

5 | Major Events in Nissan's History

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Event	
1933 December	Jidosha Seizo Co., Ltd., predecessor of Nissan Motor Co., Ltd., is established in Yokohama with paid-in capital of ¥10,000,000. Yoshisuke Aikawa is named the new company's president.
1934 May	Construction of the Yokohama Plant is completed. Production of tools commences.
June	The Company name is changed to Nissan Motor Co., Ltd. The first Datsuns are exported to Asia and Central and South America, with shipments totalling 44 units.
1935 April	The first car manufactured by a fully integrated assembly system rolls off the line at the Yokohama Plant.
May	The corporate mark is chosen.
1940 March	The first knockdown (KD) units are shipped to Dowa Jidosha Kogyo in Manchuria.
1943 August	Construction of the Yoshiwara Plant is completed. (Operations begin in October 1943.)
December	World War II progresses: production of cars and trucks is completely stopped.
1944 September	The head office is moved to Nihonbashi, Tokyo, and the Company name is changed to Nissan Heavy Industries, Ltd.
1945 November	The first postwar-manufactured car rolls off the line.
1946 January	Headquarters returns to Yokohama.
August	Research and development of textile machinery begins.
1949 August	Nissan Motor Co., Ltd. is reestablished as the Company name.
1950 May	Nissan acquires an equity interest in Minsei Diesel Motor Co., Ltd. (now called Nissan Diesel Motor Co., Ltd.)
1952 December	Nissan enters into a technological cooperation agreement with Austin Motor Co., Ltd. of the United Kingdom.
1953 April	R&D on rocket motors commences.
August	The All Nissan Motors Workers' Union (a new labor union) is established.
1957 August	Forklift production starts.
1958 June	Export of passenger cars to the United States begins.
September	Datsuns are entered in the 6th Australia Mobilgas Trial, with one taking first place for the first time.
1959 March	Production commences at Yulon Motor Co., Ltd. in Taiwan, the Company's first overseas KD factory.
1960 March	The technological cooperation agreement with Austin Motor expires.
June	Nissan wins the 10th Annual Deming Prize for excellence in industrial engineering.
September	Nissan Motor Corporation in U.S.A. is established.
1961 September	Nissan Mexicana, S.A. de C.V. is established. (Production begins in July 1966.)
1962 March	Construction of the Oppama Plant is completed. (Partial operations begin in October 1961.)
1965 May	Construction of the Zama Plant is completed. (Partial operations begin in December 1964.)

Event	
1966 May	Nissan Motor Co. (Australia) Pty. Ltd. is established.
August	Nissan merges with Prince Motors, Ltd. of Japan; the Murayama Plant is acquired by Nissan.
1967 July	Construction of the Honmoku Wharf is completed.
1968 January	Headquarters operations are moved to the Company's new building in the Ginza area of Tokyo.
October	A business cooperation agreement is concluded with Fuji Heavy Industries, Ltd.
1969 November	Cumulative exports surpass 1,000,000 units.
1970 February	Lambda 4S-5 successfully launches Japan's first satellite, OHSUMI. (Nissan developed and manufactured the rocket engine and launch vehicle.)
March	Nissan moves into the marine engine field.
1971 March	Construction of the Tochigi Plant is completed. (Partial operations begin in October 1968.)
1972 September	Cumulative domestic production surpasses 10 million units.
1973 October	Construction of the Sagami-hara Parts Center is completed. (Partial operations began in April 1972.)
1974 April	Nissan Science Foundation is established.
1975 June	Cumulative domestic sales surpass 10 million units.
1976 March	Nissan Motor Manufacturing Co. (Australia) Ltd. is established and full-scale operation begins.
1977 June	Construction of the Kyushu Plant is completed. (Partial operations begin in April 1975.)
July	Cumulative production surpasses 20 million units.
1979 April	Nissan Design International, Inc. (NDI) is established in the United States.
1980 January	Nissan acquires an equity interest in Motor Ibérica, S.A. in Spain.
January	Cumulative exports surpass 10 million units.
July	Nissan Motor Manufacturing Corporation U.S.A. (NMMC) is established. (The first Datsun truck rolled off the line in June 1983; the first Sentra (Sunny), in March 1985.)
1981 June	Construction of the Kambara Manufacturing Plant, the satellite facility of the Yoshiwara Plant, is completed, and operations begin.
July	Nissan begins worldwide marketing of vehicles under the Nissan name as part of a new corporate identity program.
August	Cumulative production surpasses 30 million units.
September	Nissan is tied up with Volkswagen AG of West Germany to produce and market passenger cars in Japan.
November	The Nissan Technical Center is completed.
1982 March	Construction of the Kurihama Manufacturing Plant, the satellite facility of the Yokohama Plant, is completed. (Production begins in May 1982.)
April	Construction of the head office annex is completed.
April	Nissan wins the Safari Rally for the fourth consecutive year.
June	Nissan concludes a technical assistance agreement with Martin Marietta, U.S.A., in the aerospace sector.
December	The new corporate mark is announced.

