



New ATLAS F24 CLIPPER RIO

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New Atlas F24



The customer in mind

- Focus on private users and small to medium size companies
- “I often deliver in narrow streets”
- “I want to hold the costs down, as much as possible”

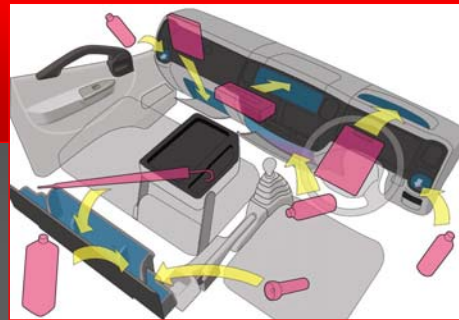
The smart truck for active business

- Top level functionality and manoeuvrability
- Best price



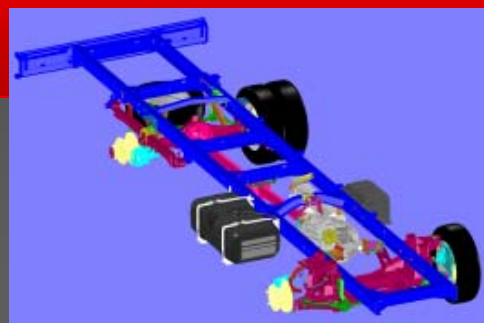
The smart truck for active business

- Just size roominess
- Advanced functional interior
- Cost of ownership



New Global Light Duty Truck Platform

- Nissan Motor Light Trucks
- For all future LDTs and medium-heavy LCVs



Clipper Rio: the versatile mini one-box



Clipper: the versatile mini one-box

- Large cargo space in compact body
- Smart functionality
- Fuel economy



LCV breakthrough commitment

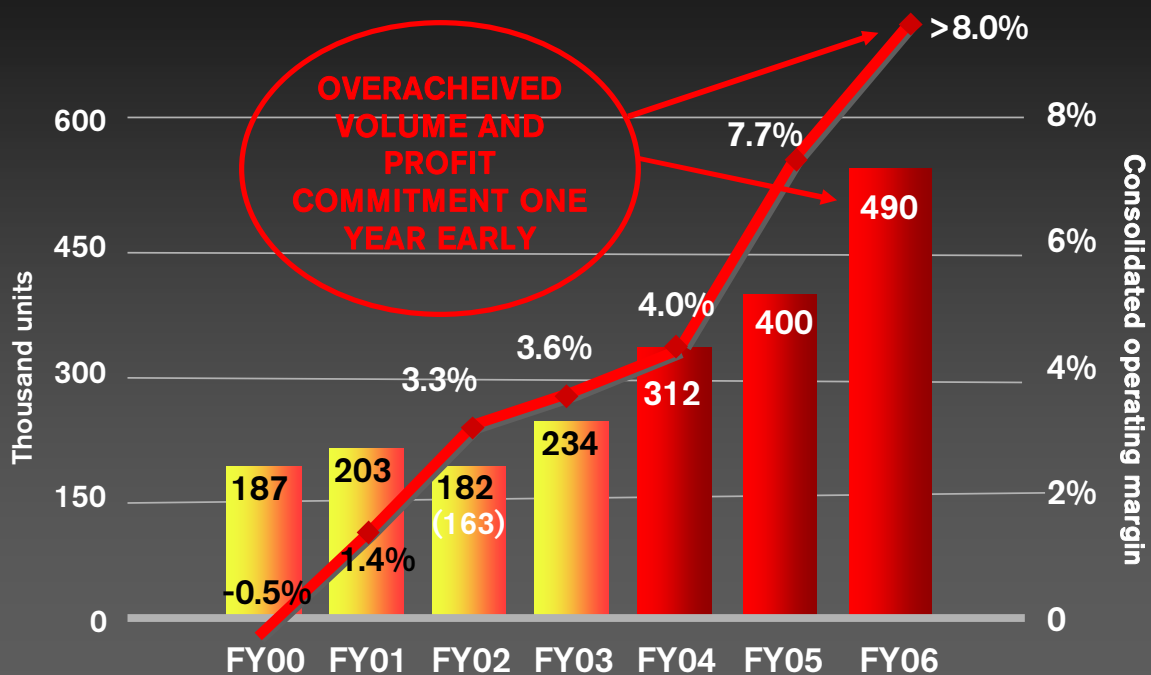
Grow sales volume by 40%
to 434,000 units

