

# Outline of Nissan

## Continuing Innovation as a Global Brand

Offering the very finest products and creating added value for customers - confirmation that Nissan is a world-class automobile manufacturer evolving on a global scale.

### NISSAN MOTOR COMPANY

**The Nissan Corporate Wordmark**  
Our corporate wordmark represents Nissan as a corporation managing and operating a global business.



### INFINITI

**The Nissan and Infiniti Brand Symbol\***  
A brand symbol is the primary visual representation used to promote a brand's products, sales activities and services. The Nissan and Infiniti symbol serve as the centerpieces of our brand communications to customers.

\* The word "symbol" used here refers to general logomarks and icons.

#### 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.

Nissan, always looking outward, continues to offer products and services rich in originality that anticipate the future. What drives this perception—and gives birth to new value—is the Nissan spirit, embodied in the phrase "The power comes from inside." The cars we build at Nissan



offer not only quality and safety, but also the bold design and innovative technology that satisfy customers. As a responsible corporate citizen, Nissan is also highly motivated to help advance society and preserve our natural environment. Nissan's corporate vision is "enriching people's lives."

### Exceeding Customer Expectations—Nissan Cars

Nissan is dedicated to building highly appealing cars that customers can take delight in driving. Attractive bodylines and refined interiors, matched with dynamic driving characteristics—are key attributes that appeal to customers. At Nissan, we endeavor to build cars that possess among the world's best fuel consumption and environmental performance coupled with advanced

safety technology built on the philosophy of "protecting people with our cars". Nissan's R&D efforts continue to innovate on such new technologies that would give Nissan's products a competitive edge and true value-add to customers. Exceeding customer expectations and gaining their trust and confidence are hallmarks of Nissan vehicles.

### Aiming for Sustainable and Profitable Growth—Nissan Value-Up

Nissan announced its three-year business plan called Nissan Value-Up in 2005. This three-year plan—like the Nissan Revival Plan and Nissan 180

before it—sets clear goals while instilling the strong resolve needed to achieve them.

### To All Our Stakeholders—Nissan's Social Responsibility

Nissan is committed to value creation and community development within the communities in which we operate. We believe sustainable growth at Nissan must complement sustainable improvement in local communities

where we operate. Nissan is committed to become a good corporate citizen and continues to build confidence among our various stakeholders.

### Nissan Value-Up Commitments

- **Profit commitment**  
Top level operating profit margin among global automakers in FY05–FY07
- **Profit commitment**  
4.2 million sales in FY08
- **Return on invested capital**  
20% average ROIC over the plan

### Four Major Breakthroughs

- Building Infiniti into a globally recognized luxury brand
- Building a new and significant global presence in light commercial vehicles
- Developing new supply sources in what we call "leading competitive countries" for parts, machinery and equipment, vendor tooling and services
- Expanding our geographic presence in markets such as China, India, Thailand, Russia, Eastern Europe, the Gulf countries and Egypt

