

NISSAN



NISSAN GT 2012

Quality Leadership

Jun 27, 2008

Nissan Motor Co., Ltd.

Kazumasa KATOH

SENIOR VICE PRESIDENT

Total Customer Satisfaction Function

1

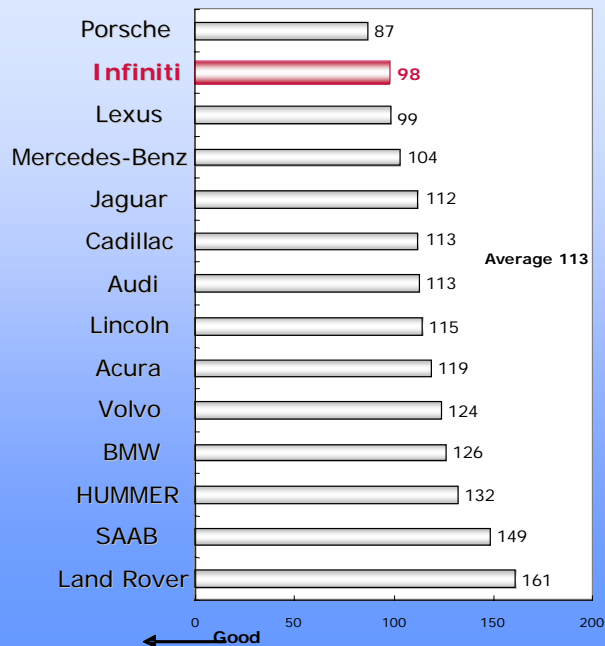
Position of quality in Nissan GT2012



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Top Level Quality

J.D.Power IQS - USA Premium Channel



Premium
Channel

2008 : 2nd /14

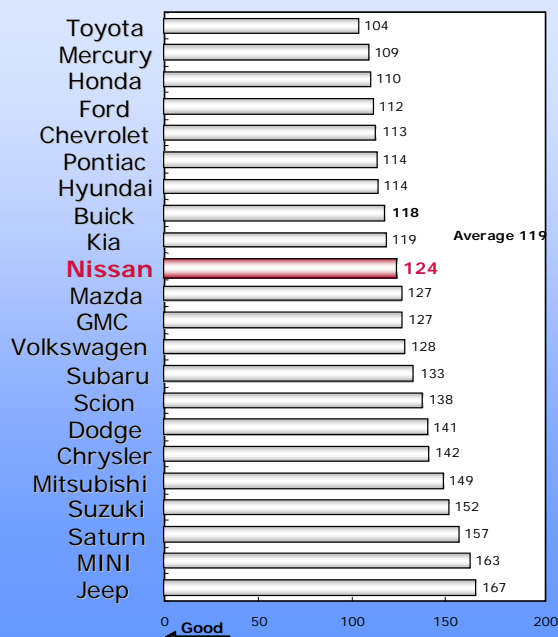


2007 : 6th /14

3

Top Level Quality

J.D.Power IQS - USA Non - Premium Channel



Non-Premium
Channel

2008 : 10th /22



2007 : 11th /21

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Top Level Quality

J.D.Power IQS - USA

■ Segment Top



Infiniti EX



Infiniti M-Series

■ Segment 2nd



Infiniti G-Series



Infiniti QX56



Nissan Quest

Top Level Quality

J.D.Power IQS - USA

■ Plant Award : Asia Pacific Silver Award

Tochigi Plant

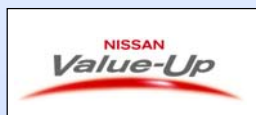


NISSAN GT 2012



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NISSAN GT 2012 Quality Key changes



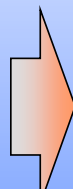
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Majority of commitments have been achieved, however...

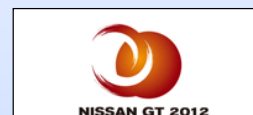
Not company-wide activity

Indirect connection to customer behavior

Weak Project quality management on milestone



learned from



Key changes

More customer focused

Higher challenging target with NEP activities

Enhancement of quality management in project development

8

Top Level Quality

Most influential indicator (MII)

Quality judgment by external indices
representing customer's opinion

Great Britain:
"WHAT CAR?"

