



## **Next Generation Nissan Altima Shift\_2.0 Advertising Campaign Launched on HBCUConnect.com**

*Next Generation Nissan Altima Shift \_2.0 attracts the attention of its HBCU audience on the original HBCU mega site, HBCUConnect.com. The car manufacturer confirms a longstanding commitment to excellence through a vehicle redesign with the style-conscious overachiever in mind, marketed to one of its most talented and diverse audiences.*

Enterprise, AL ([PRWEB](#)) January 4, 2007 -- The 2007 Next Generation Nissan Altima redesigned is a vehicle attracting the attention of the sharp, strong and committed graduates from Historically Black Colleges and Universities on HBCUConnect.com, the original HBCU mega site.

HBCUConnect.com provides Nissan North America with a valuable interface to such on-line clubs as the Grown and Sexy Money-makers and the Entrepreneurial Think Tank for feedback and response. HBCU Kings and Queens and other user generated voting polls sponsored by Nissan provide valuable insight on how HBCU strivers maintain a distinct balance between work ethic and individual style.

The Shift\_2.0 campaign highlights a new benchmark in the automotive industry. The Next Generation Nissan Altima is powerful and technologically advanced, while granting the sleek and sexy appearance that the overachievers who frequent the HBCU mega site are used to.

Nissan is leading the way in a surge of automaker Internet advertising geared to attract a style conscious and technology-savvy group of African Americans who make up a notable portion of auto consumers.

"Nissan has presented a long standing commitment to diversity that I am excited to be a part of. We can only reach our goals in building upon and edifying the Historically Black College and University community by having a hand in the continued growth of companies like Nissan which strive for the excellence that comes from acceptance and inclusion of all people," said William R. Moss III, President/CEO, HBCU Connect, LLC.

Business leaders interested in discussing branding opportunities or integrated campaigning within the Historically Black College and University community, call Moss, at 877.864.4446.

About HBCU Connect:

HBCUConnect.com is an on-line based community formed in 1999 to link graduates and students of Historically Black Colleges and Universities. The community now consists of HBCU students, alumni, family and friends. The company has extended to not only link graduates, but students; offering money for college, graduates with employers as well as maintaining an active presence in the HBCU community.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).