

New Products and Design

GROWTH FOR AN AUTOMAKER MEANS SELLING MORE CARS. IN A COMPETITIVE WORLD MARKET, A CAR'S SUCCESS RELIES ON CUTTING-EDGE TECHNICAL PERFORMANCE—AND WINNING DESIGN. NISSAN'S TRADITIONAL STRENGTHS IN TECHNOLOGY AND DESIGN, HONED BY THE NRP AND NISSAN 180 AND ENHANCED BY THE ALLIANCE, ARE DELIVERING AN IMPRESSIVE AND ONGOING SERIES OF NEW VEHICLES.

Defining Nissan: Design and Technology



Carwings, the first total telematics system in Japan, on the new Elgrand

Design is more than simply the appearance of a car. "It is the visual expression of Nissan's promise to the customer," Carlos Ghosn explained. "It embodies the total concept of a vehicle, which we must ensure our customers understand at first sight. This is why distinctive designs that express our boldness and thoughtfulness are critically important."

Similarly, technology is more than the figures listed in a spec sheet. Consumers demand that technology provide a safer, more responsive, more enjoyable—and more individual—driving experience.

Intelligent New March

Technology and winning design are evident in every aspect of the new March, released in the Japanese market at the end of fiscal year 2001. The new March is the third generation of this very popular model, one that sets the standard for—and now reinforces Nissan's position in—the important compact car segment in Japan.

Nissan has chosen the new March and new Elgrand to introduce Carwings, Japan's first total telematics service. Carwings uses cellular phone and verbal interface to access updated information and maps, receive email messages, make hands-free phone





March



Top-level safety performance on the March, with six SRS airbag systems

calls, obtain roadside service and more. Carwings will continue to be introduced in upcoming new Nissan models.

The new March is built on a platform shared by Renault, one of the many benefits realized by the Alliance. The car has been restyled, with unique high-position headlamps, an arched roofline and a roof treatment at the rear which combines excellent design with aerodynamic performance. The 12 color choices, including five specially created for the March, add to the visual sense of

fun and hints at the car's driving pleasure. The interior also features a functional, clean-cut design and appointments at a level not before seen in cars of this class.

Technical innovation can be found in every area of the March. The newly-developed DOHC 4-cylinder CR engine which provides improved power as well as reduced fuel consumption, exhaust emissions and noise. In fact, all March models have been certified as ultra-low emission vehicles (U-LEV) by the Japanese government. For safety, Nissan's advanced Zone Body construction, six SRS airbag system and many other technologies have all been applied.

The new March sets the standard for and reinforces Nissan's position in Japan's important compact car segment.





Altima



2002 North American Car of the Year award

Altima: Winning the North American Market

Nissan's increased focus on serving a carefully-target customer group has clearly paid off: the 2002 Altima was named "North American Car of the Year."

The new Altima is a total revision and rethinking of the midsize sedan, providing a level of design and performance that simply is not available elsewhere in the same class. It brings together an aggressive, bold new exterior design that provides more space in all dimensions, plus the range

Building in the Fun

"The Nissan Altima demonstrates that when you study the American family and build a car just for them, it's bound to be a guaranteed hit," said John Davis, host and executive producer of PBS (US) television's MotorWeek television show. "A family car need not be boring," Mr. Davis said, "Nissan has proven that by combining modern sport sedan styling with class-leading performance."

of conveniences and luxury features that make it stand out in the highly competitive sedan marketplace.

Altima's distinctiveness was not lost on the North American market, where sales took off dramatically after its introduction in the second half of 2001.

The new Altima is a total revision and rethinking of the midsize sedan.



X-Trail

X-Trail: Sporty SUV Wins Worldwide

The new X-Trail, a sporty SUV at a young, outdoor-oriented market, has been a hit in every market where it has been introduced. The roomy interior and ample luggage space—one of the largest in its class with a length of 1,003 mm—make it ideal for outdoor sports and recreational activities, as well as an extremely versatile car for urban use.

The X-Trail features the innovative ALL MODE 4 x 4, a 4WD system designed for a front-wheel-drive layout, which detects the road surface condition and

instantly provides the optimum torque distribution from 2WD to 4WD, for traveling either on or off the road with complete peace of mind. The X-Trail also achieves one of the best fuel economy figures in its class, thanks to its lightweight, highly rigid body and good aerodynamic performance, and provides excellent maneuverability.

These attributes combined to make it the leader of its class in Japan, a country that has firmly embraced the SUV. It had a very strong launch in Europe during 2001 where it is also the class leader; it has also been a success in widely diverse markets around the world: Australia, South Africa, Central America, Mexico and the Middle East.

The new X-Trail has been a hit in every market where it has been introduced.



The Fairlady Z concept car (2001 Tokyo Motor Show)

The Z: Flagship for the New Nissan

As announced in NISSAN 180, at least 28 all-new Nissan cars will be released in the coming years. One of the most eagerly anticipated is the return—in an exciting new arrangement—of the Z car. The new Z captures what Carlos Ghosn calls “Z-ness”—that instantly understandable and unique sports-car heritage that makes the original

1970 Z car a classic, still fresh after more than 30 years. The new Z is no different—the embodiment of the new Nissan, bringing together high performance, cutting-edge technology and engineering, and stunning design.

The new Z points the way for the entire range of new Nissan vehicles now being released, and which will continue to enter the market through NISSAN 180—filled with the features, technology and winning design that proclaim a bold new Nissan.

The new Z captures “Z-ness”—that instantly understandable and unique sports-car heritage.



Stagea



Skyline

**Skyline, Infiniti G35 and Stagea:
The FM Package**

The fruits of Nissan's efforts in safety and the environment—and in enhancing driving enjoyment—can be seen in the new FM Package, used in the new Skyline, Infiniti G35 and Stagea. The FM Package makes attributes complimentary that were previously thought to be contradictory: sporty driving performance with the supple riding comfort of a luxury sedan; a long wheelbase and agile maneuverability; aerodynamic styling and a spacious

interior. At the same time, it provides world-class safety performance in all types of collisions. The engine has been designed to release and drop in a frontal impact rather than move backward toward the passenger compartment. The FM Package also adds to active safety by providing a smooth ride with little change in vehicle behavior when cornering or when the road surface changes. It also attains zero lift, eliminating the body lift normally caused by aerodynamic resistance during high-speed cruising.



The FM Package on the Infiniti G35

The FM Package makes attributes complimentary that were previously thought to be contradictory.

NEW MODELS LAUNCHED IN FY2001

- Japan: Caravan, Skyline, Stagea, March
- Europe: X-Trail
- North America: Altima, Infiniti G35