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Nissan reshapes its Japan business for future growth

Nissan has announced a comprehensive initiative to reshape its Japan business, guided by its long-term vision “Mobility Intelligence for Everyday Life” and strengthening Japan’s role in the company’s future growth.

Building on recent momentum with Rook, LEAF, Kicks and the all-new Elgrand, the Skyline, Patrol and a new global B-segment car will further broaden Nissan’s lineup in Japan.

Each plant will specialize: Tochigi as the High Tech Hub, Nissan Motor Kyushu as the Global Model Hub for B- and C-segment vehicles, and Nissan Shatai Kyushu for body-on-frame and LCVs.

The long-term ambition is to produce approximately one million vehicles annually in Japan, through domestic growth, exports and partnerships.

Japan will also serve as a proving ground for advanced technologies, including next-generation ProPILOT and mobility services.



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Kicks e-POWER hybrid coming to Europe, with production planned for Sunderland

- Nissan will launch the Kicks e-POWER hybrid compact (B-segment) crossover in Europe and invest £170m to build it at its Sunderland Plant in the UK
- Kicks will feature the third-generation e-POWER system, where the wheels are driven solely by an electric motor
- It will be the tenth model built in Sunderland, which celebrates its 40th anniversary this year, alongside the Qashqai, Juke and LEAF



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# All-new Nissan Tekton unveiled in India

- The all-new Nissan Tekton C-SUV had its world premiere in India, with bold Patrol-inspired styling
- Developed and manufactured in India, in partnership with Renault, for domestic and export markets, the all-new Tekton highlights India's importance as both a growth market and strategic export hub.
- The model will be exported to 50 global markets across the Middle East and Africa, further strengthening India's role in Nissan's global manufacturing and product strategy.



Tekton offers Google built-in, six airbags and driver assistance including Adaptive Cruise Control and Autonomous Emergency Braking, with 1.0L and 1.3L turbo petrol engines.

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# Nissan Rogue named No. 1 compact SUV in JD Power 2026 U.S. IQS

The Nissan Rogue has been named the No. 1 Compact SUV for New-Vehicle Quality in the JD Power 2026 U.S. Initial Quality Study — a first for Rogue. Nissan also ranked second among mass-market brands.

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# Nissan sees continued sales growth in Japan and the U.S.

In July 2026, Nissan sales grew 3.6% in Japan, helped by customer interest in the recently launched Kicks and Elgrand, and 2.3% in the U.S. Exports from Japan rose 6.5% to 31,222 units, while global sales were 219,495 units, down 16.5% year-on-year.

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# Nissan posts FY2026 Q1 results, reaffirms financial outlook

Nissan’s consolidated operating profit returned to positive territory at ¥77.9 billion in FY2026 Q1, an improvement of ¥157 billion year over year, on net revenue of ¥2.964 trillion. Re:Nissan delivered an additional ¥60 billion in savings, and Nissan reaffirmed its FY2026 financial outlook.



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# Qashqai e-POWER earns Guinness World Records™ title

The Nissan Qashqai equipped with next-generation e-POWER has earned a Guinness World Records™ title for the longest journey completed by a non-plug-in extended-range electric vehicle SUV without external charging or refuelling — 1,980 km on a single tank.



The journey took place in Colombia from 14 to 17 July 2026, from Bogotá to the Caribbean coast, with every stage independently verified by Guinness World Records™ judges. It follows successful long-distance e-POWER journeys in the United Kingdom and Australia.

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# Nissan ranks among the top 27% worldwide in EcoVadis sustainability assessment

Nissan’s FY2026 EcoVadis assessment lifted the group into the 73rd percentile of companies assessed worldwide, with strong Labor & Human Rights performance. Nissan retains the EcoVadis Committed Badge, valid until 24 July 2027, in the leading global ESG assessment used by over 150,000 companies worldwide.



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