Germany:
"ADAC"

China:
JDP IQS

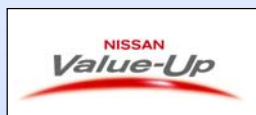
USA:
"Consumer Reports"

Italy:
"QUATTRORUOTE"

South Africa:
PSI

Brazil:
"QUATRO RODAS"

NISSAN GT 2012 Quality Key changes



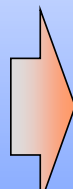
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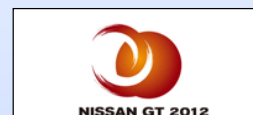
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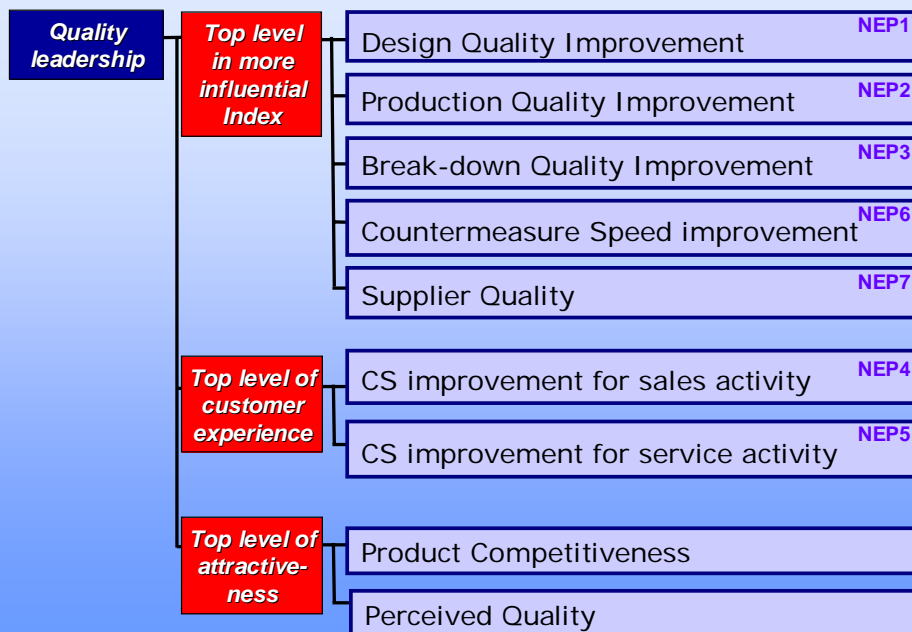
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Higher challenging target with
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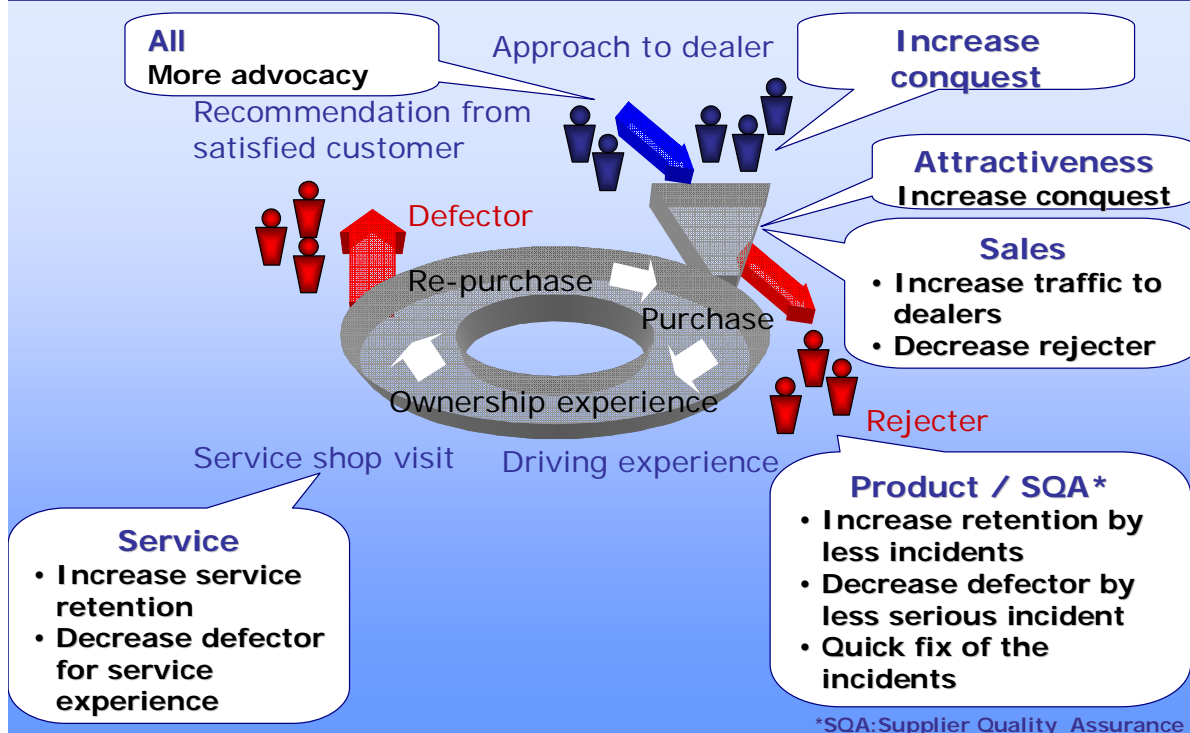
Enhancement of quality
management in project
development

