



## NISSAN GT 2012

Our new business plan, known as **NISSAN GT 2012**, begins in fiscal 2008. The “GT” in the name stands for growth and trust. We are emphasizing both during this five-year plan, which differs from our previous three-year plans. **NISSAN GT 2012** will focus the company’s efforts on long-term performance and our responsibility to stakeholders as Nissan becomes a truly global business.

NISSAN GT 2012 is built around three corporate commitments and five business breakthroughs. The three commitments are:

- **Quality leadership:** In addition to focusing on product quality, the company will accelerate actions to improve the quality in service, brand and management.
- **Zero-emission leadership:** Nissan will introduce an all-electric vehicle in the U.S. and Japan in 2010, and then mass-market vehicles globally in 2012.
- **Five percent revenue growth on average over five years (fiscal 2008 to fiscal 2012):** Revenue growth will be supported by a product

plan that will launch 60 all-new models in the next five years and more than fifteen new technologies per year from 2009.

The three commitments of NISSAN GT 2012 will be backed by five business breakthroughs:

- Quality leadership
- Zero-emission leadership
- Business expansion: Infiniti, light commercial vehicles and global entry cars
- Market expansion: India, Middle East, Brazil, Russia and China
- Cost leadership

NISSAN GT 2012 reflects the company’s determination to play a major role in the development of a sustainable mobile society. There’s a balance to be sought between the potential growth in world markets and the demand for a cleaner planet. The company believes that the mass availability of affordable zero-emission vehicles is the most significant breakthrough the industry could deliver. Together with Renault, Nissan intends to be the leader.

### NISSAN’S BUSINESS PLANS

