

# 5 | Major Events in Nissan's History

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Event	
<b>1933</b> Dec	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.
<b>1934</b> May	Construction of the Yokohama Plant is completed. Production of tools commences.
Jun	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.
<b>1935</b> Apr	The first car manufactured by a fully integrated assembly system rolls off the line at the Yokohama Plant.
May	The corporate mark is chosen.
<b>1940</b> Mar	The first knockdown (KD) units are shipped to Dowa Jidosha Kogyo in Manchuria.
<b>1943</b> Aug	Construction of the Yoshiwara Plant is completed. (Operations begin in October 1943.)
Dec	World War II progresses: production of cars and trucks is completely stopped.
<b>1944</b> Sep	The head office is moved to Nihonbashi, Tokyo, and the Company name is changed to Nissan Heavy Industries, Ltd.
<b>1945</b> Nov	The first postwar-manufactured car rolls off the line.
<b>1946</b> Jan	Headquarters returns to Yokohama.
Aug	Research and development of textile machinery begins.
<b>1949</b> Aug	Nissan Motor Co., Ltd. is reestablished as the Company name.
<b>1950</b> May	Nissan acquires an equity interest in Minsei Diesel Motor Co., Ltd. (now called Nissan Diesel Motor Co., Ltd.)
<b>1952</b> Dec	Nissan enters into a technological cooperation agreement with Austin Motor Co., Ltd. of the United Kingdom.
<b>1953</b> Apr	R&D on rocket motors commences.
Aug	The All Nissan Motors Workers' Union (a new labor union) is established.
<b>1957</b> Aug	Forklift production starts.

Event	
<b>1958</b> Jun	Export of passenger cars to the United States begins.
Sep	Datsuns are entered in the 6th Australia Mobilgas Trial, with one taking first place for the first time.
<b>1959</b> Mar	Production commences at Yulon Motor Co., Ltd. in Taiwan, the Company's first overseas KD factory.
<b>1960</b> Mar	The technological cooperation agreement with Austin Motor expires.
Jun	Nissan wins the 10th Annual Deming Prize for excellence in industrial engineering.
Sep	Nissan Motor Corporation in U.S.A. is established.
<b>1961</b> Sep	Nissan Mexicana, S.A. de C.V. is established. (Production begins in July 1966.)
<b>1962</b> Mar	Construction of the Oppama Plant is completed. (Partial operations begin in October 1961.)
<b>1965</b> May	Construction of the Zama Plant is completed. (Partial operations begin in December 1964.)
<b>1966</b> May	Nissan Motor Co. (Australia) Pty. Ltd. is established.
Aug	Nissan merges with Prince Motors, Ltd. of Japan; the Murayama Plant is acquired by Nissan.
<b>1967</b> Jul	Construction of the Honmoku Wharf is completed.
<b>1968</b> Jan	Headquarters operations are moved to the Company's new building in the Ginza area of Tokyo.
Oct	A business cooperation agreement is concluded with Fuji Heavy Industries, Ltd.
<b>1969</b> Nov	Cumulative exports surpass 1,000,000 units.
<b>1970</b> Feb	Lambda 4S-5 successfully launches Japan's first satellite, OHSUMI. (Nissan developed and manufactured the rocket engine and launch vehicle.)
Mar	Nissan moves into the marine engine field.
<b>1971</b> Mar	Construction of the Tochigi Plant is completed. (Partial operations begin in October 1968.)
<b>1972</b> Sep	Cumulative domestic production surpasses 10 million units.
<b>1973</b> Oct	Construction of the Sagami-hara Parts Center is completed. (Partial operations began in April 1972.)

