

Nissan Retail Sales, Production & Exports Results for August 2025

1. Retail Sales by Region

<units>

Region		August		Var. (%)	CYTD (January - August)		Var. (%)	FYTD (April - August)		Var. (%)
		2025	2024		CY2025	CY2024		FY2025	FY2024	
Japan	Registered Vehicles	14,586	19,471	-25.1%	169,166	192,323	-12.0%	87,868	104,906	-16.2%
	Mini Vehicles	10,761	13,102	-17.9%	111,229	128,754	-13.6%	59,226	68,359	-13.4%
	Japan Total	25,347	32,573	-22.2%	280,395	321,077	-12.7%	147,094	173,265	-15.1%
Overseas	Nissan Brand	76,541	66,164	+15.7%	609,796	597,570	+2.0%	355,876	358,739	-0.8%
	Infiniti Brand	4,391	5,633	-22.0%	33,863	38,127	-11.2%	20,698	24,223	-14.6%
	U.S. Total	80,932	71,797	+12.7%	643,659	635,697	+1.3%	376,574	382,962	-1.7%
	Canada	8,660	8,898	-2.7%	78,816	72,051	+9.4%	48,441	42,504	+14.0%
	Mexico	23,805	21,629	+10.1%	176,330	164,990	+6.9%	110,683	102,833	+7.6%
	Europe	14,698	17,014	-13.6%	225,379	237,965	-5.3%	112,178	120,782	-7.1%
	China	58,756	49,204	+19.4%	395,586	435,603	-9.2%	225,628	286,445	-21.2%
	Others	38,883	43,169	-9.9%	327,452	350,005	-6.4%	188,462	207,086	-9.0%
	Overseas Total	225,734	211,711	+6.6%	1,847,222	1,896,311	-2.6%	1,061,966	1,142,612	-7.1%
	Total	251,081	244,284	+2.8%	2,127,617	2,217,388	-4.0%	1,209,060	1,315,877	-8.1%

2. Production by Country

<units>

Country		August		Var. (%)	CYTD (January - August)		Var. (%)	FYTD (April - August)		Var. (%)
		2025	2024		CY2025	CY2024		FY2025	FY2024	
Japan		34,020	41,568	-18.2%	377,210	422,006	-10.6%	219,364	248,518	-11.7%
	U.S.	45,918	43,525	+5.5%	319,237	371,197	-14.0%	185,333	212,808	-12.9%
	Mexico	65,662	64,449	+1.9%	454,644	447,301	+1.6%	283,452	284,187	-0.3%
	U.K.	16,100	13,374	+20.4%	172,789	197,589	-12.6%	99,623	116,562	-14.5%
	China	57,962	42,495	+36.4%	374,227	423,292	-11.6%	211,672	284,613	-25.6%
	Others*1	18,279	30,605	-40.3%	206,437	226,205	-8.7%	127,472	142,522	-10.6%
	Overseas Total	203,921	194,448	+4.9%	1,527,334	1,665,584	-8.3%	907,552	1,040,692	-12.8%
	Total	237,941	236,016	+0.8%	1,904,544	2,087,590	-8.8%	1,126,916	1,289,210	-12.6%

3. Vehicle Exports from Japan

<units>

Destination		August		Var. (%)	CYTD (January - August)		Var. (%)	FYTD (April - August)		Var. (%)
		2025	2024		CY2025	CY2024		FY2025	FY2024	
North America		13,127	9,328	+40.7%	93,278	121,518	-23.2%	58,600	70,775	-17.2%
	Europe	3,621	2,952	+22.7%	24,662	35,404	-30.3%	17,126	25,414	-32.6%
	Middle East	5,078	2,559	+98.4%	48,815	33,184	+47.1%	26,200	13,587	+92.8%
	Others	5,812	9,201	-36.8%	49,065	52,667	-6.8%	29,437	34,470	-14.6%
	Total	27,638	24,040	+15.0%	215,820	242,773	-11.1%	131,363	144,246	-8.9%

\*1 Others include production in Taiwan, Thailand, Philippines, South Africa, Brazil, India, Egypt, and Argentina excluding CKD production.

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Retail Sales in Japan by Model: August 2025

