



# NISSAN'S JOURNEY TO 150 MILLION

At Nissan, we're proud of our Japanese heritage and commitment to "Monozukuri" (craftsmanship). The launch of the new Nissan LEAF – an icon of Nissan Intelligent Mobility – proves that Nissan's momentum is strong. Global reach is expanding. Localized production is growing. Our commitment to sustainable business and corporate social responsibility is enduring.

Thank you to countless enthusiasts, customers, employees and suppliers around the world who have been along for the ride.

Here's to the next 150 million.

KEY



HISTORICAL MOMENT



MANUFACTURING MILESTONE



NEW TECHNOLOGY

## OUR HERITAGE

1933

**Jidosha Seizo Co., Ltd.**, predecessor of Nissan Motor Co., Ltd., is established in Yokohama with paid-in capital of ¥10,000,000.

**Nissan Motor Co., Ltd** is established.

1934

Construction of the **Yokohama Plant** is completed. Production of tools commences. *(The first car manufactured by a fully integrated assembly system rolls off the line in 1935).*

**Yoshiwara Plant** construction is complete in Japan.

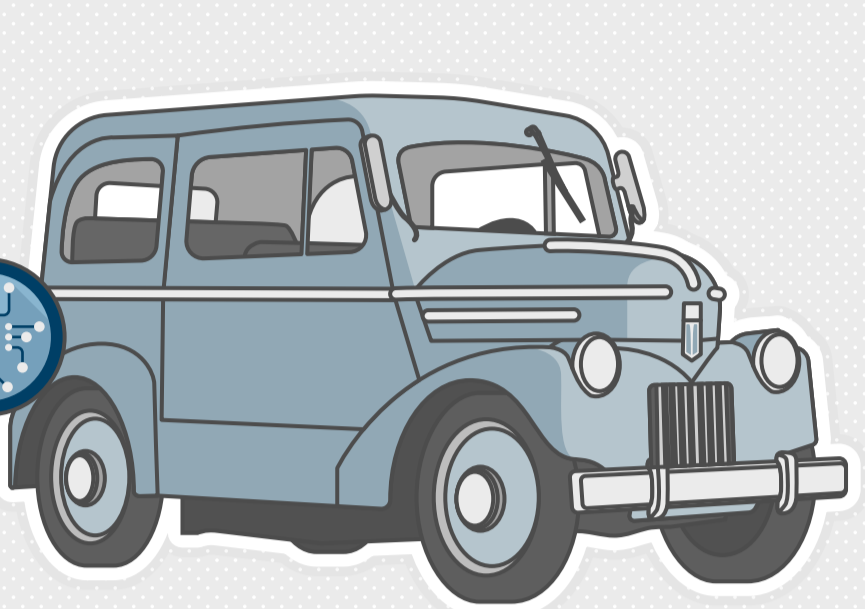
1943

1945

**First post-war** manufactured car rolls off the line.

1947

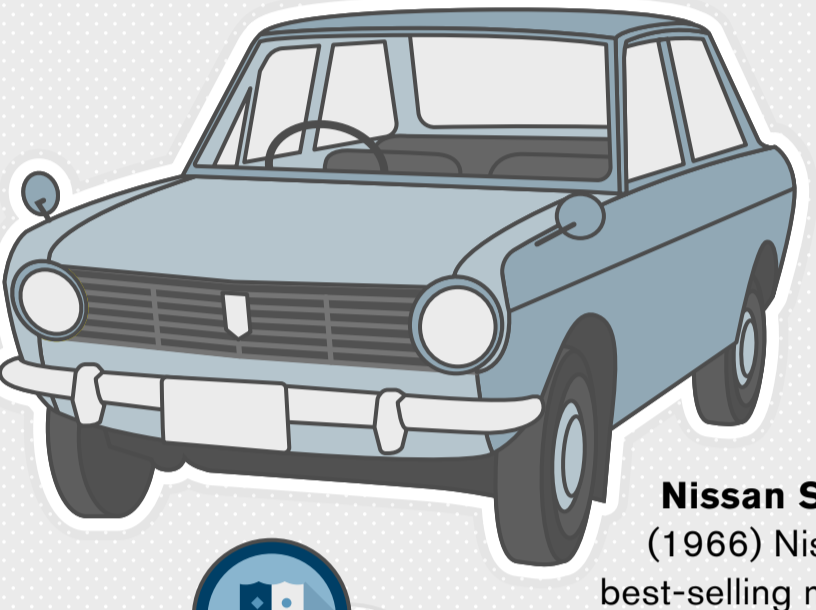
**Tama EV** launches.



