGHTS <h4/>		
Copy (LEFT) [25 WORDS 163 CHAR]	Make an impression with available LED headlights and LED signature lighting. And in inclement weather, LED fog lights help create better visibility for the driver.		
Image (RIGHT) alt tag [70 MAX] [41 CHAR]	The all-new 2019 Altima's boomerang taillights		
<h4> (RIGHT)	<h4> BOOMERANG TAILLIGHTS <h4/>		
Copy (RIGHT) [16 WORDS 99 CHAR]	Boomerang taillights wrap around the back end of the all-new Altima® with sharp and sweeping lines.		
Image alt tag [70 MAX] [50 CHAR]	The all-new 2019 Altima's 19-inch frameless wheels		
<h4>	<h4> 19" FRAMELESS WHEELS <h4/>		
Copy [17 WORDS 123 CHAR]	Echoing Altima's sharp lines, available 19-inch frameless wheels feature a black-out design for a unique knife-like effect.		
CTA Button	VIEW GALLERY		
CTA Button	BUILD & PRICE		
STRAPLINE	INTERIOR		

<h3>	<h3> AN ELEVATED INSIDE RIDE </h3>		Add “US Instrumentation Shown” Disclaimer It’s already there – see below image alt tag.
Copy [51 WORDS 333 CHAR]	The all-new Altima® provides a refined experience with a premium interior. Stylish matte chrome greets your fingertips throughout the cabin – from the steering wheel to the shifter, even on the centre controls. Surround yourself in comfort with redesigned front seats and take in a quieter cabin, thanks to Active Noise Cancellation.		
Image alt tag [70 MAX] [59 CHAR]	Nissan Altima interior driver console shown in Grey Leather		
Disclaimer	U.S. Instrumentation Shown.		
Image alt tag [70 MAX] [47 CHAR]	The all-new 2019 Altima’s floating touch screen		
<h4>	<h4> FLOATING TOUCH SCREEN </h4>		
Copy [26 WORDS 150 CHAR]	Altima’s 8-inch touch-screen is situated lower in your dash, for a quicker read in your line of sight. It also features a unique floating design. [*]		
Disclaimer	Driving is serious business and requires your full attention. Only use feature when safe to do so. Compatible iPhone® required. Availability of specific feature is dependent upon the phone’s Bluetooth® support. Please refer to your phone Owner’s Manual for details. Bluetooth® word mark and logos are owned by Bluetooth SIG, Inc., and any use of such marks by Nissan is under license. See http://www.nissan.ca/bluetooth?lang=en for details. Text rates and/or data usage may apply. Services/features are provided by independent companies not within Nissan’s control. Should service provider terminate/restrict service/feature, service/feature may be suspended or terminated without notice or liability to Nissan and/or its agents. Nissan not responsible for any equipment replacement or upgrades, or associated costs, that may be		

	required for continued operation due to service/feature changes. Apple's terms and privacy statements apply. Apple CarPlay™ is a trademark of Apple, Inc.		
Image (LEFT) alt tag [70 MAX] [65 CHAR]	The all-new 2019 Altima's sporty D-shaped steering wheel with newly designed controls		
Image Disclaimer	U.S. Instrumentation Shown.		
<h4> (LEFT)	<h4> SPORTY D-SHAPED STEERING WHEEL WITH CONTROLS <h4/>		Add "US Instrumentation Shown" Disclaimer It's already there – see above, under image alt tag.
Copy (LEFT) [33 WORDS 231 CHAR]	Grab on to style. Altima's sporty D-shaped steering wheel pleases with newly-redesigned, matte chrome steering wheel controls. Navigate your favourite music, calls, available driving technologies, and more at the touch of a button.		
Image (RIGHT) alt tag [70 MAX] [65 CHAR]	Matte chrome and available wood-tone accents in the all-new 2019 Altima		
<h4> (RIGHT)	<h4> MATTE CHROME AND WOOD ACCENTS <h4/>		
Copy (RIGHT) [31 WORDS 209 CHAR]	Available wood-tone accents sweep the length of Altima's dash, while matte chrome greets your fingertips on the steering wheel, shifter and controls throughout the cabin. Adding up to premium looking interior.		
Image alt tag [70 MAX] [70 CHAR]	The all-new 2019 Altima with redesigned deeply bolstered driver's seat		
<h4>	<h4> DEEPLY BOLSTERED DRIVER'S SEAT <h4/>		
Copy (RIGHT) [42 WORDS 267 CHAR]	With increased side and back bolster support,		