<units>

Model		August			CYTD (January - August)			FYTD (April - August)		
		Volume		Var. (%)	Volume		Var. (%)	Volume		Var. (%)
		2025	2024		CY2025	CY2024		FY2025	FY2024	
	March	0	0	-	0	6	-	0	2	-
	Note / Note AURA	4,947	6,894	-28.2%	56,079	68,751	-18.4%	29,668	37,508	-20.9%
	Skyline	88	134	-34.3%	882	1,726	-48.9%	478	795	-39.9%
	Fuga	0	0	-	0	1	-	0	0	-
	Leaf	193	388	-50.3%	2,490	3,428	-27.4%	1,357	1,750	-22.5%
	Juke	0	0	-	0	2	-	0	2	-
	Ariya	67	245	-72.7%	1,103	1,712	-35.6%	471	1,359	-65.3%
	X-Trail	1,005	1,763	-43.0%	13,479	23,092	-41.6%	6,373	10,503	-39.3%
	KICKS	593	757	-21.7%	6,928	10,421	-33.5%	3,387	5,487	-38.3%
	Serena	4,731	6,103	-22.5%	50,052	53,878	-7.1%	26,674	31,367	-15.0%
	Elgrand	150	71	+111.3%	1,106	858	+28.9%	647	396	+63.4%
	Fairlady Z	245	394	-37.8%	5,278	2,521	+109.4%	2,221	1,811	+22.6%
	GT-R	79	78	+1.3%	836	863	-3.1%	444	413	+7.5%
	Others	0	1	-	0	4	-	0	3	-
	PV Total	12,098	16,828	-28.1%	138,233	167,263	-17.4%	71,720	91,396	-21.5%
	NV150 AD / AD	477	655	-27.2%	4,855	4,104	+18.3%	2,490	2,405	+3.5%
	NV200 Vanette / Vanette	829	442	+87.6%	10,039	6,670	+50.5%	5,255	3,046	+72.5%
	NV350 Caravan	1,059	1,466	-27.8%	14,610	13,648	+7.0%	7,616	7,669	-0.7%
	Atlas F24 / F25 / F26	123	80	+53.8%	1,253	494	+153.6%	781	390	+100.3%
	Paramedic	0	0	-	176	144	+22.2%	6	0	-
	CV Total	2,488	2,643	-5.9%	30,933	25,060	+23.4%	16,148	13,510	+19.5%
	Registered Vehicle Total	14,586	19,471	-25.1%	169,166	192,323	-12.0%	87,868	104,906	-16.2%
	DAYZ	3,358	3,731	-10.0%	29,457	35,008	-15.9%	15,632	18,471	-15.4%
	Roox	3,872	4,786	-19.1%	46,631	47,825	-2.5%	24,609	24,095	+2.1%
	Sakura	860	1,530	-43.8%	10,766	15,781	-31.8%	4,709	7,630	-38.3%
	NV100 / NT100 Clipper	2,661	3,039	-12.4%	24,263	29,931	-18.9%	14,236	18,027	-21.0%
	Clipper EV	10	16	-37.5%	112	209	-46.4%	40	136	-70.6%
	Mini Total	10,761	13,102	-17.9%	111,229	128,754	-13.6%	59,226	68,359	-13.4%
	Japan Grand Total	25,347	32,573	-22.2%	280,395	321,077	-12.7%	147,094	173,265	-15.1%

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Retail Sales in the U.S. by Model: August 2025

<units>

Model		August			CYTD (January - August)			FYTD (April - August)		
		Volume		Var. (%)	Volume		Var. (%)	Volume		Var. (%)
		2025	2024		CY2025	CY2024		FY2025	FY2024	
	Versa	3,491	3,625	-3.7%	38,797	26,450	+46.7%	19,667	18,976	+3.6%
	Sentra	14,689	12,367	+18.8%	114,282	116,155	-1.6%	59,746	76,074	-21.5%
	Altima	5,520	6,886	-19.8%	72,098	74,621	-3.4%	36,289	46,038	-21.2%
	Maxima	0	36	-	13	899	-98.6%	2	370	-99.5%
	Z	339	269	+26.0%	4,587	1,963	+133.7%	2,433	1,292	+88.3%
	GT-R	2	20	-90.0%	39	175	-77.7%	7	98	-92.9%
	Leaf	150	1,752	-91.4%	4,496	6,407	-29.8%	2,173	5,265	-58.7%
Cars Total		24,191	24,955	-3.1%	234,312	226,670	+3.4%	120,317	148,113	-18.8%
	Frontier	6,524	5,130	+27.2%	42,514	50,295	-15.5%	28,033	30,551	-8.2%
	Pathfinder	9,445	6,962	+35.7%	64,912	52,944	+22.6%	45,251	33,932	+33.4%
	Kicks	10,051	5,988	+67.9%	68,500	46,218	+48.2%	43,135	32,494	+32.7%
	Murano	5,179	2,028	+155.4%	28,762	12,941	+122.3%	20,060	8,215	+144.2%
	Rogue	18,411	16,785	+9.7%	143,753	172,657	-16.7%	81,651	81,859	-0.3%
	Rogue Sports	0	0	-	0	8	-	0	2	-
	Armada	1,654	936	+76.7%	11,329	11,351	-0.2%	7,419	7,374	+0.6%
	Titan	39	1,353	-97.1%	2,005	11,298	-82.3%	449	7,153	-93.7%
	Ariya	1,047	2,027	-48.3%	13,709	13,188	+4.0%	9,561	9,046	+5.7%
Trucks Total		52,350	41,209	+27.0%	375,484	370,900	+1.2%	235,559	210,626	+11.8%
Nissan Brand Total		76,541	66,164	+15.7%	609,796	597,570	+2.0%	355,876	358,739	-0.8%
	Q50	11	458	-97.6%	524	3,753	-86.0%	118	2,356	-95.0%
	Q60 Coupe	0	1	-	0	50	-	0	13	-
	QX50	502	1,029	-51.2%	4,607	7,152	-35.6%	2,541	4,583	-44.6%
	QX55	186	337	-44.8%	1,757	2,442	-28.1%	907	1,347	-32.7%
	QX60	2,624	2,689	-2.4%	18,118	18,380	-1.4%	12,339	12,047	+2.4%
	QX80	1,068	1,119	-4.6%	8,857	6,350	+39.5%	4,793	3,877	+23.6%
Infiniti Brand Total		4,391	5,633	-22.0%	33,863	38,127	-11.2%	20,698	24,223	-14.6%
U.S. Grand Total		80,932	71,797	+12.7%	643,659	635,697	+1.3%	376,574	382,962	-1.7%