## GROWTH IN JAPAN AND START OF OVERSEAS OPERATIONS

1961

Operation at **Oppama plant** begins



**Nissan Sunny** (1966) Nissan's best-selling model.

1965

Construction of **Zama Plant** complete in Japan.

1966

Nissan merges with **Prince Motors, Ltd.** of Japan.

1971

Construction of **Tochigi Plant** complete in Japan.

**Mexico** becomes first country to **manufacture Nissan cars outside of Japan.**

1977

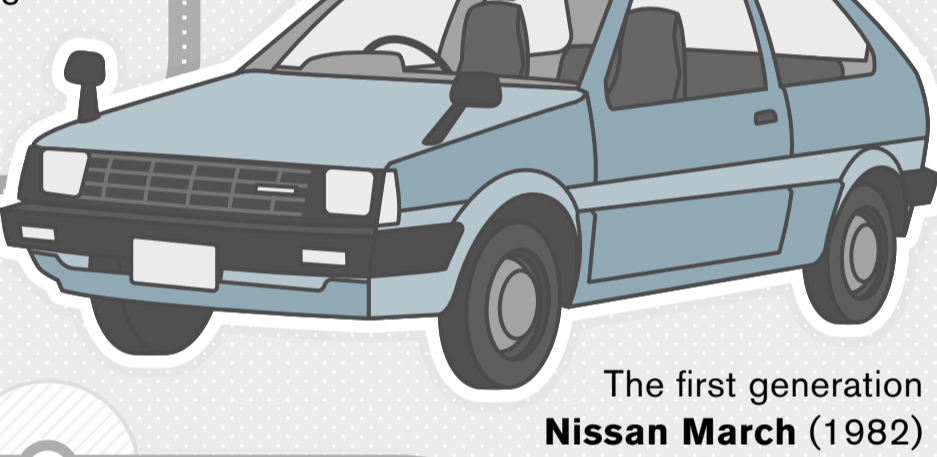
**Kyushu Plant** construction complete in Japan.

**Nissan Motor Manufacturing Corporation U.S.A. (NMMC)** is established.

1980

1981

Nissan begins **worldwide marketing** of vehicles under the Nissan name as part of a new corporate identity program.  
The **Nissan Technical Center** in Atsugi, Japan is completed.



The first generation **Nissan March** (1982) begins assembly at Murayama plant.

1983

**Nissan Motor Iberica, S.A.** begins production of the **Patrol (Safari)**.

Nissan opens plant in **Smyrna, Tennessee** in the U.S.

1984

**Nissan Motor Manufacturing (UK) Ltd.** established.

1985

1989

**INFINITI** launches in the U.S. with Q45 and M30.

1990

1992

New production facility in **Kyushu** is complete in Japan.

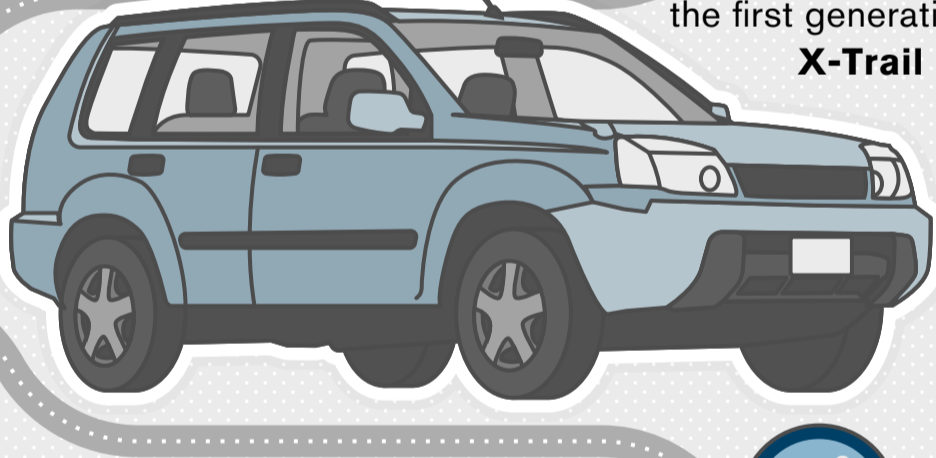
1999

**Nissan and Renault** sign agreement for a **global alliance.**

Start of production of the first generation **Nissan X-Trail crossover** (2000).

