

Design is key to today's expansion of the Nissan brand. It defines the first and lasting impression customers have about the Nissan product and plays an important role in expressing the Nissan brand identity. The aim is to create design that reverberates in the heart, appeals to the mind's eye and delivers concept and message.

Building the Brand with World-Leading Design

Design is the interface between customers and the brand. Nissan believes that it has the speed and power to communicate across borders through form and shape.

Nissan designers realize that a car is much more than metal, rubber and fabrics. It's more than mere transportation. The automobile represents freedom, self-expression—even desire. Understanding this fundamental concept allows designers

Design Acknowledged in Awards

Nissan garnered an amazing number of design awards during 2002:

Fairlady Z/350Z:

- The Japan Industrial Design Promotion Organization's Good Design Award, Product Design Division
- Golden Clay Trophy at the Japan Car Design Award 2002–2003
- Car of the Year Award Special Jury Prize "Fun to Drive" Award
- Canada Car of the Year
- Canada Best Design of the Year

G35 Sport Sedan/Coupe:

- Motor Trend Car of the Year

March:

- The Japan Industrial Design Promotion Organization's Good Design Award, Product Design Division
- Japan Fashion Color Association Auto Color Awards 2003 Grand Prize, Color Division

Cube:

- Japan Fashion Color Association Auto Color Awards 2003, Interior Coordination Design Award

Stagea:

- The Japan Industrial Design Promotion Organization's Good Design Award, Product Design Division

Elgrand:

- The Japan Industrial Design Promotion Organization's Good Design Award, Product Design Division

Murano:

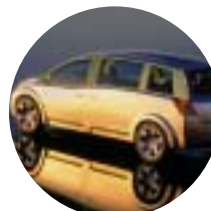
- Canada Truck of the Year

Nissan Gallery (Ginza and Head Office):

- Japan Society of Commercial Space Designers Design Award 2002



Quest Concept, unveiled at the 2002 North American International Auto Show, Detroit





The new Nissan Design Europe, London

**Design Central:
the New Nissan Design Europe**

A significant step in reinforcing Nissan's European design strength came with the opening of its new design center in London. Nissan Design Europe, housed in the striking Rotunda building, a former railway depot in Paddington, unifies all of Nissan's European design resources into one location. Nissan is steadily building its strength in the European market, targeting sales of more than 500,000 units in 2003. Significantly, an increasing number of these automobiles are not only produced, but are designed in Europe.

Nissan Design Europe employs some 50 international designers, modelers and support staff. Their task will be to develop future designs for Europe, as well as for other markets in conjunction with Nissan's five other design studios—three in Japan, two in the US.



to blend passion and practicality, creating cars that meet customers' unanswered needs. In doing so, they work closely with product planners and engineers to foster innovative concepts and designs with impact. They can dare to be bold in their designs, but it is a boldness tempered by thoughtfulness.

The commitment is straightforward: Nissan design will be a creative force that stirs curiosity, nurtures innovation and challenges the conventional to create attractive, distinctive products.



Infiniti Triant concept car, 2003 North American International Auto Show, Detroit

