

Motorsports are an exciting showcase for the Nissan brand—and Nissan is involved at all levels, from international rally raid to grassroots motor sports activities where the general public can enjoy the excitement of automobile racing.

Putting Technology to the Test



Nissan at the Dakar Rally



Japan GT Championship

At Nissan, motorsports are the passionate expression of the brand, providing excitement for customers and excellent exposure around the world. Racing is also an outstanding opportunity for both advancing and showcasing the company's technological capabilities.

Nissan has a long history of involvement in motorsports, including rally, Le Mans 24 Hours, Indy Racing League, touring-car racing and other categories. Nissan continues to challenge its competitors on stages around the world, particularly in categories that take models close to the actual Nissan commercial lineup—for a stronger impact in enhancing the brand and Nissan sales.

Nissan Rally Raid Team

Nissan technology is truly challenged in the grueling Dakar Rally, a roughly three-week, 8,500-kilometer-plus race from France to Africa across uncompromising desert terrain. The Dakar Rally is an outstanding showcase of 50 years of Nissan 4x4 experience, with a worldwide audience and

particular interest in Europe.

In its first year participating as a full works team at the Dakar Rally 2003, Nissan made an amazing showing. Three of the five South African-produced Nissan Pickup trucks entered, finished with remarkable fifth-, seventh- and 11th-place results. The Team is now in the second year of a four-year challenge to win the Rally, and data gained during this highly successful attempt will be used in the coming years to move even closer to the winner's circle.

Japan GT Championship

Japan's most popular touring car race series is the Japan GT Championship, and Skyline GT-Rs are there fighting for position in this exciting racing format. The race brings together highly modified version of production line vehicles with a set of tight technical regulations to ensure very tough competition before crowds averaging 50,000.

March Cup One-Make Race

Racing is largely a spectator sport, but Nissan is making the excitement of race driving a reality for many average Japanese through its March Cup One-Make Race series. Using a standard Nissan automobile—currently a version of the highly popular March—with standardized adaptations for racing, the series gives amateurs a truly professional, yet affordable, standard for racing. The series also features a school where drivers not only pick up tips on improving lap times through analysis of their onboard data-loggers, but instruction in track etiquette and maintenance techniques from professional drivers.