



ARMADA®

2023



Escape the indoors

Imagine a hard-core, rugged 4x4 SUV that can seat up to eight in first-class luxury and style. This is Armada,[®] and it will change what you expect from a full-size SUV. Tow bigger, explore farther, and do it all with 16 standard driver assistance features that help you feel more confident — whether you're cruising the interstate or navigating a rock-laden trail.¹



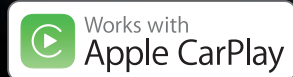
Nissan Armada[®] Platinum shown in Coulis Red Pearl.



You deserve nothing less than the best

This is where you want to be. Surrounded by quilted leather appointments,³ wood-tone trim, and brushed metal accents. A large, 12.3" color touch-screen display puts what's important to you within reach.⁴

Wireless Charger Keep it 100%. Armada's available wireless charging lets you charge your compatible gadgets without the need for cords.^{3, 5}



Wireless Apple CarPlay® integration People to see? Places to be? Just ask Siri.® Equipped with Siri® voice control, Apple CarPlay,® shown here, brings your contacts, favorite messaging apps, Apple Music® playlists, Apple Maps, and more on board to your Armada. No need to plug in, just bring your compatible iPhone.^{4, 5, 6, 7}



Android Auto™ Talk to Google on Android Auto and get things done with your voice. Easily send messages, get directions, control media, and more. Just say, "Hey Google" or, in compatible cars, long-press the voice control button on your steering wheel to get started.^{4, 5, 6, 7}



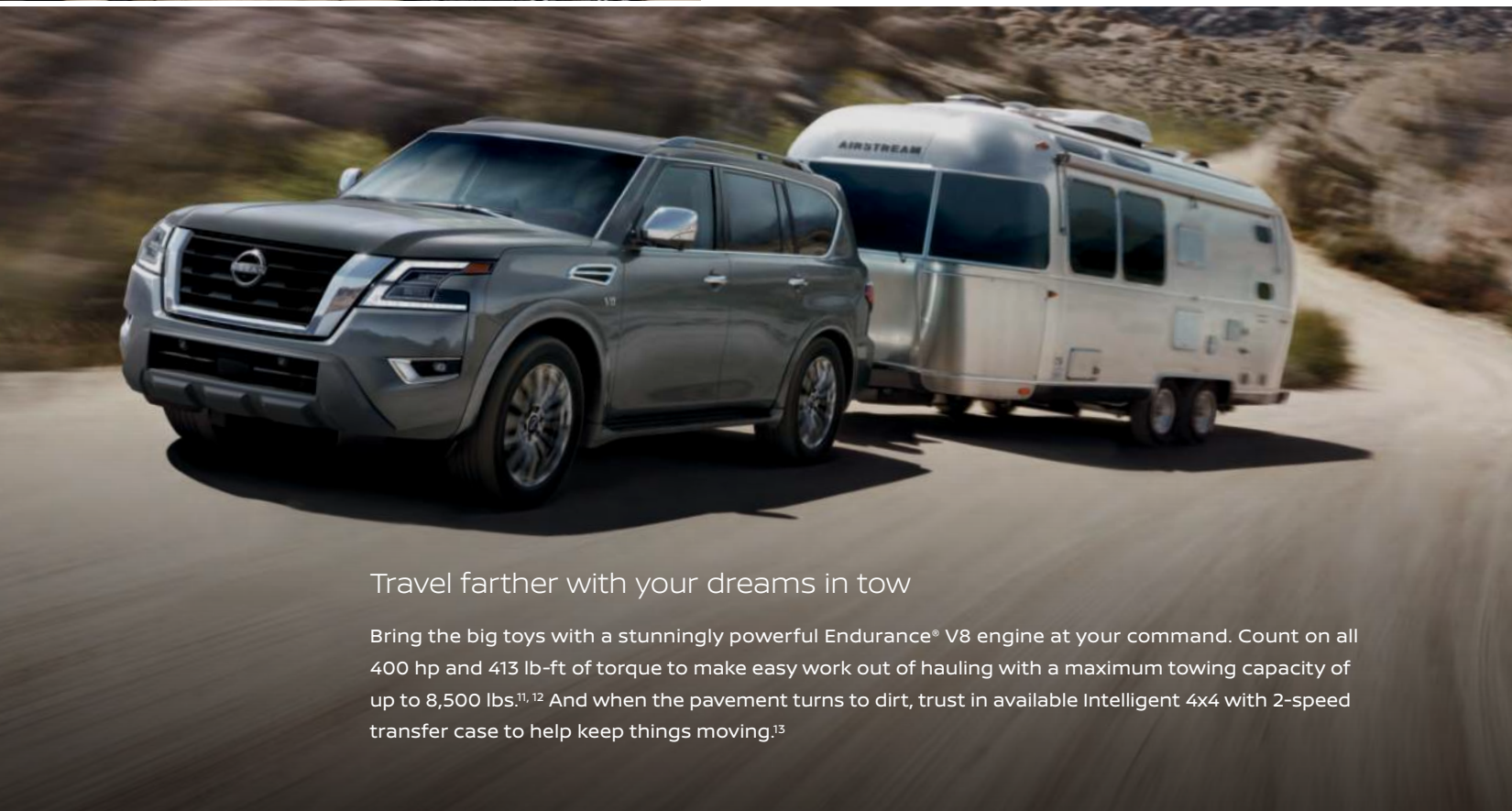
Alexa Built-in Discover a new partnership between car and home. Armada comes with Alexa Built-in, allowing you to communicate with your smart home like never before. Simply say: "Alexa, open the garage" or "Alexa, start brewing my coffee."^{4, 8}