Nissan Excellence Program (NEP)



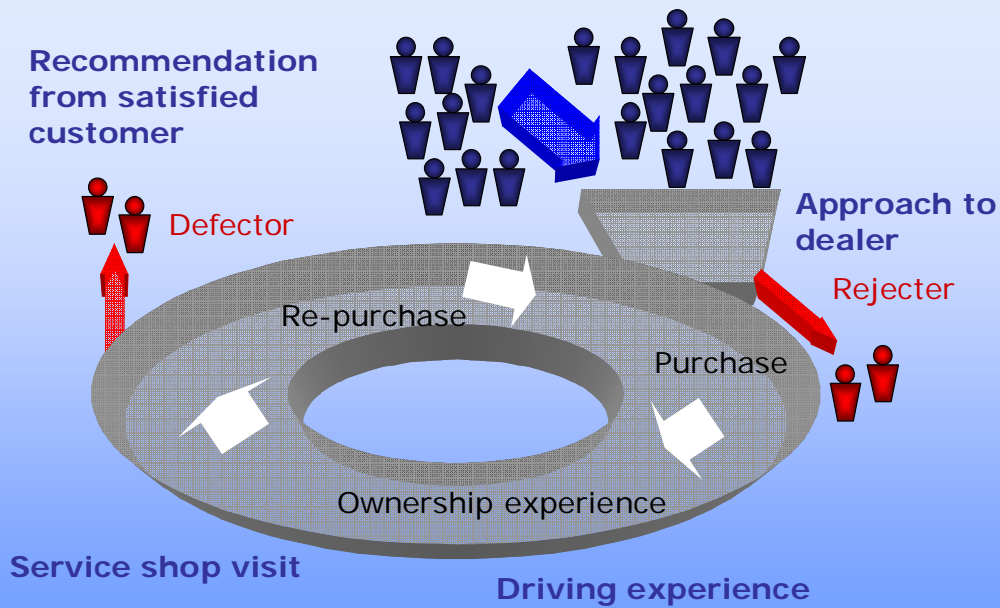
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Enhancement of Growth & Trust Cycle



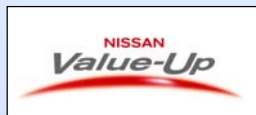
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Enhancement of Growth & Trust Cycle



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NISSAN GT 2012 Quality Key changes



