

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.

Nissan will continue to offer innovative products and services today and in the future. What drives us—and gives birth to new value—is the Nissan spirit, embodied in the phrase “The power comes from inside.” Nissan builds high-quality cars that are safe and have the bold design and innovative technology

to satisfy our customers' needs. As a responsible corporate citizen, Nissan is committed to contributing to the advancement of society and the preservation of our natural environment. Our corporate vision is “enriching people's lives.”



Meeting the Diverse Needs of Customers Everywhere—Nissan Cars

Nissan is dedicated to building appealing cars that customers can 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 offer better fuel consumption and environmental performance coupled

with advanced safety technology, built on the philosophy of “protecting people with our cars.” Nissan's R&D focuses on breakthrough technologies that give our products both a clear competitive edge and value-add to our customers. Exceeding customer expectations and gaining their trust and confidence are hallmarks of Nissan vehicles.

Sustainable Mobility for Society—Investing in the Future

Nissan is investing in the future by aggressively pursuing advanced R&D. One of the most important areas of research is the environment. The Nissan Green Program 2010 midterm environmental action plan calls for better environmental performance from

our cars. Additionally, it requires all of Nissan's business operations to find ways to protect the environment, such as reducing plant emissions. The Nissan Group and its affiliates are committed to achieving sustainable mobility for future generations.

Midterm Environmental Action Plan

Under the Nissan Green Program, the company has set clear objectives by 2010 for reduction of CO₂ and other automotive-related emissions, and to increase recycling. For more information on our environmental activities, please see page 10.

For All Stakeholders—Nissan Corporate Social Responsibility

Nissan's vision of “Enriching people's lives” is reflected in our social development programs worldwide. Nissan believes that healthy and profitable growth can go hand-in-hand with the development of a sustainable society. By fully embracing the concept of corporate social

responsibility, we ensure that all stakeholders—customers, shareholders and investors, employees, business partners, and the regional companies—foster a strong relationship based on a foundation of mutual trust and respect.

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.

