

Design

The Road to Becoming a World-Leading Power Brand



Nissan aims to create a fusion of unique, original design sensibility and cutting-edge technology based on our design heritage and the inherent traditions of Japanese culture. Design is essentially the visual message transmitted by a company. Therefore, Nissan Design goes beyond the design of the vehicle itself. We are committed to presenting a coherent “Nissan-ness” at every single touchpoint where we come into contact with our customers, be it from a sales promotion to the interior design of our vehicles. Nissan Design creates motifs and styles that go beyond the expectations of customers, explicitly presenting Nissan’s inherent value to enhance the company’s brand power.

The Fusion of Japanese Culture and Nissan’s Distinctiveness

Powerful design, dynamic performance and cutting-edge technology combine seamlessly in the new Infiniti G35 sedan. Traditional Japanese motifs are incorporated into a modern interior design that welcomes both drivers and passengers. As a global auto manufacturer with our origins deeply rooted in Japan, Nissan takes pride in ensuring that the unique elements of Japan’s artistic sensibilities are incorporated into the creation of an automobile with a distinctive character. The Infiniti G35 was released in North America in November 2006, followed by Japan in 2006 as the new Skyline sedan.



Timeless Japanese motifs grace the new Infiniti G35 sedan

The Global Design Development Organization

Nissan Design has development centers in Japan, the United States, England and Taiwan. In the course of our design activities, we place great emphasis on intense communication within this global network to respond fully to the needs and desires of customers worldwide. For example, the Qashqai crossover SUV was based on a concept car designed entirely at the Nissan Design studios in England.



The Qashqai crossover SUV—a global design

Cultivating the Next Generation of Automotive Designers

Nissan Design’s Imagination Factory has been introduced in various Asian countries with the aim of interacting with students in each locale. One vital facet of this activity is the Nissan Design Offsite Internship, an educational program for students hoping to become automobile designers. Through these programs we seek to cultivate the next generation of car designers and improve the overall level of automotive design.



The source of great future vehicles—Nissan Design’s Imagination Factory