

## Drawing on Core Skills

NISSAN'S AUTOMOTIVE EXPERTISE HAS GIVEN THE COMPANY A WEALTH OF SKILLS WHICH CAN BE APPLIED IN RELATED FIELDS. WHILE THE COMPANY HAS PURSUED A CAREFUL STRATEGY OF FOCUSING ON ITS CORE BUSINESS OF MAKING CARS, IT CONTINUES TO BE A LEADER IN FORKLIFT TRUCKS AND MARINE ENGINES AND BOATS. IN BOTH, NISSAN HAS CLAIMED A STRONG MARKET POSITION THROUGH EXCELLENT ENGINEERING AND PRODUCTION SKILLS.



Nissan forklift skills, in the LX Series (AGRES in Japan)



LX Series Compact Pneumatic Tire model (AGRES Compact in Japan)

Throughout the Nissan Revival Plan and NISSAN 180, Nissan has remained true to its commitment to focus on core activities, and a streamlining of its organization. However, in two areas—industrial machinery and marine products—Nissan draws on its engine building, engineering, production, design and other key skills to create products that enhance the company's activities.

### Nissan Forklift

Since 1957, Nissan has produced a range of powerful, innovative forklifts for markets around the world. It's a natural step for a company like Nissan, which can apply its world-leading engine and vehicle design abilities to the production of industrial vehicles. Today Nissan's forklift factories in Japan, the US and Spain produce some 27,000 units annually for sales in some 85 countries around the globe.

In 2003, Nissan responded to market demand with the creation of the LX Series (AGRES in Japan), featuring low exhaust emissions and fuel consumption and a number of advanced features for extremely comfortable operations. The gasoline and LPG models feature Electronic Concentrated Control System (ECCS) engines, which surpass US EPA regulations and greatly reduce emissions.

In 2004, the LX Series will be further expanded with the release of compact pneumatic tire and cushion tire models, developed with the same concept as the rest of the LX Series to meet a variety of

customer needs.

With a wide forklift lineup, including 1.0- to 7.0-ton gasoline, LPG, and diesel engine models, 1.0- to 3.0-ton electric three- and four-wheel models, reach type forklifts and towing tractors, Nissan will continue to build its already strong reputation for high performance and outstanding quality.

### Nissan Marine

Nissan Marine also makes use of the company's industry-leading engine-building expertise to develop and market pleasure boats, outboard engine motors and other marine equipment. Boats and marine engines by Nissan have built an excellent reputation in the market for high performance, durability and safety.

Nissan supports this marine business with a wide range of activities, including the sales and service of marine accessories and equipment, as well as marina operations. Responding to environmental issues, the company is expanding its activities in the recycling and renovation of used boats.



Sun Cruise-22