

Title:

2007 Nissan Maxima: 300, Avalon Take Notice!

Word Count:

302

Summary:

Nissan's Maxima is set for a major redesign. This is good news for consumers disappointed with the most recent version and a test for competing cars from Chrysler and Toyota.

Keywords:

Nissan Maxima, Infiniti, Chrysler 300, Mercedes, Toyota Avalon, Lexus, luxury cars, Japanese cars

Article Body:

During the late 1990s, Nissan rolled out a new version of its Maxima to the critical acclaim of automobile experts as well as to consumers who snapped up the snazzy car in record numbers. Nissan carried the momentum forward until when the 2004 model was released; it was perceived by many as a step backward and sales dropped accordingly. Now, Nissan is poised to release a new Maxima and the company has the Chrysler 300 and Toyota Avalon in its crosshairs!

Make no mistake about it: when consumers are disappointed with a particular model they will look elsewhere; not even brand loyalty can keep consumers in the fold. Nissan found this out painfully in 2003 as the first Maximas were released as 2004 models. Sales dropped as potential buyers complained about the cheap looking interior as well as the uninspiring exterior.

Nissan's loss was Chrysler's and Toyota's gain as the full sized, rear wheel drive Chrysler 300 has performed very well and the all-new-for-2006 Toyota Avalon is evoking favorable comparisons with current Lexus models. Nissan, realizing that lost sales was lost income hurried the Maxima's redesign and has pushed the new car up market. This means that the all new Maxima will probably more resemble a vehicle from Nissan's luxury car division Infiniti than any Nissan has to date.

So, what are the major changes? They will include the following: a redesigned exterior that takes its styling cues from Infiniti; a much more luxurious and refined interior; and more optional equipment made standard.

Sure, you will pay more for the new Maxima, but in the end you are certain to

drive away with a car that competes effectively with Chrysler and Toyota for sales in the all important large car segment. This is good news for Nissan and for you, the potential buyer.