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**On the cover: The friendly face of the March—a sweeping success in Japan, one more indication of the bold directions at a strong new Nissan.**

## Vision

**Nissan: Enriching people's lives**

## Mission

**Nissan provides unique and innovative automotive products and services that deliver superior measurable values to all stakeholders\* in alliance with Renault.**

\*Our stakeholders include customers, shareholders, employees, dealers, suppliers, as well as the communities where we work and operate.

**Founded in 1933, Nissan Motor Co., Ltd. has become one of the world's best-known brands in the automotive industry. Employing 125,000 people worldwide, the company and associated brands design, produce and sell over 2.5 million passenger cars and commercial vehicles in more than 190 countries.**

**Nissan has entered an exciting phase of growth and development, as the Nissan Revival Plan has succeeded beyond expectations—meeting its commitments one year ahead of schedule. The company now moves ahead strongly with NISSAN 180, a bold new plan to increase the number of vehicles sold, improve profitability and eliminate debt. It heralds an exciting new age in which 28 new vehicles—featuring winning design and a range of cutting-edge technologies—will enter the Nissan lineup.**

**Join us in this Annual report, as we share our vision for the future of Nissan.**

This Annual Report contains forward-looking statements on Nissan's future plans and targets, and related operating investment, product planning and production targets. Please note that there can be no assurance that these targets and plans will actually be achieved. Achieving them will depend on many factors, including not only Nissan's activities and development, but on the dynamics of the automobile industry worldwide and the global economy.