An elevated experience for all

Let the whole crew enjoy exceptional comfort with seating for eight — or seven with the available second-row captain's chairs. Add in an innovative climate control system that reaches every row, and every passenger can find their ideal zone.

- Heated front and 2nd-row seats³
- Seating for up to 8
- Rear air conditioning with rear controls
- Power recline and one-touch folding 3rd-row seats^{3, 9}
- Tri-Zone Entertainment System with two wireless headphones^{3, 10}



Travel farther with your dreams in tow

Bring the big toys with a stunningly powerful Endurance® V8 engine at your command. Count on all 400 hp and 413 lb-ft of torque to make easy work out of hauling with a maximum towing capacity of up to 8,500 lbs.^{11, 12} And when the pavement turns to dirt, trust in available Intelligent 4x4 with 2-speed transfer case to help keep things moving.¹³



Standard Nissan Safety Shield® 360 and driver assist technologies

Armada helps inspire immense confidence with its wide array of advanced safety tech and driver assist features.^{1, 14}

Safety Shield 360 includes:

- Automatic Emergency Braking with Pedestrian Detection¹⁵
- Rear Automatic Braking¹⁶
- Rear Cross Traffic Alert¹⁷
- Blind Spot Warning¹⁸
- Lane Departure Warning¹⁹
- High Beam Assist

Armada also comes standard with:

- Intelligent Cruise Control²⁰
- Intelligent Blind Spot Intervention¹⁸
- Intelligent Lane Intervention¹⁹

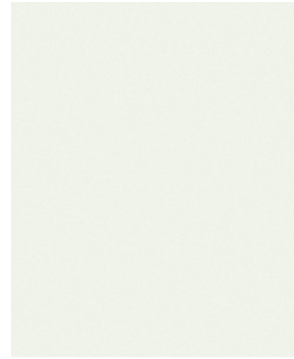


Remote start from your smartphone

With NissanConnect® Services, you can remotely start your vehicle from nearly anywhere your compatible smartphone works. Need to unlock your vehicle for a friend? Just tap the unlock button on your phone. You can even find your parked vehicle's location. Now that's cool.^{4, 21}



CHOOSE YOUR COLOR



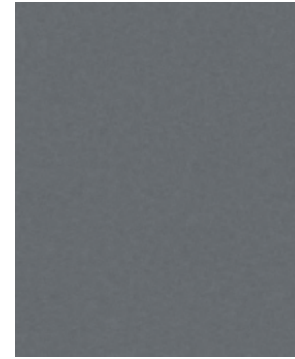
Aspen White TriCoat²²

S SV SL PLT



Brilliant Silver Metallic

S SV SL PLT



Gun Metallic

S SV SL PLT

	S	SV	SL	PLT
Charcoal Cloth	■			
Almond Leatherette		■		
Charcoal Leatherette		■		
Almond Leather ²			■	
Charcoal Leather ²			■	
Black Leather ²			M	
Quilted Almond Leather ²				■
Quilted Black Leather ²				■
Quilted Espresso Brown Leather ²				■