Event	
1983	
January	Nissan Motor Ibérica, S.A. begins production of the Patrol (Safari).
July	Nissan Research & Development, Inc. is established in the United States.
1984	
February	In line with its agreement with Volkswagen AG, Nissan begins production and sales of the Santana.
April	Nissan Motor Manufacturing (UK) Ltd. is established. (Production begins in July 1986.)
May	Cumulative domestic sales surpass 20 million units.
November	Construction of the Oppama Wharf is completed. (The harbor had been opened in May 1983.)
1985	
July	Nissan acquires an equity interest in Yulon Motor Co., Ltd. in Taiwan.
August	Cumulative production surpasses 40 million units.
October	Construction of Nissan Overseas Training Center (now called Nissan Overseas Business College) is completed.
1986	
January	Construction of the Kawasaki Parts Distribution Center is completed. (Operations begin in February 1986.)
December	New corporate philosophy and corporate principles are announced.
1987	
January	The Pulsar, EXA, Langley, and Liberta Villa win the '86-'87 Japanese Car of the Year award.
April	Cumulative exports surpass 20 million units.
May	Daewoo Motor Co., Ltd., begins production and marketing of Vanette trucks in South Korea.
August	The H-I rocket, featuring the fixed apogee motor designed and produced by Nissan in Japan, successfully launches the engineering test satellite <i>KIKU-5</i> .
1988	
April	Nissan's ARC-X wins the "Car Design Award 1988, Torino-Piemonte".
June	Nissan European Technology Centre Ltd. is established in the United Kingdom.
August	Nissan acquires equity in Barrett Industrial Truck Inc. of the United States, a manufacturer of forklifts, and decides to locally manufacture forklifts.
October	The Nissan Silvia Q's win "Good Design Grand Prize" for 1988.
1989	
January	The Silvia wins the '88-'89 Japanese Car of the Year award.
April	Nissan Europe N.V., the Company's regional headquarters for European operations, and Nissan Distribution Service (Europe) B.V., are established in the Netherlands. (Operations begin in April 1990.)
1990	
January	Nissan North America, Inc., the Company's regional headquarters for North American operations, is established in the United States. (Operations begin in April 1990.)
January	Cumulative production surpasses 50 million units.
February	The 300ZX wins the 1990 Import Car of the Year award In the United States.
May	Cumulative production at the Zama Plant surpasses 10 millions units.
September	Tokyo Design Network (TDN), a joint venture with Canon Inc., Sony Corp., NEC Corp. and Hitachi, Ltd., is established.
November	Nissan acquires an equity interest in Siam Motors Co., Ltd., in Thailand.
1991	
January	In a joint venture with Hitachi, Ltd., Nissan establishes Xanavi Informatics Corporation for the rapidly growing field of automobile information and communications systems and equipment.
March	A new distribution company, Nissan Motor (GB) Ltd., is established in the United Kingdom. (Operations begin in January 1992.)

