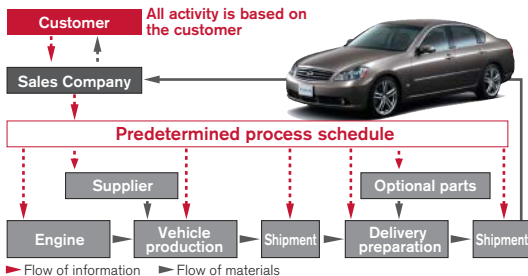


Manufacturing

What We Do to Meet Diversifying Customer Needs

How NPW Synchronizes Manufacturing Processes



We at Nissan continue to pass the test of making increasingly better products, and take real pride in our productivity and manufacturing efficiency, which ranks as the best in the global automotive industry. What helps make this possible is the Nissan Production Way (NPW). NPW is meant to ensure the efficient manufacture of high-quality automobiles and to deliver those vehicles to customers in the fast delivery times we have promised. Under NPW, we build vehicles not just in an ordinary production-line, but combine collections of components—such as engines and assemblies—with the manufacturing processes “in a synchronized” fashion to assemble all of the components into a completely built vehicle.

Developing Global Production Bases

With rising demand for Nissan’s products in new markets worldwide, our global growth strategy is focused on the expansion of our regional facilities and investing in greenfield facilities. In the Huadu district of Guangzhou, China, Dongfeng Nissan recently completed a new engine plant, and is in the process of upgrading its vehicle assembly factory to boost productivity. Nissan has established an auto parts export base in Bangkok, Thailand, to ship parts to its manufacturing plants worldwide. We are also constructing a new production facility in St. Petersburg, Russia. In India, Nissan is partnering with Renault and local manufacturer Mahindra & Mahindra to construct a new plant in Chennai, in the state of Tamil Nadu.

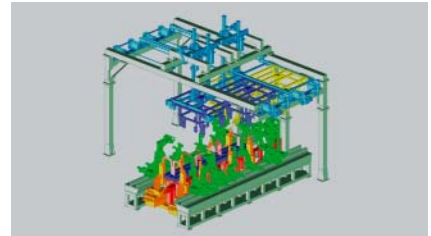


The Dongfeng Motor Co., Ltd. Guangzhou Huadu vehicle plant (China)

Implementing NIMS, Nissan’s Highly Efficient Production Technology

To respond smoothly to changes in consumer preferences and shorten the lead time needed to prepare a factory for a new vehicle launch, we have introduced Nissan’s original standard production technology called the Nissan Integrated Manufacturing System (NIMS). NIMS allows the orderly expansion of factories both in and outside of Japan. One major NIMS feature enables us to make several types of vehicles on a single production line and yet dramatically reduce the costs associated with the start of a new model production. Nissan’s expertise, developed over the years, is reflected in newly designed equipment that has been standardized globally for greater stability in quality and efficiency throughout the global manufacturing system.

NIMS (Nissan Integrated Manufacturing System)



An example of NIMS in body production: The manufacturing equipment automatically confirms the type of vehicle before doing the welding

Ergonomic “Human-Friendly” Production Lines

Thanks to the adoption of ergonomic principles throughout the working environment, NPW enables the creation of production lines that are more “human-friendly” to our employees. Difficult working positions and postures are eliminated from the working process to create a more advanced approach to production. We have taken this approach to a global level, working to improve both efficiency and quality in the manufacture of Nissan automobiles worldwide.



Ergonomic concepts have been incorporated into the production line at the Nissan USA plant in Canton, Mississippi