Double profit margin to 8%

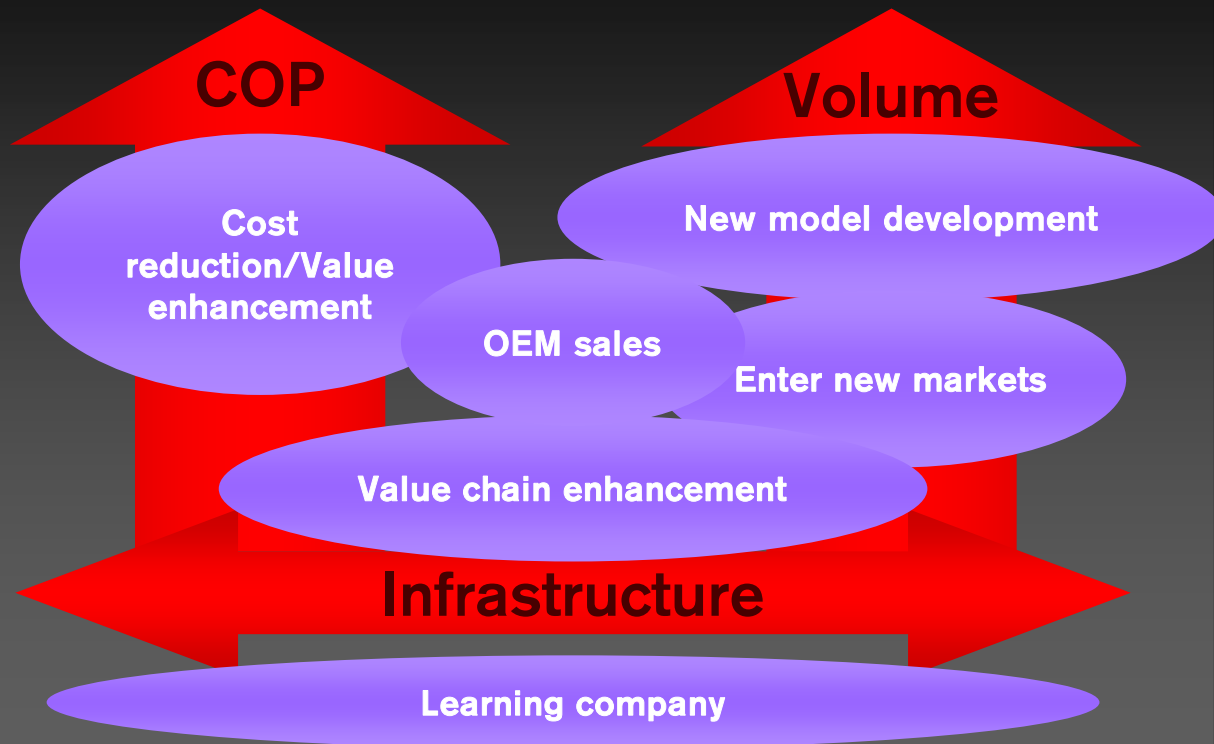
In Fiscal Year 2007

Value Up Plan commitments
Achieved one year early

LCV breakthrough achievement



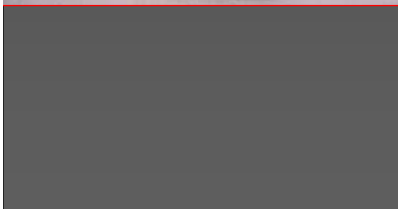
LCV breakthrough strategies



Breakthrough: key highlights

New products during value up period:

- Cabstar/AtlasF24
- AD/AD Expert
- Primastar
- Hybrid Atlas
- Clipper Rio
- Atleon
- Interstar
- AtlasH43



Breakthrough: key highlights

OEM business:

- Cabstar to Renault Trucks.
- AD to Mazda / Mitsubishi Motors

Atlas OEM

- Nissan Diesel Motor
- Isuzu Motors



Key highlights

Cost reduction, Value enhancement

- Global LDT platform
- Kaizen-based optimisation



Key highlights

Enter new markets

- Nissan LCV now in 57% of world markets



Key highlights

Value Chain enhancement:

- Pro-Shop network in Japan.
- Cooperation with Volvo Dealers in Europe.
- Pro-Shop philosophy inspires all regions.



