

Graff Nissan of Okemos Highlights Seasonal Readiness and New Vehicle Advancements for Michigan Drivers

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OKEMOS, MI - November 21, 2025 -
Graff Nissan of Okemos has placed a strong emphasis on vehicle readiness and driver safety as Michigan braces for the winter season. This focus arrives alongside updates from Nissan's 2026 vehicle lineup, which brings significant enhancements in driver-assistance technologies and traction control systems. These advancements are specifically designed to bolster vehicle control and stability during harsh weather conditions, such as snow, ice, and slush that are common in the Great Lakes State.

As one of just three certified Nissan dealers in mid-Michigan, Graff Nissan of Okemos plays a pivotal role in supporting local drivers through preventive maintenance and community initiatives. Located conveniently in Okemos, MI, the dealership serves surrounding communities including Williamston, DeWitt, East Lansing, and Lansing. Certified technicians adhere to Nissan's manufacturer standards, offering seasonal checks on key components like tires, brakes, batteries, antifreeze, and electrical systems to prevent cold-weather failures.

?Michigan?s winter conditions can be unpredictable, and preparation remains essential for safe travel,? said Andy Ooten, Sales Manager at Graff Nissan of Okemos. ?Newer Nissan models include advancements that respond to real-world driving needs, from improved stability systems to enhanced visibility technology.?

This proactive approach is particularly timely given recent statistics from the Michigan Office of Highway Safety Planning. Data reveals a concerning 27 percent increase in winter crashes between the 2020?2021 and 2022?2023 seasons, rising from 24,237 to 30,786 incidents, including 59 fatalities in the latter period. These figures highlight factors like driver error, reduced visibility, and poor road conditions as primary contributors to accidents. In 2023 overall, Michigan recorded 287,953 total crashes, with winter weather playing a role in about 4% of fatal incidents, 6% of injury crashes, and 7.5% of all reported collisions.

The dealership also hosts informational sessions for local drivers on topics such as proper tire selection and using anti-lock braking systems effectively, aiming to reduce accident risks through education.

Turning to the innovations in Nissan's 2026 lineup, the updates reflect a manufacturer-wide push toward adaptive safety and energy efficiency, as detailed in official announcements from Nissan North America's newsroom. For instance, the 2026 Nissan Pathfinder introduces enhanced technology, including a standard 12-inch touchscreen for better connectivity and an updated ProPILOT Assist system that combines intelligent cruise control with steering assistance for support in challenging conditions. Similarly, the 2026 Rogue features ProPILOT Assist 2.1, offering improved object detection and extended hands-off driving on compatible highways, making it suitable for Michigan's variable winter commutes. The Rogue's Rock Creek edition emphasizes rugged styling and traction for snowy adventures, while the new Rogue Plug-in Hybrid adds efficiency with its debut at the 2025 Los Angeles Auto Show.

The 2026 Murano stands out with a full redesign, incorporating modern exteriors, upgraded interiors, and advanced driver-assistance systems like enhanced collision avoidance and blind-spot monitoring, now standard with all-wheel drive across the lineup. Safety features across these models include forward collision warning, automatic emergency braking, and lane departure alerts. For electric options, models like the Ariya and LEAF evolve with traits like instant acceleration, beneficial on slippery surfaces when paired with traction controls.

A company representative at Graff Nissan noted that these 2026 enhancements align with Nissan's ongoing investment in driver protection and performance. The dealership's inventory includes new and pre-owned vehicles with financing options, and it contributes to Michigan's transportation network by promoting evolving technologies like intelligent all-wheel drive systems for better grip on icy roads.

As winter approaches, Graff Nissan of Okemos provides resources and access to updated Nissan technologies to help mid-Michigan drivers navigate seasonal challenges more safely, aligning with public safety data and priorities.

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Graff Nissan of Okemos

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