



BRITISH ADVENTURER TO DRIVE ALL-ELECTRIC NISSAN ARIYA FROM MAGNETIC NORTH POLE TO SOUTH POLE

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British adventurer Chris Ramsey is set to become the first person to drive from the magnetic North Pole to the South Pole and will be undertaking the journey in an all-electric vehicle. Departing in March 2023, Ramsey will travel over 17,000 miles spanning 14 countries from the Arctic through to North, Central and South America, before finally crossing to Antarctica. The expedition will raise awareness of the climate crisis and the critical role electric vehicles can play in reducing our carbon footprint.

Ramsey and his team have been preparing for the expedition for over four years, and today marks a significant moment as they welcome Nissan as the official vehicle partner of the unprecedented Pole to Pole expedition.

The exciting new partnership with the Japanese automaker will see the team explore the world's most extreme yet beautiful terrains in the all-new Nissan Ariya e-4ORCE. With predicted temperatures ranging from -30°C to 30°C, the daring venture will demonstrate just how powerful, fun and thrilling electric vehicles can be.

In preparation for the brutal Arctic and Antarctic conditions, Ramsey's expedition Nissan Ariya e-4ORCE will be modified and equipped by Arctic Trucks, a renowned specialist in polar vehicles. They will also provide logistical support and expertise to help plan a safe and accessible route through the most remote and hostile environments on Earth.

While much of the attention will rightly be on the polar regions, the team will face numerous challenges crossing Arctic sea ice and traversing the Americas. The myriad of harsh environments is sure to prove tough, from torrential rain, mud and soaring temperatures at the equator to the windswept altitude of the Andes.

New adventures in unfamiliar lands will become the team's daily reality. Ramsey and his expedition crew will encounter many cultures and communities along the globe-spanning drive, investigating solutions for sustainability issues, from polar melting to habitat loss and the environmental threats posed by the climate crisis.

The focus of the expedition is to raise international awareness of the climate crisis and electric vehicle capability, but Ramsey and the team will also get involved with local projects along the way, including visiting a school that teaches children about renewable energy, and venturing into the Ecuadorian Amazon to meet a local tribe who protected their ancestral home.

This isn't the first electric expedition for Ramsey, who has been adventuring in electric vehicles for over a decade. In 2017 he, and wife Julie, became the first team to complete the Mongol Rally in an all-electric vehicle. The pair travelled over 10,000 miles through 20 countries in 56 days, driving from the UK to Siberia behind the wheel of his Nissan LEAF.

Chris Ramsey, Founder of Pole to Pole Expedition, said: "Our mission is to show that electric vehicles can tackle the harshest of environments – from the bitter cold of the poles to the hot and humid jungles of South America, and illustrate that they can meet the demands of drivers around the world, and encourage the switch to zero-emissions transport. To that end, we are thrilled that Nissan has joined the expedition. As a long-term Nissan LEAF owner and driver, I'm eager to get behind the wheel of my Ariya and put it to the ultimate test on this incredible 17,000-mile journey. It is fantastic to see such an important global brand get behind Pole to Pole and its fundamental purpose – a better world for us all through smarter, more sustainable mobility. We will also raise awareness of sustainable lifestyles, conservation projects and renewable energy innovation along our route."

Asako Hoshino, Nissan Executive Vice President, global head of marketing and sales, said: "We're proud to announce our partnership with Chris Ramsey and the Pole to Pole expedition team. The all-new, all-electric Ariya crossover SUV enables you to go further, easier and in comfort. With e-4ORCE control technology providing enhanced stability and traction on a variety of surfaces, we know it will be the perfect partner for Chris and his team on their challenging all-electric journey."

To find out more about the Pole to Pole expedition, visit www.poletopoleev.com

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