Key highlights

Learning company:

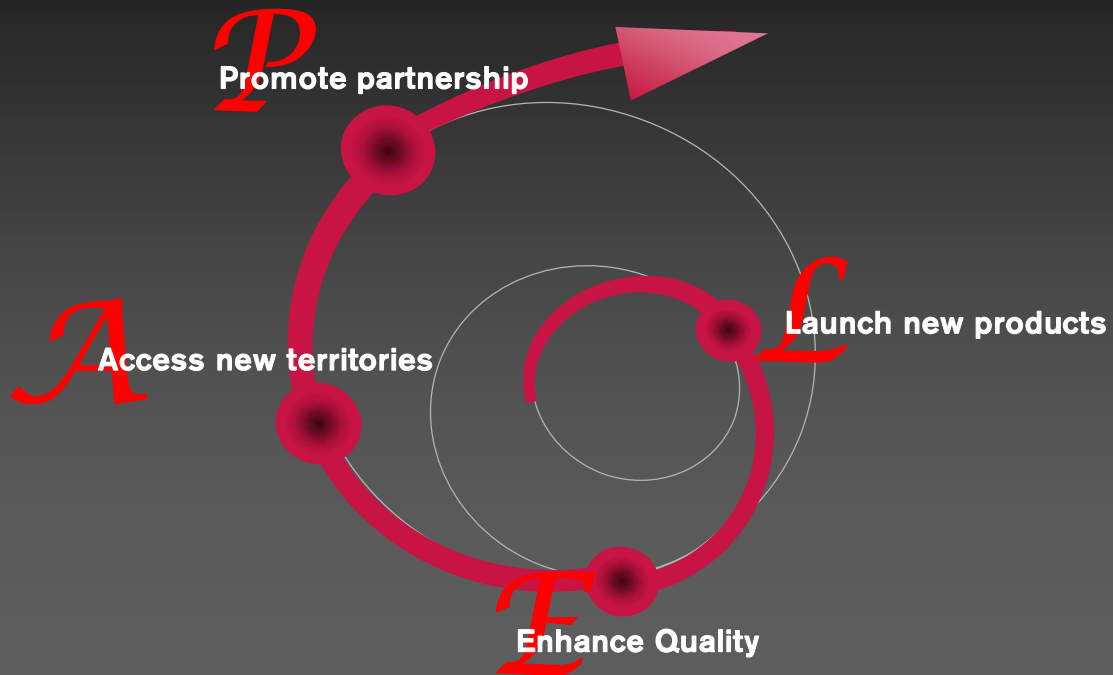
- **Mirror organisation**
(Europe, China, Mexico, USA, South Africa, Middle East)
- **Clear processes and accountability system for next generation managers.**



Vision for growth

**Leading position
in the global LCV market in 2010**

The LEAP agenda for growth



The LEAP agenda for growth

Launch new products

- Keep LCV (up to 8 ton GVW) as core line-up.
- Seek globalization of individual products where possible.
- Develop new models to respond to local or regional needs if it makes business sense.
- Alliance: leverage the alliance with Renault for best synergy.

The LEAP agenda for growth

E Enhance Quality

- Product
- From idea generation to final production
- Customer's experience with Nissan

The LEAP agenda for growth

A Access new territories

- USA
- India
- Post BRICs



The LEAP agenda for growth



Promote partnership

- **OEM**
(cooperation with Renault Trucks, Mazda, Isuzu and Mitsubishi Motors)
- **Network**
(cooperation with Volvo dealers in Europe).
- **Technology**
(cooperation with ZF on hybrid technology studies).



Conclusion

- **Two new products for the Japanese market**
- **AtlasF24 OEM to Nissan Diesel and Isuzu Motors**
- **Global LDT platform**
- **Vision: leading position in 2010**

Focus on the customer.