
Vision

Nissan: Enriching people's lives

Mission

Nissan provides unique and innovative automotive products and services that deliver superior measurable values to all stakeholders* in alliance with Renault.

*Our stakeholders include customers, shareholders, employees, dealers, suppliers, as well as the communities where we work and operate.

Guiding Principles

SUCCESS

Seeking Profitable Growth

Unique and Innovative: "Bold and Thoughtful"

Customer-Focused and Environmental Friendly

Cross-Functional and Global

Earnings and Profit Driven

Speed

Stretch

Nissan Brand Symbol



Brand Symbol represents the Nissan brand to promote the products, sales activities and services. It is used as the central core of the brand communications to the customers.

Nissan Corporate Wordmark

NISSAN
MOTOR COMPANY

Corporate Wordmark represents Nissan as a corporation managing and operating global business for today and in the future and certifies its business activities.