

Nissan takes on All Terrain

 By [Henrie Geyser](#)

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To increase awareness for its brand - and its range of off-road vehicles in particular - Nissan South Africa has teamed up with social networking adventure website All Terrain, a portal aimed at lifestyle adventure enthusiasts.



In addition to promoting its products Nissan will also provide educational content and generate environmental awareness for adventure enthusiasts via various guide books and virtual training facilities - including a 4x4 off-road driving guide, a recovery guide, a terrain crossing guide which includes tips on how to protect the environment and a specialised tyre guide. These manuals are specifically only available in downloadable PDF format.

The All Terrain website, which offers information to both registered and guest visitors, is positioned as a virtual 4x4 owner community with social media integration aimed at building a community of adventure enthusiasts, be it bundu bashers, canoe adventurers or mountain-bikers.

The website provides a platform for information sharing on many topics, including driving routes and accommodation. Additional special package deals, product offers and retail specials will in future also be featured, giving users the opportunity to capitalise on being a member of the "community".

A Range Finder facility will later be incorporated, which will allow users to research and compare off-road vehicles in an environment where vehicles are driven in real-world conditions, by real people.

News and event information from more mainstream and competitive events, such as off-road rallies or adventure races, are also a feature of the website.

Registration to the All Terrain community is easy and free at www.allterrain.co.za.

ABOUT HENRIE GEYSER

Henrie Geyser joined the online publishing industry through iafrica.com where he worked for five years as news editor and editor. He now freelances for a variety of print and online publications, on the subjects of cars, food, and travel, among others; and is a member of the South African Guild of Motoring Journalists. henrieg@iafrica.com

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