

Quality

Achieving Quality That Satisfies Every Customer



Nissan makes every effort to maintain universal standards of quality. Our internally developed Nissan Product Quality Policy (NPQP) sets forth three aims: 1) provide the highest-quality products to all customers; 2) pursue the same quality standards worldwide; and 3) establish quality assurance that people can depend on through the implementation of the Nissan Quality Assurance Way (NQAW).

Ensuring Top Quality Throughout the Vehicle Lifecycle

From vehicle concept and manufacturing through to logistics, sales and after-sales service, Nissan aims to sustain a consummate level of quality throughout the service life of every vehicle. Quality assurance at each of these stages results in a better-built car, and ensures higher quality and durability. On the manufacturing side, every Nissan project quality director (PQD) had been trained to take into consideration the customer's point of view when investigating the quality of materials and construction. Our PQDs work to make sure that Nissan adheres to the highest standards in hundreds of areas in each vehicle. Their scrutiny helps to ensure that Nissan cars deliver optimum performance throughout their lifecycle.



The PQD testing seen here is performed to confirm quality

Higher Quality Sales and Service

The Nissan Sales and Service Way (NSSW) is a set of global-standard guidelines aimed at making Nissan the top vehicle choice when customers step into a Nissan dealership. These guidelines cover all aspects of the sales experience to ensure that customers feel comfortable and at ease in Nissan showrooms, and confident in driving away in a new Nissan. Each year, the All-Nissan Service Technical Contest draws representatives from Nissan dealerships worldwide, all eager to show their sales, reception and telephone techniques and technical skills to fellow colleagues gathered from Nissan's sales and service force worldwide. There is intense competition for the best results, and these meetings regularly highlight new ways to improve our service.



The All-Nissan Service Technical Contest is held annually

Supplier Cooperation Boosts Quality

With the intense competition in the global market, the close cooperation with our various suppliers of parts, materials and services is absolutely essential. Nissan works to strengthen these partnerships and to improve our communications with these suppliers. A formal awards program has been established to recognize the supplier that has achieved superior quality on a global scale. Through various quality assurance programs, Nissan works with suppliers to promote continual improvements in the quality of our Nissan vehicles.



The Global Supplier Awards ceremony