CHAR]	Altima® holds you tight as you carve through the twists and turns. On long drives, redesigned Zero Gravity front seats can help reduce fatigue, while standard eight-way power adjustments help you find your ideal position.		
CTA Button	VIEW GALLERY		
CTA Button	BUILD & PRICE		
SECTION 2.4 STRAP	TECHNOLOGY		
<h3>	<h3> IN TOUCH WITH YOUR WORLD </h3>		
Copy [73 WORDS 485 CHAR]	Altima's technology is so intuitive, it feels tailor-made for you. When you plug in your compatible iPhone® or Android™ phone true connectivity begins with Altima's floating touch-screen. Use Nissan Door to Door Navigation for seamless routing to your destination. Available NissanConnect® Services makes suggestions on nearby amenities. You can also remotely access your Altima® to start it, lock it or set alerts. The Advanced Drive-Assist Display puts it all at your fingertips. [*]		
Disclaimer	Driving is serious business. Only use features when safe to do so. App availability is dependent upon vehicle model, trim level, packaging, and/or options. See www.nissan.ca/en/connect.html for complete app availability details. Never program while driving. GPS mapping may not be detailed in all areas or reflect current road status. Compatible smartphone required. Cellular network and GPS signals not available in all areas and/or at all times. Technology is evolving, and changes by independent companies are not within Nissan's control. Nissan is not responsible for associated costs that may be required for continued operation due to cellular network termination (including equipment upgrades, if available, or		Updated

	<p>roaming charges on alternative networks) or other third party changes. Should a third party provider terminate/restrict service, service may be terminated without notice and with no liability to Nissan and its agents or affiliates. Subscription Agreement required and terms and conditions of Subscription Agreement apply. See www.nissan.ca/en/connect.html for details. Text rates and/or data usage may apply. iPhone® is a registered trademark of Apple, Inc. Android™ is a trademark of Google Inc.</p>		
<p>Carousel Image 1 alt tag [70 MAX] [67 CHAR]</p>	<p>Available Nissan Door to Door Navigation in the all-new 2019 Altima</p>		
<p>Image Disclaimer</p>	<p>U.S. Instrumentation Shown.</p>		
<p>Carousel 1 <h4></p>	<p><h4> NISSAN DOOR TO DOOR NAVIGATION </h4></p>		
<p>Carousel 1 Copy [62 WORDS 426 CHAR]</p>	<p>Available Nissan Door to Door Navigation adds directions that move from your compatible smartphone to Altima's touch-screen, and even the Advanced Drive-Assist® Display, seamlessly. If you end up parking several blocks away, it can send a walking route to your phone – a great help in unfamiliar locations. Other features include detailed real-time Premium Traffic, Bluetooth® streaming audio, voice recognition, and more. [*]</p>		
<p>Disclaimer</p>	<p>Driving is serious business. Only use features when safe to do so. App availability is dependent upon vehicle model, trim level, packaging, and/or options. See www.nissan.ca/en/connect.html for complete app availability details. Never program while driving. GPS mapping may not be detailed in all areas or reflect current road status. Compatible smartphone required. Cellular network and GPS signals not available in all areas and/or at all times. Technology is evolving, and changes by independent companies are not within Nissan's control.</p>		<p>Updated</p>

	Nissan is not responsible for associated costs that may be required for continued operation due to cellular network termination (including equipment upgrades, if available, or roaming charges on alternative networks) or other third party changes. Should a third party provider terminate/restrict service, service may be terminated without notice and with no liability to Nissan and its agents or affiliates. Subscription Agreement required and terms and conditions of Subscription Agreement apply. See www.nissan.ca/en/connect.html for details. Text rates and/or data usage may apply.		
Carousel Image 2 alt tag [70 MAX] [48 CHAR]	Available Android Auto in the 2019 Nissan Altima		
Image Disclaimer	U.S. Instrumentation Shown.		Added here, as per for Apple CarPlay below
Carousel 2 <h4>	<h4> ANDROID AUTO™ </h4>		
Carousel 2 Copy [45 WORDS 259 CHAR]	Get where you're going with Google Maps™ as your guide and Google Play™ Music providing the soundtrack along the way. Choose a song, change your destination, or respond to a text with your hands on the wheel using the hundreds of available voice commands. [*]		
Disclaimer	Driving is serious business. Only use features when safe to do so. App availability is dependent upon vehicle model, trim level, packaging, and/or options. See www.nissan.ca/en/connect.html for complete app availability details. Never program while driving. GPS mapping may not be detailed in all areas or reflect current road status. Compatible smartphone required. Cellular network and GPS signals not available in all areas and/or at all times. Technology is evolving, and changes by independent companies are not within Nissan's control. Nissan is not responsible for associated costs that may be required for continued operation due to cellular network termination (including equipment upgrades, if available, or roaming charges on alternative networks) or other third		Updated