Event	
<b>1974</b>	
Apr	Nissan Science Foundation is established.
<b>1975</b>	
Jun	Cumulative domestic sales surpass 10 million units.
<b>1976</b>	
Mar	Nissan Motor Manufacturing Co. (Australia) Ltd. is established and full-scale operation begins.
<b>1977</b>	
Jun	Construction of the Kyushu Plant is completed. (Partial operations begin in April 1975.)
Jul	Cumulative production surpasses 20 million units.
<b>1979</b>	
Apr	Nissan Design International, Inc. (NDI) is established in the United States.
<b>1980</b>	
Jan	Nissan acquires an equity interest in Motor Ibérica, S.A. in Spain.
Jan	Cumulative exports surpass 10 million units.
Jul	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.)
<b>1981</b>	
Jun	Construction of the Kambara Manufacturing Plant, the satellite facility of the Yoshiwara Plant, is completed, and operations begin.
Jul	Nissan begins worldwide marketing of vehicles under the Nissan name as part of a new corporate identity program.
Aug	Cumulative production surpasses 30 million units.
Sep	Nissan is tied up with Volkswagen AG of West Germany to produce and market passenger cars in Japan.
Nov	The Nissan Technical Center is completed.
<b>1982</b>	
Mar	Construction of the Kurihama Manufacturing Plant, the satellite facility of the Yokohama Plant, is completed. (Production begins in May 1982.)
Apr	Construction of the head office annex is completed.
Apr	Nissan wins the Safari Rally for the fourth consecutive year.
Jun	Nissan concludes a technical assistance agreement with Martin Marietta, U.S.A., in the aerospace sector.
Dec	The new corporate mark is announced.
<b>1983</b>	
Jan	Nissan Motor Ibérica, S.A. begins production of the Patrol (Safari).
Jul	Nissan Research & Development, Inc. is established in the United States.
<b>1984</b>	
Feb	In line with its agreement with Volkswagen AG, Nissan begins production and sales of the Santana.
Apr	Nissan Motor Manufacturing (UK) Ltd. is established. (Production begins in July 1986.)

Event	
May	Cumulative domestic sales surpass 20 million units.
Nov	Construction of the Oppama Wharf is completed. (The harbor had been opened in May 1983.)
<b>1985</b>	
Jul	Nissan acquires an equity interest in Yulon Motor Co., Ltd. in Taiwan.
Aug	Cumulative production surpasses 40 million units.
Oct	Construction of Nissan Overseas Training Center (now called Nissan Overseas Business College) is completed.
<b>1986</b>	
Jan	Construction of the Kawasaki Parts Distribution Center is completed. (Operations begin in February 1986.)
Dec	New corporate philosophy and corporate principles are announced.
<b>1987</b>	
Jan	The Pulsar, EXA, Langley, and Liberta Villa win the '86-'87 Japanese Car of the Year award.
Apr	Cumulative exports surpass 20 million units.
May	Daewoo Motor Co., Ltd., begins production and marketing of Vanette trucks in South Korea.
Aug	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> .
<b>1988</b>	
Apr	Nissan's ARC-X wins the "Car Design Award 1988, Torino-Piemonte".
Jun	Nissan European Technology Centre Ltd. is established in the United Kingdom.
Aug	Nissan acquires equity in Barrett Industrial Truck Inc. of the United States, a manufacturer of forklifts, and decides to locally manufacture forklifts.
Oct	The Nissan Silvia Q's win "Good Design Grand Prize" for 1988.
<b>1989</b>	
Jan	The Silvia wins the '88-'89 Japanese Car of the Year award.
Apr	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.)
<b>1990</b>	
Jan	Nissan North America, Inc., the Company's regional headquarters for North American operations, is established in the United States. (Operations begin in April 1990.)
Jan	Cumulative production surpasses 50 million units.
Feb	The 300ZX (Fairlady Z) wins the 1990 Import Car of the Year award In the United States.
May	Cumulative production at the Zama Plant surpasses 10millions units.