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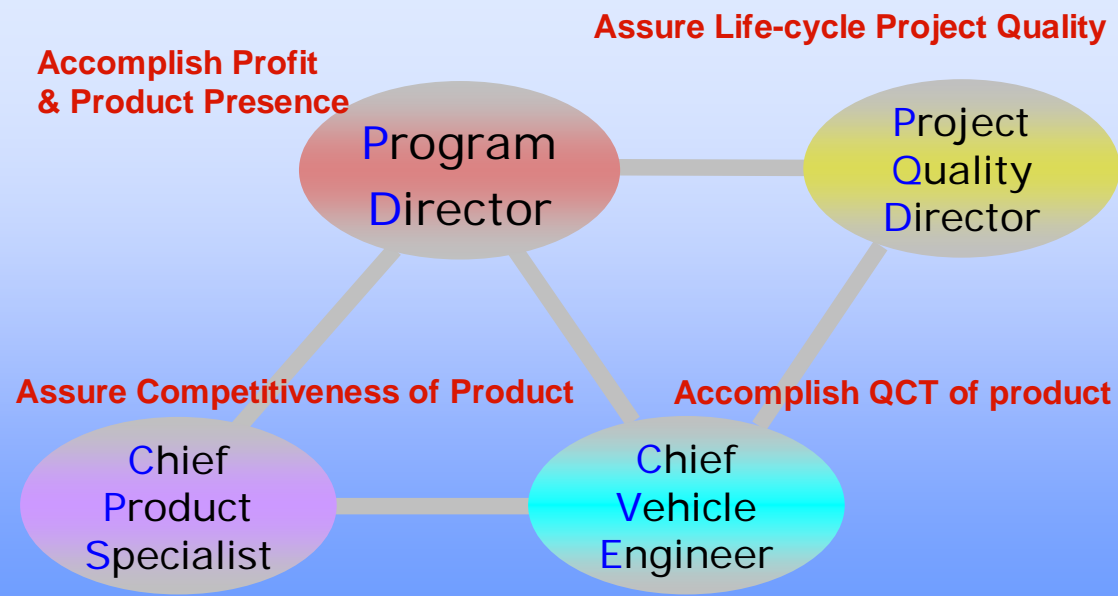
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Higher challenging target with NEP activities

Enhancement of quality management in project development

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Project quality management



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Internal indices and objectives

- Warranty claim rate 3 Month In Service ➡ **1/2**
- Supplier parts defect rate (PPM) ➡ **1/2**
- Breakdown ratio ➡ **1/2**
- Countermeasure lead time ➡ **1/2**
- SSI, CSI top level regions ➡ **x 2**
- Attractiveness quality top models ➡ **x 2**

vs FY07

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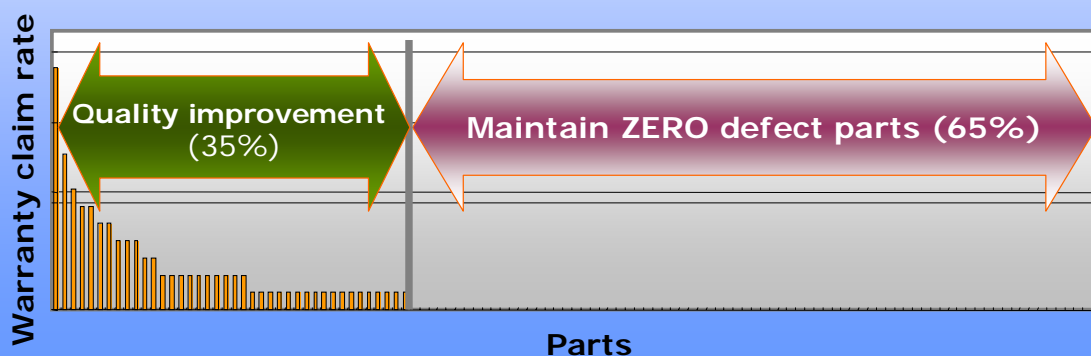
vs FY07

Realization of Zero defect

NEP1 Design Quality Improvement

■ Maintain ZERO defect parts

■ Parts quality improvement
(Technical solution and application)