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Carousel Image 3 alt tag [70 MAX] [49 CHAR]	Available Apple CarPlay in the 2019 Nissan Altima		
Image Disclaimer	U.S. Instrumentation Shown.		
Carousel 3 <h4>	<h4> APPLE CARPLAY™ </h4>		
Carousel 3 Copy [57 WORDS 358 CHAR]	People to see? Places to be? Just ask Siri®. Equipped with Siri® voice control, Apple CarPlay™ brings on board your contacts, favourite messaging apps, iTunes® library, Apple Music® playlists, Apple Maps, and more. It even works with your steering wheel controls to adjust volume and toggle through screens. Simply plug in your compatible iPhone® and go. [*]		
Disclaimer	Driving is serious business and requires your full attention. Only use feature when safe to do so. Compatible iPhone® required. If you have to use the connected device while driving, exercise extreme caution at all times so full attention may be given to vehicle operation. Text rates and/or data usage may apply. Services/features are provided by independent companies not within Nissan's control. Should service provider terminate/restrict service/feature, service/feature may be suspended or terminated without notice or liability to Nissan and/or its agents. Nissan not responsible for any equipment replacement or upgrades, or associated costs, that may be required for continued operation due to service/feature changes. Apple's terms and privacy statements apply. Apple CarPlay™ is a trademark of Apple, Inc. Apple Music® iTunes® iPhone® and Siri® are		Updated

	registered trademarks of Apple, Inc. All rights reserved. External device not included.		
<h3>	<h3> ADVANCED DRIVE-ASSIST® DISPLAY </h3>		Add “US Instrumentation Shown” Disclaimer It’s already there – see above image alt tag.
Copy [31 WORDS 216 CHAR]	Safety features, directions, fuel economy, and more – you’ll enjoy more screens than ever before on the full-colour 7-inch Advanced Drive-Assist Display. Toggle through with controls right on your steering wheel. [*]		
Disclaimer	Driving is serious business and requires your full attention. If you have to use the feature while driving, exercise extreme caution at all times so full attention may be given to vehicle operation. Information displayed is dependent on how vehicle is equipped.		
Carousel Image 1 alt tag [70 MAX] [67 CHAR]	Wiper mode guidance on Nissan Altima’s Advance Drive-Assist Display		
Carousel Image 2 alt tag [70 MAX] [63 CHAR]	Bluetooth Audio on Nissan Altima’s Advance Drive-Assist Display		
Carousel Image 3 alt tag [70 MAX] [58 CHAR]	Navigation on Nissan Altima’s Advance Drive-Assist Display		
Carousel Image 4 alt tag [70 MAX] [70 CHAR]	Driver Attention Alert on Nissan Altima’s Advance Drive-Assist Display		
Image alt tag [70 MAX] [61 CHAR]	Available BOSE Premium Audio System in the 2019 Nissan Altima		

CHAR]			
<h4>	<h4> BOSE® PREMIUM AUDIO SYSTEM <h4/>		
Copy [38 WORDS 208 CHAR]	The lights flash on, the first notes begin to fill the air, and the crowd goes wild. This is the best concert and you haven't even left the driveway – courtesy of the available Bose® Premium Audio System. [*]		
Disclaimer	Bose® is a registered trademark of The Bose Corporation.		
Strapline	NISSANCONNECT® SERVICES		
<h3>	<h3> ALTIMA'S CONCIERGE <h3/>		
Copy [66 WORDS 399 CHAR]	Just think of how much easier life and driving would be with available NissanConnect® Services at your side. Log in and remotely lock your doors or start your Altima®. Feel more secure knowing you have emergency response there for you. Set customizable alerts for when and where others can drive your Altima®. Or get suggestions on the best nearby cafés with the ever-handy Convenience Services. [*]		
Disclaimer	Feature availability is dependent on vehicle model, trim level, packaging and options. Compatible connected device may be required and feature availability may be dependent on device's capability. Refer to connected device's owner's manual for details. Late availability for some features. Driving is serious business and requires your full attention. If you have to use the feature while driving, exercise extreme caution at all times so full attention may be given to vehicle operation.		
Slider Image 1 alt tag [70 MAX] [50 CHAR]	NissanConnect Services app displayed on smartphone		
Slider Feature 1 <h4>	<h4> REMOTE ACCESS <h4/>		