Coulis Red Pearl²²

S SV SL PLT



Hermosa Blue Pearl

S SV SL PLT



Super Black

S SV SL PLT

	S	SV	SL	PLT
Charcoal Cloth				
Almond Leatherette				
Charcoal Leatherette				
Almond Leather ²			■	
Charcoal Leather ²			■	
Black Leather ²			M	
Quilted Almond Leather ²				■
Quilted Black Leather ²				■
Quilted Espresso Brown Leather ²				■

■ Standard

M Part of Midnight Edition Package

Nissan has taken care to ensure that the color swatches presented here are the closest possible representations of actual vehicle colors. Swatches may vary slightly due to the printing process and whether viewed in daylight, fluorescent or incandescent light. Please see the actual colors at your local Nissan dealer.

CHOOSE YOUR INTERIOR



Nissan Armada® Platinum shown in Quilted Almond Leather.²



Charcoal Cloth
S



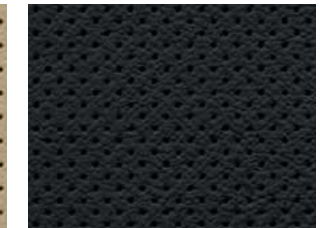
Almond Leatherette
SV



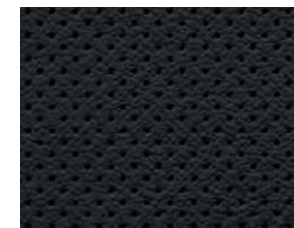
Charcoal Leatherette
SV



Almond Leather²
SL



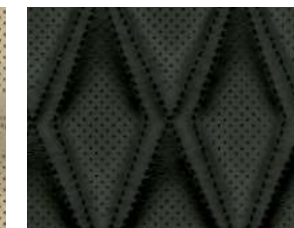
Charcoal Leather²
SL



Black Leather²
Midnight Edition Package



Quilted Almond Leather²
Platinum



Quilted Black Leather²
Platinum



Quilted Espresso Brown Leather²
Platinum

CHOOSE YOUR TRIM LEVEL

S

- 400-hp Endurance® 5.6-liter V8 engine¹¹
- 7-speed automatic transmission
- Available Intelligent 4x4 with 2-speed transfer case¹³
- 13.8" front and rear vented disc brakes
- Anti-lock Braking System (ABS)
- Electronic Brake force Distribution (EBD) with Brake Assist²³
- Independent double-wishbone suspension with auto-leveling rear suspension and stabilizer bars
- Intelligent Cruise Control²⁰
- Intelligent Driver Alertness²⁴
- Intelligent Lane Intervention¹⁹
- Intelligent Forward Collision Warning²⁵
- Automatic Emergency Braking with Pedestrian Detection¹⁵
- Intelligent Blind Spot Intervention¹⁸
- Rear Cross Traffic Alert¹⁷
- Front and Rear Sonar²⁶
- Rear Automatic Braking¹⁶
- High Beam Assist
- Hill start assist
- Vehicle Dynamic Control (VDC)²⁷ with Traction Control System (TCS)
- Active Brake Limited Slip (ABLS)
- 18" 12-spoke aluminum-alloy wheels
- LED low/high-beam headlights with integrated signature
- Power heated and folding black outside mirrors with LED turn signal indicators
- Class IV tow hitch receiver with 7-pin wiring harness²⁸
- Dual Zone Automatic Temperature Control
- Rear air conditioning with rear controls
- In-cabin microfilter
- Nissan Intelligent Key® with Push Button Ignition
- Rear Door Alert²⁹
- Variable intermittent windshield wipers
- Intermittent rear window wiper
- Three 12-volt DC power outlets
- Eight cup holders and four bottle holders
- Cargo-area storage under rear floor
- Eight cargo tie-down hooks³⁰
- 10-way power driver's seat
- 8-way power passenger's seat
- Second-row 60/40-split fold-down bench seat
- Third-row 60/40-split fold-down bench seat
- Cloth seats
- Leather-wrapped steering wheel and shift knob
- 7" Advanced Drive-Assist™ Display³¹
- NissanConnect® 12.3" color touch-screen display⁴
- Nissan Door to Door Navigation⁷
- Wireless Apple CarPlay® integration⁴
- Android Auto™ compatibility⁴
- NissanConnect® Services powered by SiriusXM with trial access to 5-year Select and Plus, and 6-month Premium packages⁴
- Wi-Fi Hotspot⁴
- SiriusXM Traffic and Travel Link with 3-month subscription included⁴
- Hands-free Text Messaging Assistant⁶
- AM/FM audio system with four speakers
- SiriusXM Radio with 3-month subscription included⁴
- Two USB-A and two USB-C ports⁵



