

Building the Brand with World-Leading Design

DESIGN IS KEY TO TODAY'S EXPANSION OF THE NISSAN BRAND. IT DEFINES THE FIRST AND LASTING IMPRESSION CUSTOMERS HAVE ABOUT THE NISSAN PRODUCT, AND PLAYS AN IMPORTANT ROLE IN EXPRESSING THE NISSAN BRAND IDENTITY. THE AIM IS TO CREATE DESIGN THAT REVERBERATES IN THE HEART, APPEALS TO THE MIND'S EYE AND DELIVERS CONCEPT AND MESSAGE.

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:



Qashqai

The Qashqai is a compact crossover with an advanced electronic 4WD system—an Urban Nomad. It is the first complete design project from the new Nissan Design Europe center in London, which opened on January 1, 2003. Large wheels and exaggerated wheel arches give the vehicle a purposeful stance, echoing the strength of a large 4x4, but with delicate design touches that endow it with a softer, less aggressive look.



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 functionality and personality, 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.



Effis

The Effis 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.

Awards

Nissan design continued to be acknowledged globally in an impressive list of 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

Qashqai

- 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