

5 | Major Events in Nissan's History

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

Event	
1957 Aug	Forklift production starts.
1958 Jun Sep	Export of passenger cars to the United States begins. Datsuns are entered in the 6th Australia Mobilgas Trial, with one taking first place for the first time.
1959 Mar	Production commences at Yulon Motor Co., Ltd. in Taiwan, the Company's first overseas KD factory.
1960 Mar Jun Sep	The technological cooperation agreement with Austin Motor expires. Nissan wins the 10th Annual Deming Prize for excellence in industrial engineering. Nissan Motor Corporation in U.S.A. is established.
1961 Sep	Nissan Mexicana, S.A. de C.V. is established. (Production begins in July 1966.)
1962 Mar	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.)
1966 May Aug	Nissan Motor Co. (Australia) Pty. Ltd. is established. Nissan merges with Prince Motors, Ltd. of Japan; the Murayama Plant is acquired by Nissan.
1967 Jul	Construction of the Honmoku Wharf is completed.
1968 Jan Oct	Headquarters operations are moved to the Company's new building in the Ginza area of Tokyo. A business cooperation agreement is concluded with Fuji Heavy Industries, Ltd.
1969 Nov	Cumulative exports surpass 1,000,000 units.
1970 Feb Mar	Lambda 4S-5 successfully launches Japan's first satellite, OHSUMI. (Nissan developed and manufactured the rocket engine and launch vehicle.) Nissan moves into the marine engine field.
1971 Mar	Construction of the Tochigi Plant is completed. (Partial operations begin in October 1968.)
1972 Sep	Cumulative domestic production surpasses 10 million units.

Event	
1973	
Oct	Construction of the Sagami-hara Parts Center is completed. (Partial operations began in April 1972.)
1974	
Apr	Nissan Science Foundation is established.
1975	
Jun	Cumulative domestic sales surpass 10 million units.
1976	
Mar	Nissan Motor Manufacturing Co. (Australia) Ltd. is established and full-scale operation begins.
1977	
Jun	Construction of the Kyushu Plant is completed. (Partial operations begin in April 1975.)
Jul	Cumulative production surpasses 20 million units.
1979	
Apr	Nissan Design International, Inc. (NDI) is established in the United States.
1980	
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.)
1981	
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.
1982	
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.
1983	
Jan	Nissan Motor Ibérica, S.A. begins production of the Patrol (Safari).
Jul	Nissan Research & Development, Inc. is established in the United States.

Event	
1984	
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.)
May	Cumulative domestic sales surpass 20 million units.
Nov	Construction of the Oppama Wharf is completed. (The harbor had been opened in May 1983.)
1985	
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.
1986	
Jan	Construction of the Kawasaki Parts Distribution Center is completed. (Operations begin in February 1986.)
Dec	New corporate philosophy and corporate principles are announced.
1987	
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> .
1988	
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.
1989	
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.)
1990	
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.)

《Chronology of Nissan Presidents》

1st	Yoshisuke Aikawa	Dec 1933~ May '39	4th	Haruto Kudo	Sep 1944~ Jun '45	7th	Taichi Minoura	May 1947~ Oct '51
2nd	Masasuke Murakami	May 1939~ Feb '42	5th	Takeshi Murayama	Jun 1945~ Oct '45	8th	Genshichi Asahara	Oct 1951~ Nov '57
3rd	Genshichi Asahara	Mar 1942~ Sep '44	6th	Souji Yamamoto	Oct 1945~ May '47	9th	Katsuji Kawamata	Nov 1957~ Nov '73

Event	
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.
Nov	Nissan acquires an equity interest in Siam Motors Co., Ltd., in Thailand.
1991	
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.
1992	
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.
1993	
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.

Event	
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.
1994	
Jan	Production begins at the Iwaki Plant.
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.
1995	
Mar	Vehicle production at the Zama Plant ceases.
May	Nissan Motor Manufacturing (UK) Ltd. begins production exports of the Micra (March) to Australia.
1996	
Jan	Cumulative production of VQ engines at the Iwaki Plant surpasses 500,000 units.
Oct	Cumulative overseas production surpasses 10 million units.
1997	
May	Nissan Motor Manufacturing Corporation U.S.A. commences production at a new engine and transmission plant in Decherd.
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.
1998	
Apr	The Aerospace Division's Tomioka Plant is completed and becomes operational in May.
Jun	A Nissan R390GT1 is placed third in the Le Mans 24-hour race.
Jun	Nissan introduces the Presage with direct injection diesel engines.

10th	Tadahiro Iwakoshi	Nov 1973~ Jun '77	13th	Yoshifumi Tsuji	Jun 1992~ Jun '96
11th	Takashi Ishihara	Jun 1977~ Jun '85	14th	Yoshikazu Hanawa	Jun 1996~ Jun '00
12th	Yutaka Kume	Jun 1985~ Jun '92	15th	Carlos Ghosn	Jun 2000~

As of July 31, 2004

Event	
1999	
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.
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.
2000	
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.
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.
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.
Nov	Nissan 1.8 litter engine (QG18DE) of Bluebird Sylphy receives RJC the Technology of the Year Award.
2001	
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.
Dec	Nissan and Renault inaugurate the first new common plant in Brazil.

Event	
2002	
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%.
Nov	Infiniti G35 Sport Sedan and Sport Coupe win MOTOR TREND'S "2003 Car of The Year" in U.S.
2003	
Jan	Nissan opens European design centre in London.
Mar	Nissan opens Yokohama Plant Guest Hall.
May	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.
Aug	Nissan Motor and Mitsubishi Motors reach Product Supply Agreement on a Mini-Commercial Vehicle.
Sep	Nissan to establish new sales company in Russia.
Sep	Integration of service & support companies of Nissan and its group companies.
Oct	Nissan and Nissan Diesel establish joint small truck company.
Nov	Teana received Special Award (Best Value) of The Japan Car of The Year Award 2003-2004.
Dec	Nissan to launch limited leasing of the 2003 model X-TRAIL FCV.
Dec	Nissan Bluebird Sylphy certified as Japan's first SU-LEV.
2004	
Mar	Nissan opens new Guest Hall in Kyushu Plant.
Mar	Alliance Vision - Destination.
Apr	Nissan to increase investment in Thailand.
Apr	Nissan reports record operating profits of 825 billion yen and operating profit margin of 11.1%.
May	Nissan Korea unveils Infiniti launch strategy.
May	Dongfeng Motor Company Passenger Vehicle's Guangzhou Huadu Plant goes into operation.
Jun	Nissan announces relocation of Global Headquarters to Yokohama in 2010.
Jun	Nissan announces new strategy for Egypt.
Jul	Nissan announces Vehicle Recycling Fees for Japan.