Quality expert reinforcement for DR* promotion

NEP1 Design Quality Improvement



Expert



Pilot



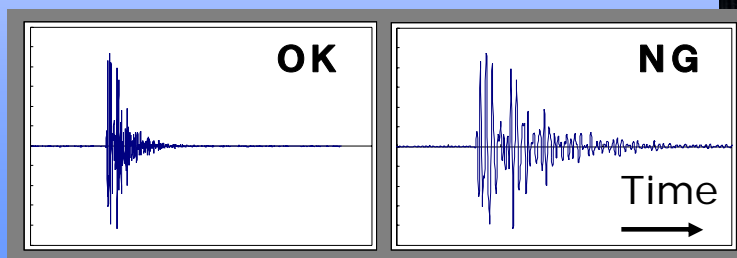
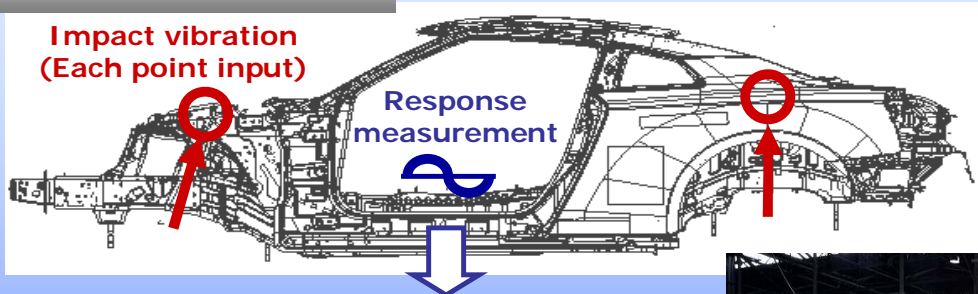
Crew

*Design Review

100% inspection of body dynamics in operation

NEP2 Production Quality Improvement

- 100% check
- Quick check



Acceleration response waveform



Adopting measuring devices of R&D to plants

- 100% check
- Quick check

NEP2 Production Quality Improvement

Detection: **X2** → Squeaks and rattle noise: **1/5**



Weatherproof vibrator

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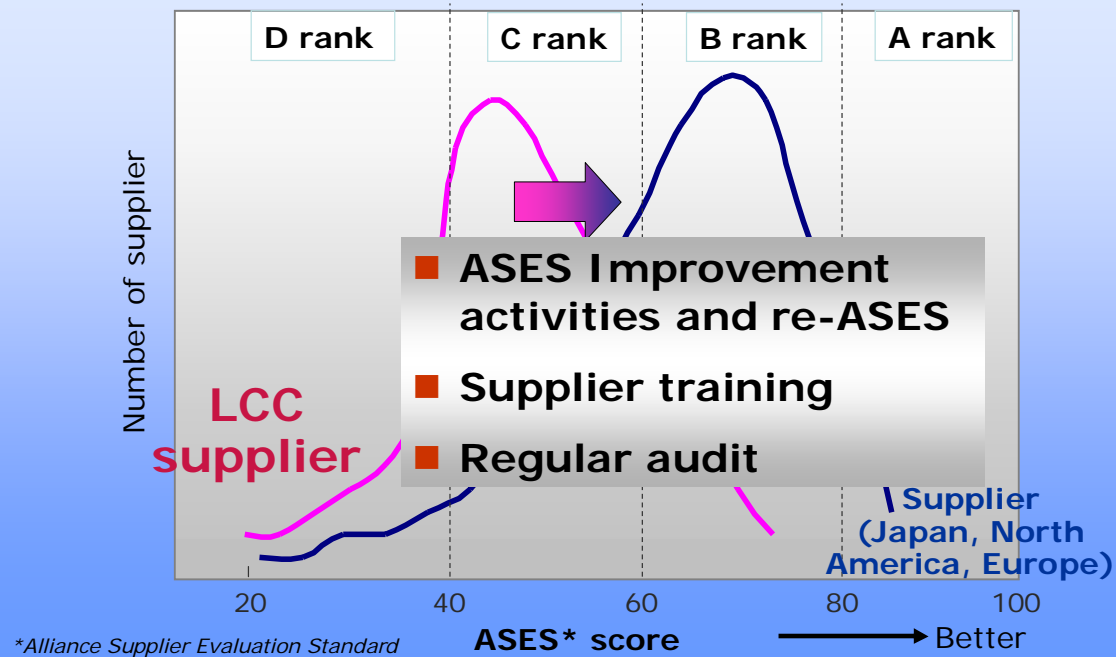
vs FY07

