

CONTENTS

1	Corporate Data	
	Corporate Data	2
	Board of Directors and Auditors, Corporate Officers	3
	Major Offices, Facilities and Sales Network	
	<Japan>	4
	<North America>	6
	<Europe>	8
	<Asia>	10
	<Oceania><Mexico, Latin America & Caribbean>	12
	<Middle East, Gulf States>	14
	<Africa>	16
2	Business Overview	
	Consolidated Financial Information	18
	Global Production, Global Retail Sales	19
	Domestic Sales and Market Share, Export from Japan, Cumulative Production, Export and Domestic Sales Totals	20
	Sales by Model <Japan, U.S., Europe>	21
3	Products	
	Model Lineup <Japan>	22
	Model Lineup <North America, Europe>	23
	Model Changes in Japan	24
	Model Names by Markets	28
4	Non-Automotive Businesses	
	Forklift Business	30
	Marine Business	31
5	Major Events in Nissan's History	
	Major Events in Nissan's History	32
6	Major Subsidiaries and Affiliates	
	Major Subsidiaries and Affiliates in Japan	36

INQUIRY

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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 and suppliers, as well as the communities where we work and operate.

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.”

NISSAN

Established in Yokohama, Kanagawa in 1933, Nissan Motor Co., Ltd. currently manufactures vehicles in 16 countries around the world, including Japan. Global unit sales in fiscal 2007 totaled 3.77 million vehicles. In addition to vehicles, Nissan also develops, manufactures and markets forklifts and marine equipment.



INFINITI.

Nissan has a portfolio of two brands, NISSAN and INFINITI, worldwide. NISSAN vehicles are marketed in all major market worldwide. INFINITI was launched as a luxury car brand in North America in 1989. The INFINITI brand has since expanded to Middle East, Korea and Europe, and will continue to enter into new markets globally.



In a world where going green is more of a fashion statement than a manifesto for change, Nissan Motor Company is taking a different approach. Nissan is going Blue. Blue Citizenship represents a new way for us to look at our business and how we impact all our stakeholders. Whether it is through our products, our investments in communities or giving back to society through philanthropic actions. Blue Citizenship represents the sum of our efforts to ensure Nissan is playing a positive role in the sustainability of our earth and its resources. Blue Citizenship means no more business as usual. Because when you shift your thinking to Blue, you don't just make a better car, you make a better world.

