

Nissan Debuts Lannia Concept at Auto China 2014

Written by Jason (Neutral)

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Nissan recently premiered the Lannia Concept Car at Auto China 2014 in Beijing, its latest sedan concept geared towards China's rising "Post-80s" generation, the "balinghou."

The concept is the second model to be borne from Nissan's design centre in China, which opened its new studio in 2013.

The Nissan Lannia Concept features signature trademarks of Nissan's next generation design, including the V-motion grille, boomerang headlamps, a distinctive kick-up pillar, as well as the "floating" roof.

Taiji Toyota, head of Nissan Design China, says the Lannia Concept exudes "daqi" — a Chinese word that is hard to define but has the strength to push people to aspire towards better things.

The Nissan Lannia Concept takes centre stage at the Nissan booth during the 13th Beijing International Automotive Exhibition, which runs from April 20 to 29 at the China International Exhibition Centre in Beijing.

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