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SQA activities promotion

NEP7
Supplier Quality

SQA=Supplier Quality Assurance

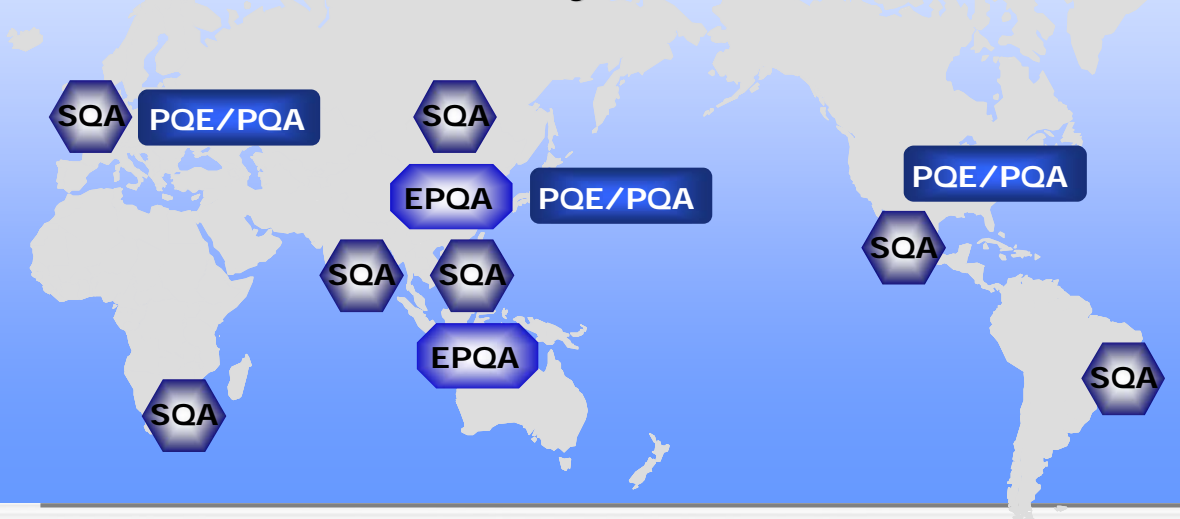


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Quality leadership with partnership

NEP7
Supplier Quality

SQA : **S**upplier **Q**uality **A**ssurance
EPQA : **E**xport **P**arts **Q**uality **A**ssurance
PQE/PQA : **P**arts **Q**uality **E**ngineering
Parts **Q**uality **A**ssurance



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Internal indices and objectives

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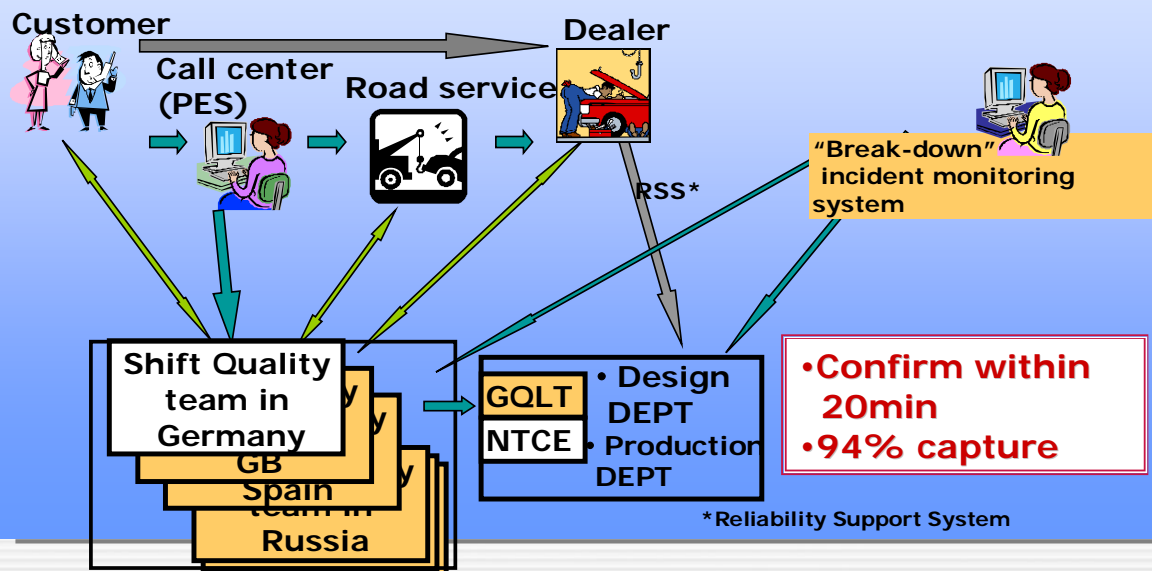
vs FY07