SV INCLUDES S EQUIPMENT PLUS:

- Trailer brake controller
- Trailer Sway Control²⁸
- Power heated and folding body-color outside mirrors with LED turn signal indicators
- Rear privacy glass
- Dark gray roof rails³⁰
- LED fog lights
- Body-color overfenders
- Remote Engine Start System²¹
- HomeLink® Universal Transceiver
- Auto-dimming rearview mirror
- Heated front seats
- Leatherette seats
- Alexa Built-in^{4, 8}
- Wireless charger⁵
- AM/FM audio system with six speakers



SL INCLUDES SV EQUIPMENT PLUS:

- Intelligent Around View® Monitor³²
- 20" 18-spoke aluminum-alloy wheels
- Body-color outside mirrors with puddle lights
- Auto-dimming outside mirrors
- Power sliding glass moonroof
- Power liftgate
- 120-volt AC power outlet³³
- Footwell lights
- Memory System — driver's seat, steering wheel, and outside mirrors
- Leather-appointed seats
- Leather-appointed door trim with double stitching
- Wood-tone trim
- Heated leather-wrapped steering wheel
- Bose Premium Audio System with 13 speakers, including center speaker and subwoofer
- Bose AudioPilot™ Noise Compensation Technology



PLATINUM INCLUDES SL EQUIPMENT PLUS:

- Vehicle-speed-sensitive power steering
- Intelligent Back-Up Intervention³⁴
- Intelligent Rear View Mirror³⁵
- Traffic Sign Recognition³⁶
- 22" 14-spoke aluminum-alloy wheels
- Chrome outside mirrors
- Windshield wiper deicer
- Rain-sensing windshield wipers
- Illuminated cup holders
- Climate-controlled front seats (heated and cooled)
- Heated outboard second-row seats
- Power recline and one-touch folding third-row⁹
- Quilted leather-appointed seats
- Birdseye Maple wood-tone trim
- Tri-Zone Entertainment System with dual rear 8" monitors, remote control, two wireless headphones, USB and HDMI input^{5, 10}



CHOOSE YOUR PACKAGE

CAPTAIN'S CHAIRS PACKAGE | SL, PLATINUM

- Second-row fold-down captain's chairs with tip-up easy entry for third row
- Second-row padded center console with cup holders



MIDNIGHT EDITION® PACKAGE | SL

- Includes Captain's Chairs package plus:**
- 20" 12-spoke aluminum-alloy wheels
 - Black lower center bumper fascias
 - Black grille
 - Black rear finisher
 - Power heated and folding black outside mirrors with LED turn signal indicators
 - Black exterior badging
 - Black roof rails³⁰
 - Black interior trim and headliner
 - Midnight Edition Floor Mats
 - Carpeted Cargo Area Protector



NISSAN ARMADA® ACCESSORIES

Turn brand-new into all you

Every Genuine Nissan Accessory is custom-fit, custom-designed and durability-tested. Each one is backed by Nissan's 3-year/36,000-mile (whichever occurs first) limited warranty (if installed by dealer at the time of new vehicle purchase) and can be financed when installed by dealer at time of new vehicle purchase.³⁷ Affiliated Yakima® accessories are not warranted by Nissan. Refer to product manufacturer for warranty details. Nissan Limited Warranty does not cover damages or failures to the vehicle caused by improper installation or alterations of any Nissan approved accessory or component. Contact your dealer/retailer for details.³⁸



Nissan Armada® Platinum shown in Aspen White TriCoat with Chrome Body Side Moldings, Chrome Outside Mirror Covers (standard on Platinum), Exterior Ground Lighting, Roof Rail Crossbars,^{30, 39} Side-Window Deflectors, Moonroof Wind Deflector, Rear Bumper Step, Hitch Ball Mount, Class III,²⁸ Hitch Ball, Class III,²⁸ and Affiliated: Yakima® SkyBox 16 — Roof Cargo Box.^{30, 38}

