

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.

New Skyline Coupe (Infiniti G37 Coupe) on the Horizon

At the New York Auto Show in April 2007, Nissan announced the new Infiniti G37 Coupe would make its debut in North America in August. In Japan, the car will be introduced in October as the Skyline Coupe. The introduction of the Skyline Coupe this year commemorates the Skyline’s 50th anniversary. The Coupe is already garnering praise from automobile enthusiasts worldwide.



The new Skyline Coupe/Infiniti G37 Coupe

Global Design Studio

Nissan opened its new global design studio, located at the Nissan Technical Center in Atsugi, Kanagawa Prefecture, in December 2006. Under the “Collaboration & Communication” theme, the design center fosters an environment that allows the designers to maximize their creative capabilities and encourages collaboration among Nissan designers worldwide. The studio will serve as Nissan’s central design and development facility, working closely with design studios in the U.S., England and Taiwan, to deliver more attractive and innovative products to our customers.



The new global design studio offers the expansive freedom that inspires creativity.

Cultivating Next-Generation Designers

Nissan is exploring new ways to cultivate the next generation of car designers. In Japan, we initiated the Nissan Design Offsite Internship educational program for design students aspiring to become automotive designers. In 2006, we launched the Nissan Design Forum’s “Imagination Factory” to bring our designers into contact with design students across Asia, including Singapore, Thailand, Taiwan and other countries.



The Nissan Design Forum’s “Imagination Factory”