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Breakdown information detecting

NEP3 Break-down Quality Improvement

- In addition to Germany, establish “Shift_Quality team” in France, England, Spain, Italy and Russia.
- Development of breakdown incidents monitoring system



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vs FY07

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Enhancement of FQIA activities at FQC

FQIA: Field Quality Investment Analysis

NEP6 Countermeasure
Speed improvement

- Incident parts return speed-up
- Increase numbers of incident parts collection
- Joint analysis enhancement

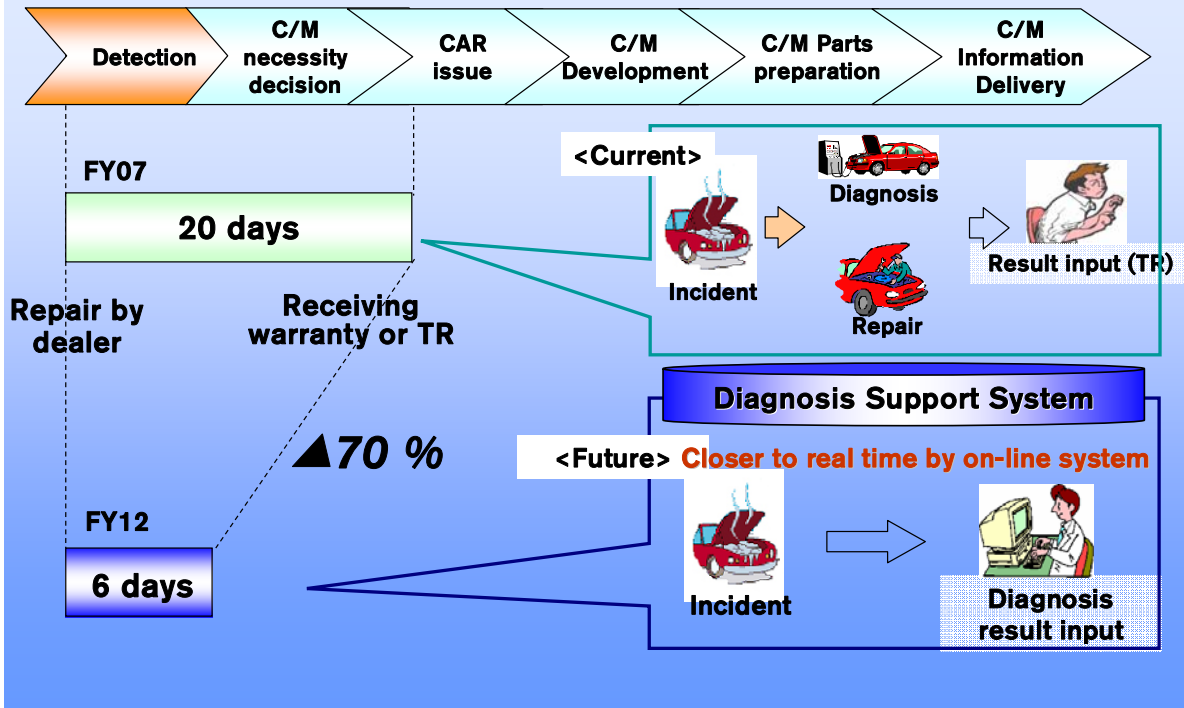


Region
Smyrna

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Initial investigation speed up (JPN)

