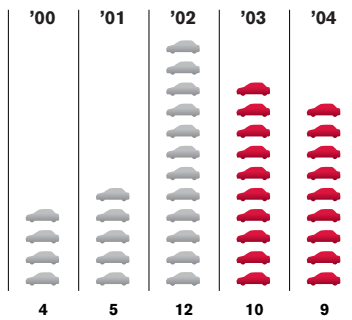




A Big Lineup

NISSAN CONTINUED TO WIN NEW CUSTOMERS THROUGH ITS NEW PRODUCTS. FOLLOWING ON THE UNPRECEDENTED LAUNCH OF 12 PRODUCTS IN FISCAL YEAR 2002, NISSAN HAD A BIG YEAR IN FISCAL YEAR 2003 WITH TEN NEW PRODUCT LAUNCHES, INCLUDING THE COMPANY'S ENTRY INTO THE FULL-SIZE TRUCK AND SUV MARKETS.

Model Launch Schedule
Fiscal years 2000–2004



Building on the biggest-ever launch of new products from Nissan in fiscal year 2002, the Nissan lineup launched during fiscal year 2003 is perhaps the most complete and exciting ever offered. “Big” literally is the word for this lineup; it includes the all-new Titan pickup and the Armada SUV, Nissan’s first appearance in the full-size truck and SUV markets. It’s not simply big vehicles however; the lineup includes an exciting mix of sedans, crossovers, minivans, light commercial vehicles, SUVs and trucks.

These exciting new products are intended to do one thing: help build Nissan sales globally. An automaker can only grow by selling more cars, and the first of

NISSAN 180’s goals is to sell an additional one million new vehicles annually in September 2005 as compared to the beginning of the program. The ongoing release of new, attractive and innovative products, along with efforts to enhance sales, will not only attract new customers to Nissan but help to ensure that their next purchase will also be a Nissan.

Canton-Born: New Releases from Nissan’s New Facility

The opening of the Canton Plant in Mississippi during fiscal year 2003 marked an important milestone in Nissan’s investments in the North American market. The Titan full-size pickup truck, available in



TITAN KING CAB



King Cab and Crew Cab models, was very successfully released into the market in 2003, and was largely conceived, developed, styled and engineered in North America and produce at the Canton Plant. It is a full-size vehicle; available in two- and four-wheel drive models, the Nissan Titan features a newly-designed Nissan Endurance 5.6-liter DOHC V8 engine developing over 300 horsepower. Nissan also successfully launched the new full-size Armada SUV, featuring the same brawny powerplant as the Titan pickup, and the Quest minivan, a unique vehicle that redefines the minivan category with style, innovation and driving performance.

ARMADA



Increased Light Commercial Vehicle Strength

Nissan continued to expand its commercial vehicle lineup through the year, launching the mini-commercial-class Clipper truck and Clipper van in the Japanese market, and the Kubistar light commercial van in Europe. The two Clipper vehicles expand Nissan's light commercial vehicle lineup in Japan's important mini segment. Both provide surprisingly large cargo carrying capacity

QUEST



TITAN CREW CAB



PRODUCTS



KUBISTAR



CLIPPER TRUCK



350Z ROADSTER/FAIRLADY Z ROADSTER

in compact dimensions, and have been certified as excellent low-emission vehicles (E-LEVs) by Japan's Ministry of Land, Infrastructure and Transport.

The Kubistar is the third double-badged light commercial vehicle made possible by the Alliance with Renault. It is designed to be small enough for maneuverability on Europe's city streets and deliver top fuel economy while providing a full-volume, convenient cargo space and heavy-load-carrying capability.

The Z Rolls On

Since its launch in 2002, the 350Z has regained the Z's traditional leading role in the sports car market. In fact, it is the best-selling sports car in the US, representing fully one-quarter of the entire market. For fiscal year 2003, the 350Z received its European market launch, while Nissan added the 350Z Coupe and the highly-

anticipated 350Z Roadster (Fairlady Z Roadster in Japan), which adds open-top fun to the Z's high performance and driving excitement, in the US and Japan markets.

Coming in 2004

New Nissan models will continue to emerge in 2004, as Nissan moves ever closer to reaching the total of 28 new models to be introduced over the three years of NISSAN 180.

The changes for Japan begin with the domestic launch of the award-winning Murano crossover SUV. The Tiida, with the characteristics of a luxury sedan with the price and size of a compact, will first be launched in Japan and then in other overseas markets. Four other new models will bring the total to six launches for Japan.

TIIDA





FRONTIER



PATHFINDER



TEANA

In the US, the all-new Pathfinder will be launched in fiscal year 2004. The vehicle will have a larger interior and standard three-row seating. Another much anticipated launch will be the all-new Frontier, a truck that builds on Nissan's expertise in the compact truck segment—a segment Nissan practically invented—in a bigger, stronger package. The second-generation Xterra reinforces the strengths that made it the leader of the SUV market when it was introduced in 1999. The new Xterra will be based on the rugged F-Alpha platform used in the Titan and Armada,

with a new 4.0-liter V6 VQ engine. And the new Infiniti M45 will redefine both this popular, muscular luxury sedan, and the entire Infiniti line. It combines the best of power, refinement, technology and style in a dynamic package.

The highlight of other markets worldwide will be the launch of the luxurious Teana sedan in the Chinese market. To be produced in China by Dongfeng Motor Co., Ltd., the Teana will mark not only a new step for the Nissan joint venture in the country, but for China's auto market as well.

XTERRA