CHOOSE YOUR ACCESSORIES

- A. Illuminated Kick Plates**
For a grand entrance every time.
- B. Tablet Holder⁴⁰**
Let your passengers enjoy their entertainment hands-free.
- C. Illuminated Scuff Plate**
A bright idea that protects your liftgate.
- D. Interior Accent Lighting**
Starts every trip with a warm glow.
- E. All-Season Floor Mats (5-piece set)**
Neither rain, sleet, nor snow will mess your ride.
- F. Trash Bin⁴⁰**
Spruce up your space with this handy, removable trash bin.
- G. All-Season Cargo Area Protector**
Preserve and protect your cargo — and your Armada.®
- H. Dual Camera Drive Recorder^{40, 41}**
Catch what's happening outside and inside your Armada.

Additional Accessories:

- Frameless Auto-Dimming Rearview Mirror with Universal Remote
- Carpeted Cargo Area Protector
- Removable Tote Cargo Organizer
- Cargo Net
- Security Impact Sensor
- Hatch Tent
- Weight-Distributing Hitch Ball Mount, Class IV²⁸
- And More

For more information and to shop online for Armada® Genuine Nissan Accessories, go to bit.ly/23Armada-Accys





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<https://www.nissanusa.com/brochures/request-brochure.html>



Nissan Intelligent Mobility moves you one step ahead. In cars that feel like an extension of you, helping you see more and sense more, reacting with you, and sometimes even for you. Nissan Intelligent Mobility is about a better future – moving through life with greater confidence, excitement and connection to the world around you.

