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## 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.

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## Guiding Principles

### SUCCESS

**S**eeking Profitable Growth

**U**nique and Innovative: "Bold and Thoughtful"

**C**ustomer-Focused and Environmental Friendly

**C**ross-Functional and Global

**E**arnings and Profit Driven

**S**peed

**S**tretch

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## 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.

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## 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.