Event	
June	Nissan announces the reorganization of its parts supplier associations, and the Nissho Kai is newly established.
August	Nissan Motor Manufacturing (UK) Ltd. begins exporting its Primera 5-door Hatchback model to Japan.
1992	
January	The Hokkaido Proving Grounds is established in Hokkaido as a cold-weather testing facility.
April	New production facility at the Kyushu Plant is completed, and production begins.
June	Nissan Motor Manufacturing Corporation U.S.A. begins production of the Altima (Bluebird).
July	Nissan commences U.S. sales of the multipurpose Quest minivan, a joint project with Ford Motor Co.
August	Nissan Motor Manufacturing (UK) Ltd. begins production of the Micra (March).
September	Nissan Casting Australia Pty. Ltd. is established.
October	Cumulative domestic sales surpass 30 million units.
October	Vehicle production at Nissan Motor Manufacturing Co. (Australia) Ltd. ceases.
November	Nissan Design Europe GmbH is established in Germany.
November	The Micra (March) wins the Car of the Year 1993 award in Europe.
December	The March wins the '92-'93 Japanese Car of the Year award and the RJC New Car of the Year 1992-1993 award in Japan.
1993	
February	Nissan Motor Ibérica, S.A. begins production of a new 4WD model, the Terrano II for the European market.
March	Nissan and the Zhengzhou Light Truck Factory form a joint venture, Zhengzhou Nissan Automobile Co., Ltd., for the production of commercial vehicles in China.
September	Nissan begins production and sales of the AD Resort wagons and pickups in Thailand and Taiwan, specifically for Asian markets.
September	Nissan Mexicana, S.A.de C.V. begins exporting AD Vans to Japan.
October	Nissan separates its Textile Machinery Division and establishes Nissan Texsys Co., Ltd.
October	Nissan Logistics Corporation is established in U.S.A.
1994	
January	Production begins at the Iwaki Plant.
February	Nissan starts mobile and car telephone communication service
February	The first H-II rocket, featuring solid-fuel rocket booster (SRB) and pyrotechnics designed and produced by Nissan in Japan, is successfully launched.
April	Nissan Motor Ibérica, S.A. begins its shipment of the Mistral (Terranoll) to Japan.
April	Nissan Motor Manufacturing (UK) Ltd. earns a Queen's Award for Export Achievement for three consecutive years.
April	Nissan concludes a technical assistance and license agreement with South Korea's Samsung Heavy Industries Co., Ltd. on manufacturing passenger cars. (Samsung Motors Inc. was established in March 1995.)
June	Nissan Motor (China) Ltd. is established in Hong Kong to manage the distribution of vehicles and service parts to China.
June	Nissan Middle East FZE is established in Dubai, UAE as the Company's regional business management company for the Middle East.
December	Cumulative domestic production surpasses 60 million units.
December	Nissan concludes a technical transfer and license agreement with Nanjing Auto Works in China.
1995	
March	Vehicle production at the Zama Plant ceases.
May	Nissan Motor Manufacturing (UK) Ltd. begins production exports of the Micra (March) to Australia.
May	Nissan, Indomobil and Marubeni form a joint venture, P.T. Ismac Nissan Manufacturing in Indonesia.
June	Nissan formulates "Global Restructuring Policy" regarding promotion of globalization for production locations and expansion of imported parts, etc.