NEP6 Countermeasure
Speed improvement



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vs FY07

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■ Global Sales & Service Quality Department

Established since April 2008

■ Nissan Sales & Service Way

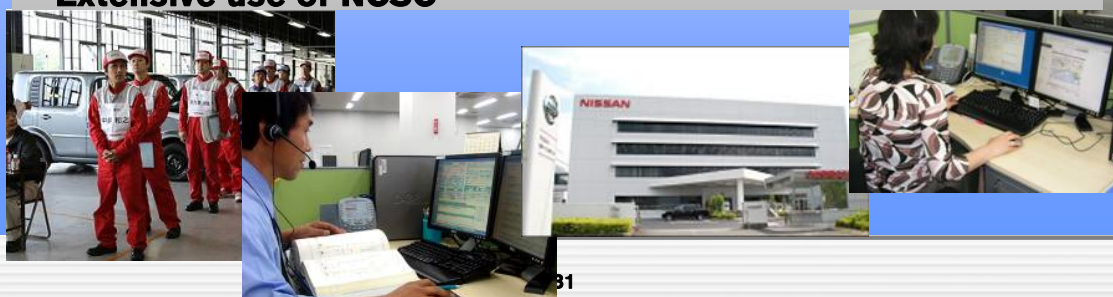
Fully adopt to 7,000 dealers globally

■ Sales & service training

Apply high quality training to 130,000 members

■ Customer / dealer support enhancement

Extensive use of NCSC



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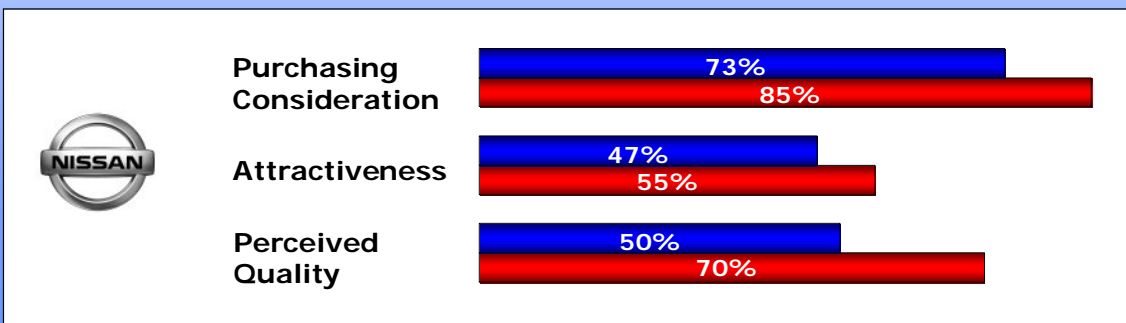
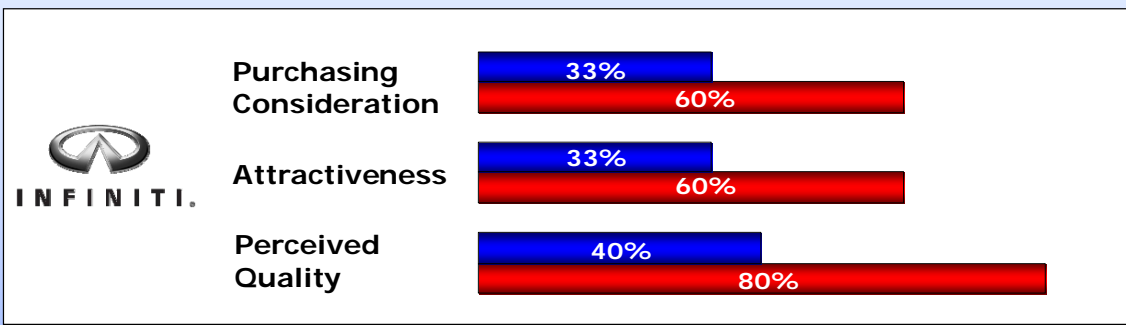
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vs FY07

Perceived Quality and Attractiveness



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