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```
jQuery(document).ready(function ($) { var jssor_3_SlideoTransitions = [
[ {b:-1,d:1,o:-1}, {b:0,d:1000,o:1} ], [ {b:1900,d:2000,x:-379,e:{x:7} } ],
[ {b:1900,d:2000,x:-379,e:{x:7} } ], [ {b:-1,d:1,o:-1,r:288,sX:9,sY:9}, {b:1000,d:900,x:-1400,y:-660,o:1,
r:-288,sX:-9,sY:-9,e:{r:6} } ], {b:1900,d:1600,x:-200,o:-1,e:{x:16} } ] ]; var jssor_3_options = {
$AutoPlay: true, $SlideDuration: 1600, $SlideEasing: $Jease$. $OutQuint, $CaptionSliderOptions: {
$Class: $JssorCaptionSlideo$, $Transitions: jssor_3_SlideoTransitions }, $ArrowNavigatorOptions: {
$Class: $JssorArrowNavigator$, $BulletNavigatorOptions: { $Class: $JssorBulletNavigator$ } }; var
jssor_3_slider = new $JssorSlider$("jssor_3", jssor_3_options); });
```



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Nissan Saudi Arabia's #SheDrives Campaign wins Gold at Cannes

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$(document).ready(function (R) { $("#rated1 .stars").click(function () {
$.post("sites/all/themes/jegsnew/templates/rates.php",{rate:(this).val()},function(d){ if(d>0) {
alert("You already rated this page"); } else { alert("Thanks For Rating"); } }); $(this).attr("checked");
}); }); function showInnerShareBox() { var x = document.getElementById("InnerShareBox");
x.style.display = "inline-block"; } function showInnerShareBoxDef() { var x =
document.getElementById("InnerShareBox"); x.style.display = "none"; } function showMainShare() {
var x = document.getElementById("InnerShareBox"); if (x.style.display === "none") { x.style.display
= "inline-block"; } else { x.style.display = "none"; } } function showInnerShareBox_pop() { var x =
document.getElementById("InnerShareBox_pop"); x.style.display = "inline-block"; } function
showInnerShareBoxDef_pop() { var x = document.getElementById("InnerShareBox_pop");
x.style.display = "none"; } function showMainShare_pop() { var x =
document.getElementById("InnerShareBox_pop"); if (x.style.display === "none") { x.style.display =
"inline-block"; } else { x.style.display = "none"; } }
```

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Nissan Saudi Arabia was awarded PR Gold Lion Award at Cannes Lions International Festival of Creativity for the #SheDrives Campaign, which was launched at the beginning of 2018. The campaign celebrated the Kingdom of Saudi Arabia's historic decision to grant women driver's licenses with Nissan Saudi Arabia offering a group of women a chance to get behind the wheel for the first time.

As part of #SheDrives, Nissan Saudi Arabia released an inspiring video that motivated women to embrace the exciting prospect of becoming fully licensed drivers in 2018. Nissan invited aspiring female drivers to build their confidence through a special driving session with a unique plot twist. Instead of having a stranger serve as their instructor, women were met by their respective husbands, fathers and brothers to take on the role of teacher for the day.

The campaign highlights Nissan Saudi Arabia's commitment to support the Saudi government in empowering women and supporting their role as active members in Saudi society.

On this occasion, Bader Al Houssami, Chief Operating Officer at Nissan Saudi Arabia, said: "We are very happy with what Nissan Saudi Arabia achieved through the #SheDrives campaign aimed at encouraging women around the Kingdom through a clear message - when the time comes, the decision to drive, will be entirely yours. We wanted to show Saudi women that we understand what the right to drive means to them and would work to support them on this new journey. Winning a Gold Lion Award at Cannes Festival is wonderful recognition that #SheDrives was an inspirational way to celebrate this historic moment for women in the Kingdom."

Since 1954, the Cannes Lions International Festival of Creativity has been bringing the creative communications industry together to celebrate the best of creativity in brand communications. To watch the #SheDrives campaign video, follow this link: <https://my.nissan/She-drives>.

28/06/2018
Saudi Gazette
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