Slider Feature 1 Copy [337 MAX] 337 CHAR]	There's so much you can do by accessing your Altima® remotely, like using your compatible device to make sure the doors are locked. You can also log in to NissanConnect Services to remotely start your Altima® or find out where it's parked. In a pinch, you can always have us sound the horn and flash the lights so you can easily spot it.		
Slider Image 2 alt tag [70 MAX] [69 CHAR]	Emergency Assistance Representative with headset on looking at screen		
Slider Feature 2 <h4>	<h4> EMERGENCY ASSISTANCE </h4>		
Slider Feature 2 Copy [337 MAX] [338 CHAR]	We've got your back if you're ever in an emergency while on the road. If you're in a severe accident or the air bags deploy, we can call for help. Otherwise, the touch of a button can connect you to a live person to assist you. If you have a flat tire or you're out of gas, we can request to send roadside assistance to your location. [*]		
Disclaimer	<p>Air bags are only a supplemental restraint system; always wear your seat belt. Even with the occupant-classification sensor, rear-facing child restraints should not be placed in the front-passenger's seat. Also, all children 12 and under should ride in the rear seat properly secured in child restraints, booster seats, or seat belts according to their size. Air bags will only inflate in certain accidents; see your owner's manual for more details.</p> <p>Feature availability is dependent on vehicle model, trim level, packaging and options. Compatible connected device may be required and feature availability may be dependent on device's capability. Refer to connected device's owner's manual for details. Late availability for some features.</p>		
Slider Image 3 alt tag	Slow down speed limit sign on highway		

[70 MAX] [37 CHAR]			
Slider Feature 3 <h4>	<h4> CUSTOMIZABLE ALERTS <h4/>		
Slider Feature 3 Copy [337 MAX] [424 CHAR]	Altima® lets you set your own customizable alerts. Speed Alert lets you know if someone exceeds your set speed. Valet Alert lets you know if the valet drives your Altima outside of your set radius. Boundary Alert lets you know if someone else is behind the wheel or if your vehicle is entering or leaving your set boundary. And Curfew Alert lets you know if your Altima® is driven outside of the times you have it scheduled.		
Slider Image 4 alt tag [70 MAX] [41 CHAR]	Map image showing multiple waypoint icons		
Slider Feature 4 <h4>	<h4> CONVENIENCE SERVICES <h4/>		
Slider Feature 4 Copy [337 MAX] [312 CHAR]	Craving sushi? Search for nearby places, and Connected Search will return Points of Interest results. Journey Planner sends a route directly to your Altima® via the Owners Portal. And Destination Assistance uses voice response to search by name or category with results sent to your Nissan Navigation system. [*]		
Disclaimer	<p>Feature availability is dependent on vehicle model, trim level, packaging and options. Compatible connected device may be required and feature availability may be dependent on device's capability. Refer to connected device's owner's manual for details. Late availability for some features.</p> <p>Never program while driving. GPS mapping may not be detailed in all areas or reflect current road status.</p> <p>Driving is serious business and requires your full attention. If you have to use the feature while driving, exercise extreme</p>		

