

Nissan's 'answer' for the taxi business

Nissan has re-entered the taxi industry with the launch of the new NV350 Impendulo last week.



The Nissan NV350 Impendulo. Image: Nissan

The 16-seater minibus taxi is going on sale next month and has been built to comply with South Africa's taxi regulations.

Although it was engineered in Japan, it benefits from extensive South African influence. The new model succeeds the Nissan E20 of the 1990s.

"'Impendulo' is the Zulu word for 'the answer', a term which can be applied to the NV350 taxi in more than one way. With it, we aim to recapture the love and affection of taxi operators and commuters," said Tessa Cooke, NV350's product manager at Nissan South Africa.

In attendance at the Impendulo launch was Norihiko Yagi, the chief product specialist for Nissan Motor Company. He had worked with the local contingent throughout the NV350 taxi's development.

"We will involve the taxi industry, launch a brand ambassador campaign, followed by individual taxi rank launches, where we will take the NV350 Impendulo straight to the people who will be using it every day," Cooke said.

Source: Sunday World via I-Net Bridge