Design is the interface between customers and the brand. Nissan believes that it has the speed and power to communicate across borders through form and shape.

Nissan designers realize that a car is much more than metal, rubber and fabrics. It’s more than mere transportation. The automobile represents freedom, self-expression—even desire. Understanding this fundamental concept allows designers to blend passion and practicality, creating cars that meet customers’ unanswered needs. In doing so, they work closely with Nissan’s product and planners to foster innovative concepts and designs with impact.

They can dare to be bold in their designs, but it is a boldness tempered by thoughtfulness.

The commitment is straightforward: Nissan design will be a creative force that stirs creativity, nurtured innovation and challenges the conventional to create attractive, distinctive products.

Concept cars: where Nissan designs step out, show their creativity and point the way to Nissan’s future look:
Nissan design continued to be acknowledged globally in an impressive list of awards:

### Awards

**March/Micra:**
- Red Dot Design Award, Design Center of North Rhine Westphalia, Germany
- Auto Color Awards 2004, Japan Fashion Color Association

**Teana**
- Good Design Award 2003, Product Design Division, Japan Industrial Design Promotion Organization
- Best Value Award, 2003-2004 Japan Car of the Year Awards
- Auto Color Awards 2004, Auto Color Designers’ Award, Interior Color Division, Japan Fashion Color Association

**Fairlady Z**
- Auto Color Awards 2004, Auto Color Designers’ Award, Technical Division, Japan Fashion Color Association

**Cube**
- Good Design Award 2003, Product Design Division, Japan Industrial Design Promotion Organization

**Skyline Coupe**
- Good Design Award 2003, Product Design Division, Japan Industrial Design Promotion Organization

**Gazelle**
- Best Concept/Prototype Award, British Motor Show

**Other**
- Nissan Retail Environment Design Initiative Good Design Award 2003, Construction/Environmental Design Division
- Nissan Visual Identity System Japan Typography Almanac 2003 Grand Prix, Japan Typography Association
- Nissan Sign Design System SDA Outstanding Performance Award, Japan Sign Design Association

### Vehicles

**Fuga**
A sporty exterior suggests the Fuga’s superb dynamic performance, while the interior offers roominess unimaginable in the conventional concept of a sedan. In addition to a tall overall height that provides ample headroom, Fuga also successfully expands the legroom for rear-seat occupants.

**Actic**
The Actic is what Nissan calls a “content rich” design: a sleek, aerodynamic Small Crossover concept vehicle. It provides both functionally and personally, with a modular six-passenger interior with flexible seating, an IT system with unique overhead display screens, long wheelbase matched with a wide body and unique roof design.

**Jikoo**
The Jikoo transcends time and space—building on the lines of the 1935 Datsun Roadster, it is a fusion of advanced technology and the craftsmanship of Edo, the old name for Tokyo. Even the navigation system fuses locations in modern Tokyo with a map of Edo and historical notes.

**Effia**
The Effia is designed to be the ideal commuter vehicle of the future; a fuel cell vehicle packed with radical, ingenious solutions. Minimal on the outside, it provides a flexible 3.5-seat interior.