¹Availability of features vary by vehicle model year, model, trim level, packaging, and options. Please see Owner's Manual for important feature information. ²Leather appointments. ³Available feature. ⁴Use feature only when safe and legal. Compatible device and service required. Subject to third party service availability. For more information, see [NissanUSA.com/connect/legal](https://www.nissanusa.com/connect/legal). ⁵Driving is serious business and requires your full attention. If you have to use the connected device while driving, exercise extreme caution at all times so full attention may be given to vehicle operation. ⁶Use Hands Free Text Messaging when parked in a safe location. If you must use while driving, monitor traffic conditions and keep both hands on the steering wheel to prevent collisions. Compatible device required. Message and data rates may apply. ⁷Never program while driving. GPS mapping may not be detailed in all areas or reflect current road status. ⁸Available feature shown. Compatible device and service required. Cloud-based service provided by Amazon Alexa Automotive services. Subject to third party service availability. Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. For more information, see [NissanUSA.com/connect/legal](https://www.nissanusa.com/connect/legal). ⁹Do not ride in a moving vehicle when the seatback is reclined. For the most effective protection, the seat should be upright. See Owner's Manual for safety information. ¹⁰Tri-Zone operation requires compatible auxiliary media system. See Owner's Manual for details. ¹¹Horsepower and torque figures based on premium fuel only. ¹²Up to 8,500 lbs. maximum towing for 2023 Armada. Towing varies by configuration. See Nissan Towing Guide and Owner's Manual for additional information. Cargo and load capacity limited by weight and distribution. Always secure cargo. ¹³Intelligent 4x4 cannot prevent collisions or provide enhanced traction in all conditions. Always monitor traffic and weather conditions. ¹⁴Nissan Safety Shield technologies can't prevent all collisions or warn in all situations. See Owner's Manual for important safety information. ¹⁵Automatic Emergency Braking with Pedestrian Detection cannot prevent all collisions and may not provide warning or braking in all conditions. Driver should monitor traffic conditions and brake as needed to prevent collisions. See Owner's Manual for safety information. ¹⁶Rear Automatic Braking cannot prevent all collisions and may not provide warning or braking in all conditions. Driver should always turn and check surroundings before driving and brake as needed to prevent collisions. See Owner's Manual for safety information. ¹⁷Rear Cross Traffic Alert may not detect all vehicles. See Owner's Manual for safety information. ¹⁸Blind Spot Warning and Intelligent Blind Spot Intervention cannot prevent collisions and may not detect every object or warn in all situations. Driver should always turn and look before changing lanes. See Owner's Manual for safety information. ¹⁹Lane Departure Warning and Intelligent Lane Intervention only operate when lane markings are able to be detected. See Owner's Manual for safety information. ²⁰Intelligent Cruise Control uses limited braking and is not a collision avoidance or warning system. Driver should monitor traffic conditions and brake as needed to prevent collisions. See Owner's Manual for safety information. ²¹Remote Engine Start System to be used only in accordance with laws or rules in effect in your vehicle's location. ²²Extra cost option. ²³Brake Assist cannot prevent all collisions and may not provide warning or braking in all conditions. Driver should monitor traffic conditions and brake as needed to prevent collisions. See Owner's Manual for safety information. ²⁴Intelligent Driver Alertness cannot provide a warning in every situation. See Owner's Manual for safety information. ²⁵Intelligent Forward Collision Warning cannot prevent collisions. See Owner's Manual for safety information. ²⁶Sonar System may not detect every object. Driver should always check surroundings before driving. See Owner's Manual for safety information. ²⁷Vehicle Dynamic Control cannot prevent collisions due to abrupt steering, carelessness, or dangerous driving techniques. It should remain on when driving, except when freeing the vehicle from mud or snow. See Owner's Manual for safety information. ²⁸Towing varies by configuration. See Nissan Towing Guide and Owner's Manual for additional information. Always secure cargo. ²⁹Rear Door Alert System does not detect people or cargo. Always check rear seat before exiting. See Owner's Manual for safety information. ³⁰Cargo and load capacity limited by weight and distribution. Always secure cargo. Heavy loading of the vehicle with cargo, especially on the roof, will affect the handling and stability of the vehicle. ³¹Information displayed is dependent on how vehicle is equipped. Driving is serious business and requires your full attention. If you have to use the feature while driving, exercise extreme caution at all times so full attention may be given to vehicle operation. ³²Intelligent Around View® Monitor cannot eliminate blind spots and may not detect every object. Driver should always turn and check surroundings before driving. See Owner's Manual for safety information. ³³120-volt power outlet is intended only for use with compatible items. Please check specifications of wattage and amperage of items to be plugged in to determine compatibility. ³⁴Intelligent Back-Up Intervention may not detect every object. Driver should always turn and check surroundings before driving. See Owner's Manual for safety information. ³⁵Intelligent Rear View Mirror may not detect every object and does not eliminate blind spots or warn of moving objects. See Owner's Manual for safety information. ³⁶Traffic Sign Recognition may not detect and read all traffic signs in all conditions. Driver should monitor all traffic signs and obey all traffic laws. See Owner's Manual for details. ³⁷For complete information concerning warranty coverage, conditions, limitations, and exclusions, see your Nissan dealer and [parts.NissanUSA.com](https://www.nissanusa.com) for warranty details. ³⁸All non-Nissan Genuine Accessories are not warranted by Nissan. Refer to accessory product manufacturer for warranty details. Nissan limited warranty also does not cover damages or failures to the vehicle caused by improper installation or alterations. Damage or failures caused by use of non-Nissan-affiliated parts/accessories are also excluded from Nissan warranty coverage. Read the new vehicle limited warranty information booklet or contact your dealer for details. ³⁹Genuine Nissan Accessory Roof Rail Crossbars have a maximum weight limit of 100 lbs. ⁴⁰Vehicle shown is for illustrative purposes only. Not representative of brochure's model year / model. ⁴¹Dual Camera Drive Recorder to be used only in accordance with any laws or rules in effect in your vehicle's location that may apply to audio or video recordings of drivers and passengers. ⁴²RearView Monitor may not detect every object and does not eliminate blind spots or warn of moving objects. See Owner's Manual for safety information. ⁴³Air bags are only a supplemental restraint system. Always wear your seat belt. Rear-facing child restraints should not be placed in the front-passenger's seat. All children 12 and under should ride in the rear seat properly secured in child restraints, booster seats, or seat belts according to their size. Air bags will only inflate in certain accidents. See Owner's Manual for safety information. ⁴⁴Fuel economy based on targeted 2023 EPA Fuel Economy Estimates for 2023 Armada. EPA data not available at time of publication. Targeted 2023 fuel economy 14 City MPG / 19 Highway MPG / 16 Combined for Armada 4x2. Targeted 2023 fuel economy 13 City MPG / 18 Highway MPG / 15 Combined for Armada 4x4. MPG estimate based on Nissan internal testing results, subject to EPA confirmation. Actual mileage may vary with driving conditions. Use for comparison only. ⁴⁵Roadside assistance coverage period varies by model-year model. For complete information concerning warranty coverage, conditions and exclusions, see your Nissan dealer and read the warranty information booklet for the model-year model. 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