



In recent years, Nissan has successfully streamlined and focused on its core activity of creating outstanding automobiles. It enhances its competitiveness in two other areas, forklifts and marine activities, where its engine and manufacturing skills continue to set it apart from the competition.

Applying Automotive Abilities



LX Series (AGRES in Japan)

From the initial days of the Nissan Revival Plan, Nissan has consistently moved to focus on its core activities and streamline the organization. At the same time, it has retained several key business activities outside of the automobile field—businesses that support the use of Nissan automobiles, or are in motorized areas where Nissan has built an outstanding, unique set of skills.

Nissan Forklift

The production of forklifts is a natural for Nissan, as it draws on its engine, vehicle design and engineering ability—and the company has been doing so since 1957. The company produces a wide range of durable, reliable models its production centers in Japan, the US and Spain, built to meet the specific needs of worldwide markets. Annual production is more than 27,000 units, sold in 85 countries around the world.

Nissan forklifts include 1.0- to 7.0-ton gasoline, LPG and diesel engine-driven models, and 1.0- to 3.0-ton electric three- and four-wheeled models, reach-type forklifts and towing

tractors. Nissan has long had a very strong reputation in the market for high performance and outstanding quality. The company also is leading the market in its exhaust emission technologies, derived from its automobile technology.

Nissan also responded to the fast-growing Chinese market for forklifts during 2002 by establishing Nissan Forklift (Shanghai) Ltd. The 100-percent subsidiary of Nissan Motor Co., Ltd. will enhance the sales and servicing of Nissan forklifts in China.

Nissan launched the new LX Series (AGRES in Japan) of engine-powered forklifts for both the Japanese and overseas markets. The series is the result of incorporating customer needs with innovative technology, providing low exhaust gas emissions, low fuels consumption and a range of original operator support equipment.

Nissan Marine

Nissan's engine expertise is also on display in the outboard motors produced by Nissan Marine. The company's innovative four-stroke and two-stroke engines are noted for their extreme reliability, quiet operation and fuel efficiency. Nissan Marine's TLDI 2-stroke direct-injection technology was awarded Motorboating Magazine's Editor's Choice Award.



Sun Cruise-22



BX Series