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Retail Sales in Europe by Model: August 2025

<units>

Model		August			CYTD (January - August)			FYTD (April - August)		
		Volume		Var. (%)	Volume		Var. (%)	Volume		Var. (%)
		2025	2024		CY2025	CY2024		FY2024	FY2023	
	Micra	0	0	-	0	1	-	0	0	-
	Leaf	1	520	-99.8%	747	8,913	-91.6%	81	4,128	-98.0%
	Sentra	0	0	-	699	326	+114.4%	599	234	+156.0%
	Juke	3,638	4,231	-14.0%	65,298	64,455	+1.3%	32,665	33,302	-1.9%
	Qashqai	7,149	7,054	+1.3%	98,389	100,540	-2.1%	49,621	48,633	+2.0%
	X-Trail	1,202	2,276	-47.2%	24,069	26,177	-8.1%	11,571	12,701	-8.9%
	Ariya	831	1,000	-16.9%	11,524	10,730	+7.4%	4,831	6,680	-27.7%
	GT-R	0	0	-	0	0	-	0	0	-
	Townstar	486	787	-38.2%	8,950	8,821	+1.5%	4,443	4,807	-7.6%
	Primaster	779	752	+3.6%	9,345	9,367	-0.2%	4,627	5,583	-17.1%
	Interstar	575	0	-	5,626	0	-	3,497	0	-
	NV400	3	377	-99.2%	579	8,272	-93.0%	148	4,438	-96.7%
	Nissan Brand Total	14,664	16,997	-13.7%	225,226	237,602	-5.2%	112,083	120,506	-7.0%
	QX50 / QX55	34	0	-	117	117	+0.0%	79	54	+46.3%
	QX60	0	0	-	0	39	-	0	31	-
	QX80	0	17	-	36	207	-82.6%	16	191	-91.6%
	Infiniti Brand Total	34	17	+100.0%	153	363	-57.9%	95	276	-65.6%
	Europe Grand Total	14,698	17,014	-13.6%	225,379	237,965	-5.3%	112,178	120,782	-7.1%

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Retail Sales in China by Model: August 2025

<units>

Model		July			CYTD (January - July)		
		Volume		Var. (%)	Volume		Var. (%)
		2025	2024		CY2025	CY2024	
	N7	10,148	0	-	26,491	0	-
	Tiida H/B	198	872	-77.3%	2,823	11,679	-75.8%
	Sylphy	27,695	23,803	+16.4%	190,378	206,800	-7.9%
	Altima	4,397	4,086	+7.6%	40,561	46,224	-12.3%
	Kicks	2	327	-99.4%	3,783	8,807	-57.0%
	Qashqai	6,222	9,353	-33.5%	56,886	72,295	-21.3%
	X-Trail	3,623	2,331	+55.4%	21,194	22,542	-6.0%
	Murano	0	0	-	0	3	-
	Navara	143	233	-38.6%	2,204	2,142	+2.9%
	Ariya	0	116	-	18	1,972	-99.1%
	Terra	0	0	-	1	2	-50.0%
	Pathfinder	520	1,418	-63.3%	5,256	7,563	-30.5%
	Nissan Brand Total	52,948	42,539	+24.5%	349,595	380,029	-8.0%
	QX50 / QX55	25	38	-34.2%	202	314	-35.7%
	QX60	86	127	-32.3%	722	1,130	-36.1%
	Infiniti Brand Total	111	165	-32.7%	924	1,444	-36.0%
	D60	205	1,078	-81.0%	2,516	4,971	-49.4%
	D60 EV	0	761	-	771	7,911	-90.3%
	T60	0	0	-	0	2	-
	T60 EV	0	0	-	0	1	-
	T80	51	23	+121.7%	291	656	-55.6%
	V-online	438	208	+110.6%	2,552	4,747	-46.2%
	V-online-PHEV	177	745	-76.2%	2,695	7,575	-64.4%
	Venucia VX6	839	1,193	-29.7%	7,200	6,617	+8.8%
	Venucia Brand Total	1,710	4,008	-57.3%	16,025	32,480	-50.7%
	DF Brand vehicles	3,985	2,492	+59.9%	29,040	21,650	+34.1%
	China Grand Total	58,756	49,204	+19.4%	395,586	435,603	-9.2%

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