2001

Nissan and Renault inaugurate the **first new common plant in Brazil.**

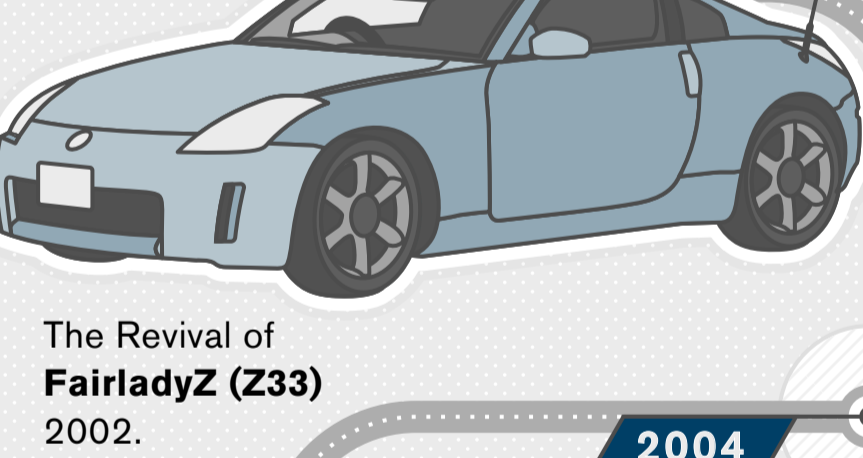


2003

Nissan inaugurates new plant in **Canton, Mississippi.**

2004

**Dongfeng Motor Company Passenger Vehicle's Guangzhou Huadu Plant** goes into operation in **China.**



The Revival of **FairladyZ (Z33)** 2002.

## RAPID GLOBALIZATION

2006

Nissan production reaches **100 million.**

2009

Nissan inaugurates **plant in St. Petersburg, Russia.**

2010

Nissan announces the start of commercial production of **Micra in Chennai, India.**  
Nissan **increases production in China** with Zhengzhou Nissan second plant.



Nissan introduces the **world's first mass-produced, affordable electric car, the LEAF.**

2012

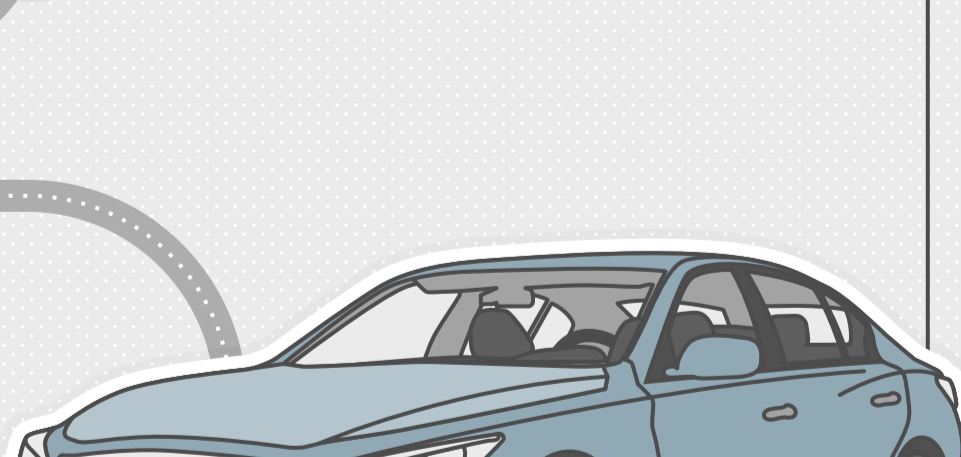
The Renault-Nissan Alliance formed a joint venture with **Rostekhnologii, becoming shareholder of AvtoVAZ.**

2013

Nissan opens plant in **Agua Calientes (Mexico).**

2014

Nissan opens **industrial complex** in Resende, Rio de Janeiro, Brazil.  
Opens new plant in **Thailand** to produce **NP300, Navara.**  
Opens **second plant in Indonesia.**



**INFINITI** starts local production of **Q50L** in Xiangyang, China (2014).

2016

Nissan strengthens Alliance with acquisition of **34% stake in Mitsubishi Motors.**

**AUGUST 2017**

Nissan's **150-millionth vehicle** rolls off the line.

**SEPTEMBER 2017**

**New Nissan LEAF**, an icon of Nissan Intelligent Mobility, launches.



AS NISSAN SETS SIGHTS ON THE NEXT 150 MILLION VEHICLES, OUR DEDICATION TO "MONOZUKURI" WILL NEVER END.