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Sep	Tokyo Design Network (TDN), a joint venture with Canon Inc., Sony Corp., NEC Corp. and Hitachi, Ltd., is established.
Nov	Nissan acquires an equity interest in Siam Motors Co., Ltd., in Thailand.
<b>1991</b>	
Jan	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.
Mar	A new distribution company, Nissan Motor (GB) Ltd., is established in the United Kingdom. (Operations begin in January 1992.)
Jun	Nissan announces the reorganization of its parts supplier associations, and the Nissho Kai is newly established.
Aug	Nissan Motor Manufacturing (UK) Ltd. begins exporting its Primera 5-door Hatchback model to Japan.
<b>1992</b>	
Jan	The Hokkaido Proving Grounds is established in Hokkaido as a cold-weather testing facility.
Apr	New production facility at the Kyushu Plant is completed, and production begins.
Jun	Nissan Motor Manufacturing Corporation U.S.A. begins production of the Altima (Bluebird).
Jul	Nissan commences U.S. sales of the multipurpose Quest minivan, a joint project with Ford Motor Co.
Aug	Nissan Motor Manufacturing (UK) Ltd. begins production of the Micra (March).
Sep	Nissan Casting Australia Pty. Ltd. is established.
Oct	Cumulative domestic sales surpass 30 million units.
Oct	Vehicle production at Nissan Motor Manufacturing Co. (Australia) Ltd. ceases.
Nov	Nissan Design Europe GmbH is established in Germany.
Nov	The Micra (March) wins the Car of the Year 1993 award in Europe.
Dec	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.
<b>1993</b>	
Feb	Nissan Motor Ibérica, S.A. begins production of a new 4WD model, the Terrano II for the European market.
Mar	Nissan and the Zhengzhou Light Truck Factory form a joint venture, Zhengzhou Nissan Automobile Co., Ltd., for the production of commercial vehicles in China.
Sep	Nissan begins production and sales of the AD Resort wagons and pickups in Thailand and Taiwan, specifically for Asian markets.
Sep	Nissan Mexicana, S.A.de C.V. begins exporting AD Vans to Japan.
Oct	Nissan separates its Textile Machinery Division and establishes Nissan Texsys Co., Ltd.
Oct	Nissan Logistics Corporation is established in U.S.A.

Event	
<b>1994</b>	
Jan	Production begins at the Iwaki Plant.
Feb	Nissan starts mobile and car telephone communication service
Feb	The first H-II rocket, featuring solid-fuel rocket booster (SRB) and pyrotechnics designed and produced by Nissan in Japan, is successfully launched.
Apr	Nissan Motor Ibérica, S.A. begins its shipment of the Mistral (Terrano II) to Japan.
Apr	Nissan Motor Manufacturing (UK) Ltd. earns a Queen's Award for Export Achievement for three consecutive years.
Apr	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.)
Jun	Nissan Motor (China) Ltd. is established in Hong Kong to manage the distribution of vehicles and service parts to China.
Jun	Nissan Middle East FZE is established in Dubai, UAE as the Company's regional business management company for the Middle East.
Dec	Cumulative domestic production surpasses 60 million units.
Dec	Nissan concludes a technical transfer and license agreement with Nanjing Auto Works in China.
<b>1995</b>	
Mar	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.
Jun	Nissan formulates "Global Restructuring Policy" regarding promotion of globalization for production locations and expansion of imported parts, etc.
<b>1996</b>	
Jan	Cumulative production of VQ engines at the Iwaki Plant surpasses 500,000 units.
Oct	Cumulative overseas production surpasses 10 million units.
Oct	Year-round recruitment of technical personnel commences.
<b>1997</b>	
Jan	Nissan Finance (GB) Ltd., a sales finance subsidiary, is established in the United Kingdom.
Apr	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.