Event	
1996	
January	Cumulative production of VQ engines at the Iwaki Plant surpasses 500,000 units.
October	Cumulative overseas production surpasses 10 million units.
October	Year-round recruitment of technical personnel commences.
1997	
January	Nissan Finance (GB) Ltd., a sales finance subsidiary, is established in the United Kingdom.
April	Nissan decides to abolish executive managing directors system, and to establish a management strategy meeting in which all directors will participate.
May	Nissan Motor Manufacturing Corporation U.S.A. commences production at a new engine and transmission plant in Decherd.
May	Nissan develops a "hybrid electric vehicle (HEV)" -electric vehicle with the versatile convenience of a gasoline-engine vehicle.
June	Nissan European Technology center (Espanã), S.A. is established.
September	Nissan begins sales of the Primera and Bluebird with continuously variable transmission, Hyper CVT.
December	Nissan introduces the Leopard with direct injection gasoline engines.
1998	
January	The Nissan Driving Park is opened as a permanent driving safety training facility in the Murayama Plant complex.
April	The Aerospace Division's Tomioka Plant is completed and becomes operational in May.
May	Nissan formulates a Global Business Reform Plan.
June	A Nissan R390GT1 is placed third in the Le Mans 24-hour race.
June	Nissan introduces the Presage with direct injection diesel engines.
December	Nissan Creates Internet Customer Inquiry and Reservation System, "Clicar."
1999	
March	Nissan and Renault signs an agreement for a global alliance, including equity participation.
March	Nissan's 7 major domestic plants and Product Planning and Research Development Group completed to obtain ISO 14001 environmental management system certification.
April	Nissan transfers its Texsys' Water Jet Textile Machinery business to Toyota Automatic Loom Works.
April	Nissan launches test-drive program for Tino Hybrid on public roads.
May	Nissan begins driving tests of a methanol fuel cell vehicle.
June	Nissan sells Fuji Plant and A/T and CVT development organization, establishes a wholly owned subsidiary, TransTechnology Ltd.
July	Cumulative exports surpass 30 million Units.
October	Nissan begins sales of the Cedric/Gloria with new generation automatic transmission "Extroid CVT".
October	The company announces the Nissan Revival Plan.
November	Cedric/Gloria wins "RJC New Car of the Year 1999-2000"; "EXTROID CVT" receives "Technology of the Year 1999-2000."
December	Japan's largest auto mall, "Carest Zama" begins operations.
2000	
February	Nissan begins sales of the ultra-small EV Hypermini.
February	Nissan begins sales of the super ultra low emission vehicle (SULEV) Sentra CA in California.
March	Nissan evacuates from mobile and car telephone communication service
April	Nissan begins sales of the Tino Hybrid through internet.
April	Nissan Motor Manufacturing Corporation U.S.A is merged into Nissan North America, Inc.
April	Nissan opens an exclusive berth for ocean-going vessels beside Kyusyu Plant.
May	Nissan starts to sell Renault vehicles through its domestic dealers.
May	Nissan announces its long-term strategy in the Mercosur market (Argentina, Brazil, Paraguay and Uruguay) with Renault support.

Event	
September	Nissan announces the creation of a world-wide corporate headquarters organization called Global Nissan (GNX).
November	Nissan 1.8 liter engine (QG18DE) of Bluebird Sylphy receives RJC the Technology of the Year Award.
2001	
March	Vehicle production at the Murayama Plant ceases.
April	Nissan and Suzuki Motor Corporation reach the agreement that Suzuki will supply mini-vehicles to Nissan on an OEM bases.
April	Nissan starts the construction of vehicle assembly plant in Canton, Mississippi.
April	Nissan launches driving tests of the Xterra FCV, a direct-hydrogen-fueled fuel cell vehicle, on public roads this month, based at a facility in Sacramento, CA in the US.
June	Nissan opens newly designed "Nissan Ginza Gallery" and "Nissan Head Office Gallery".
December	Nissan and Renault inaugurate the first new common plant in Brazil.
2002	
January	Nissan Altima wins '2002 North American Car of the Year Award'.
February	Nissan announces NRP conclusion one year earlier than planned.
February	Renault raises its stake in Nissan to 44.4%.
March	Nissan owns 13.5% of Renault's share capital.
April	Nissan enters minicar market by Moco.
May	The company announces new three-year business plan NISSAN 180.
May	Nissan increases its stake in Renault to 15%.