

NISSAN ROGUE DOGUE PROJECT VEHICLE*

FOR THE DOGS (AND THEIR OWNERS)

Fact: 77% of dog owners say the option of pet-friendly features would impact their decision on which vehicle to purchase the next time they are in the market to buy (89% for millennials). With that in mind, Nissan has crafted the Rogue Dogue Project Vehicle, a special Rogue tailored specifically for our beloved canine companions.



83% OF DOG OWNERS AGREE:

"It's just as important for my dog to be safe and comfortable in my vehicle as it is for any other passenger of my vehicle."

DOG-FRIENDLY FEATURES*:



Padded and easily cleaned cargo area



Clip-on safety harness



Spill-proof water and food dispensers



Slide-away loading ramp



Special hammock (clips around front & rear headrests)

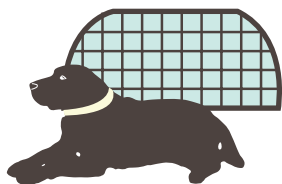


Canine first-aid kit



A SAFE ENVIRONMENT

- ✓ Removable pet partition
- ✓ Secured leash-attachment points in the 2nd row and rear cargo area
- ✓ Padded walls and floor for good long-trip comfort



360-DEGREE DOG SHOWER AND DRYER

- ✓ Clean and dry Fido *before* he climbs in after a muddy walk
- ✓ There's a 10-gallon water supply, plus an integrated blower that warms the rear compartment



ADDED UTILITY

- ✓ Storage drawer holds extra treats and a leash
- ✓ Waste bags stored in a side-mount dispenser



Brought to you by Nissan. April 2017.

Study Source: Heart & Mind Strategies. Omnibus survey conducted March 27-29, 2017, among 401 current dog owners across the U.S. from a total sample of 1,015 adults.

*Project Vehicle shown. See an actual production vehicle at your Nissan dealer before purchase. Project Vehicle accessories shown. Not available for purchase.