Event	
May	Nissan develops a "hybrid electric vehicle (HEV)" - electric vehicle with the versatile convenience of a gasoline-engine vehicle.
Jun	Nissan European Technology center (Espanã), S.A. is established.
Sep	Nissan begins sales of the Primera and Bluebird with continuously variable transmission, Hyper CVT.
Dec	Nissan introduces the Leopard with direct injection gasoline engines.
<b>1998</b>	
Jan	The Nissan Driving Park is opened as a permanent driving safety training facility in the Murayama Plant complex.
Apr	The Aerospace Division's Tomioka Plant is completed and becomes operational in May.
May	Nissan formulates a Global Business Reform Plan.
Jun	A Nissan R390GT1 is placed third in the Le Mans 24-hour race.
Jun	Nissan introduces the Presage with direct injection diesel engines.
Dec	Nissan Creates Internet Customer Inquiry and Reservation System, "Clicar."
<b>1999</b>	
Mar	Nissan and Renault signs an agreement for a global alliance, including equity participation.
Mar	Nissan's 7 major domestic plants and Product Planning and Research Development Group completed to obtain ISO 14001 environmental management system certification.
Apr	Nissan transfers its Texsys' Water Jet Textile Machinery business to Toyota Automatic Loom Works.
Apr	Nissan launches test-drive program for Tino Hybrid on public roads.
May	Nissan begins driving tests of a methanol fuel cell vehicle.
Jun	Nissan sells Fuji Plant and A/T and CVT development organization, establishes a wholly owned subsidiary, TransTechnology Ltd (now called JATCO Ltd).
Jul	Cumulative exports surpass 30 million Units.
Oct	Nissan begins sales of the Cedric/Gloria with new generation automatic transmission "Extroid CVT".
Oct	The company announces the Nissan Revival Plan (NRP).
Nov	Cedric/Gloria wins "RJC New Car of the Year 1999-2000"; "EXTROID CVT" receives "Technology of the Year 1999-2000."
Dec	Japan's largest auto mall, "Carest Zama" begins operations.
<b>2000</b>	
Feb	Nissan begins sales of the ultra-small EV Hypermini.
Feb	Nissan begins sales of the super ultra low emission vehicle (SULEV) Sentra CA in California.
Mar	Nissan evacuates from mobile and car telephone communication service.

Event	
Apr	Nissan begins sales of the Tino Hybrid through internet.
Apr	Nissan Motor Manufacturing Corporation U.S.A is merged into Nissan North America, Inc.
Apr	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.
Sep	Nissan announces the creation of a world-wide corporate headquarters organization called Global Nissan (GNX).
Nov	Nissan 1.8 liter engine (QG18DE) of Bluebird Sylphy receives RJC the Technology of the Year Award.
<b>2001</b>	
Mar	Vehicle production at the Murayama Plant ceases.
Apr	Nissan and Suzuki Motor Corporation reach the agreement that Suzuki will supply mini-vehicles to Nissan on an OEM bases.
Apr	Nissan starts the construction of vehicle assembly plant in Canton, Mississippi.
Apr	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.
Jun	Nissan opens newly designed "Nissan Ginza Gallery" and "Nissan Head Office Gallery".
Dec	Nissan and Renault inaugurate the first new common plant in Brazil.
<b>2002</b>	
Jan	Nissan Altima wins "2002 North American Car of the Year Award".
Feb	Nissan announces NRP conclusion one year earlier than planned.
Feb	Renault raises its stake in Nissan to 44.4%.
Mar	Nissan owns 13.5% of Renault's share capital.
Apr	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%.
Jul	Nissan releases All-New Fairlady Z.
Nov	Infiniti G35 Sport Sedan and Sport Coupe win MOTOR TREND'S "2003 Car of The Year" in U.S.
<b>2003</b>	
Jan	Nissan opens European design centre in London.
Feb	Nissan 350Z wins "Canada Car of the Year Award".
Mar	Nissan opens Yokohama Plant Guest Hall.
Mar	Nissan reports record profitability with 10.8% operating margin for FY 2002.
May	Nissan inaugurates new plant in Canton, Mississippi.
Jun	Nissan and Dongfeng announce the establishment of Dongfeng Motor Co., Ltd. in China.