	caution at all times so full attention may be given to vehicle operation.		
<h3>	<h3> CONVENIENT CONTROLS <h3/>		
Copy [26 WORDS 188 CHAR]	Available Intelligent Climate Control, heated seats, Dual Zone Automatic Temperature Control – it’s all right here, with controls redesigned to be centrally located and within arm’s reach.		
Image alt tag [70 MAX] [73 CHAR]	Altima’s key fob with Remote Engine Start and Intelligent Climate Control		
<h4>	<h4> REMOTE ENGINE START SYSTEM WITH INTELLIGENT CLIMATE CONTROL <h4/>		
Copy [49 WORDS 290 CHAR]	Imagine getting in at “just right.” The all-new Altima® features an available Intelligent Climate Control system that can respond to the weather outside, to heat or cool your cabin as you like. It can even turn on your heated seats and steering wheel – all before you've stepped inside. [*]		
Disclaimer	Provincial laws may apply. Review before using.		
Image (LEFT) alt tag [70 MAX] [44 CHAR]	Nissan Altima’s available heated front seats		
<h4> (LEFT)	<h4> HEATED FRONT SEATS <h4/>		
Copy (LEFT) [22 WORDS 134 CHAR]	Altima’s available heated front seats have a newly redesigned heating sequence to get you cozy quicker and help keep you there longer.		
Image (CENTRE) alt tag [70 MAX] [47 CHAR]	Nissan Altima’s available heated steering wheel		
<h4> (CENTRE)	<h4> HEATED STEERING WHEEL <h4/>		
Copy (CENTRE) [26 WORDS 152 CHAR]	An available heated steering wheel keeps your hands toasty on cold mornings, which means your		

	driving gloves will finally see the inside of a glove box.		
Image (RIGHT) alt tag [70 MAX] [55 CHAR]	Nissan Altima's Dual Zone Automatic Temperature Control		
Disclaimer	U.S. Instrumentation Shown.		
<h4> (RIGHT)	<h4> DUAL ZONE AUTOMATIC TEMPERATURE CONTROL <h4/>		Add "US Instrumentation Shown" Disclaimer It's already there – see below image alt tag.
Copy (RIGHT) [26 WORDS 138 CHAR]	You like it at 20°, while your front passenger stays comfortable at 22°. Now each of you can set and enjoy the temperature of your choice.		
CTA Button	VIEW SPECS		
CTA Button	BUILD & PRICE		
SECTION 2.5 STRAP	VERSATILITY		
<h3>	<h3> FLEXIBLE CARGO SPACE AND SEATING <h3/>		
Copy [36 WORDS 192 CHAR]	The all-new Nissan Altima® offers plenty of room with an open interior and a spacious trunk. And when you need to bring more along, you can flex your space with the 60/40 split rear seats. [*]		
Disclaimer	Cargo and load capacity limited by weight and distribution. Always secure all cargo.		
Image (LEFT) alt tag [70 MAX] [70 CHAR]	Altima interior with rear seats down and front passenger seat reclined		
<h4> (LEFT)	<h4> REAR SEAT: 60/40 SPLIT <h4/>		
Copy (LEFT) [15 WORDS 81]	Altima's 60/40 split rear seats flip down to carry bulky or long items with ease.		

CHAR]			
Image (RIGHT) alt tag [70 MAX] [40 CHAR]	Nissan Altima's impressively roomy trunk		
<h4> (RIGHT)	<h4> TRUNK VOLUME: 436 LITRES <h4/>		
Copy (RIGHT) [20 WORDS 122 CHAR]	Bring along large items without worry. With an impressive 436 litres of space, Altima's trunk is surprisingly roomy. [*]		We need to confirm the litres conversion for Canadianization.
Disclaimer	Cargo and load capacity limited by weight and distribution. Always secure all cargo.		
CTA Button	VIEW SPECS		
CTA Button	BUILD & PRICE		
SECTION 2.6 STRAP	NEXT STEPS		
<h3>	<h3> BUILD YOUR ALTIMA® <h3/>		
MSRP Copy	Starting at \$XX,XXX [1]		
Copy [27 WORDS 172 CHAR]	You've found the Nissan that's right for you. Now, the fun continues. Pick your version, colours and packages, and make it distinctly yours with genuine Nissan accessories.		
CTA Button	BUILD & PRICE		
Image alt tag [70 MAX] [68 CHAR]	Three quarter view of parked Nissan Altima in Scarlet Ember Tintcoat		
Disclaimer	U.S. Model Shown.		
CALLOUT 1	REQUEST A QUOTE GET DEALER PRICING >		
CALLOUT 2	GET A BROCHURE REQUEST, PRINT OR DOWNLOAD NOW >		
CALLOUT 3	SEE WHAT YOUR VEHICLE IS WORTH GET TRADE-IN VALUE > Black Book®		

SECTION 2.7 FOOTER			
NAV COPY	< OVERVIEW		
NAV COPY	TOP ^		
NAV COPY	FEATURES >		
GLOBAL FOOTER			