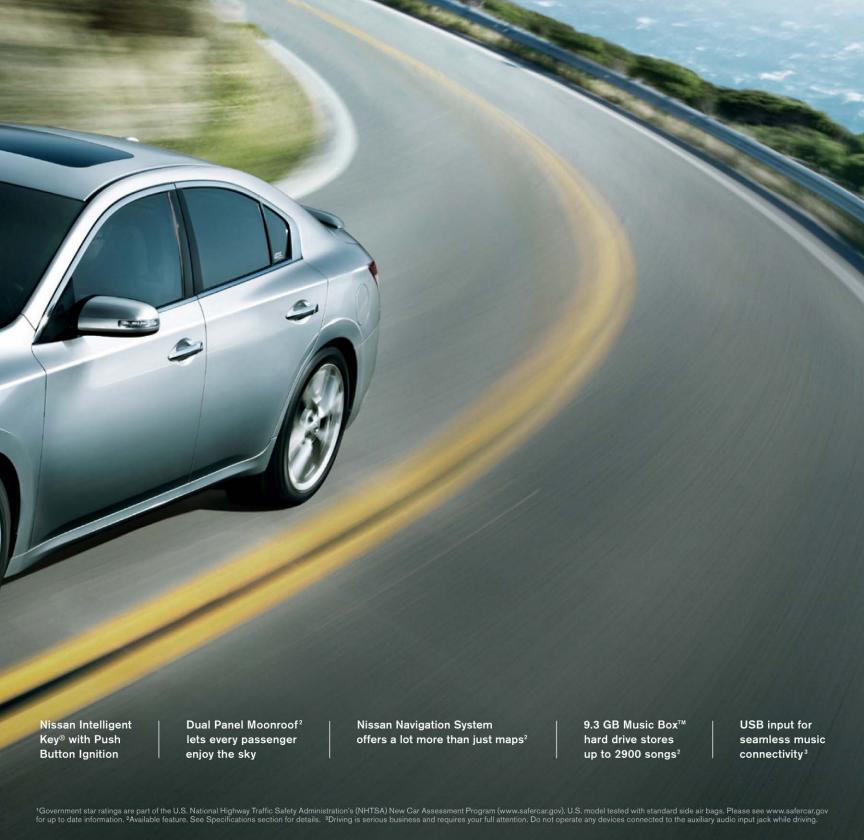






290 HP 3.5-litre V6 with variable valve timing for better breathing Smooth power delivered by the intelligent CVT (Continuously Variable Transmission) Driver-selectable transmission modes to match your driving needs D-platform allows for both agile manoeuvres and a smooth ride



Merge with unrelenting power.

Exhilaration comes standard with Maxima. The legendary 3.5-litre V6 rapidly unleashes its 290 horsepower with a press of the accelerator. The intake valve design, coupled with variable valve timing, helps generate incredible torque for off-the-line acceleration and improved power at higher engine speeds. A unique piston design and an advanced engine-mounting system dramatically reduce unwanted vibrations, so the ride is as smooth as it is powerful.

Continuously Variable Transmission (CVT)

Take the powerful VQ engine, pair it with the advanced Continuously Variable Transmission, and seamless power is a green light away. This intelligent CVT optimizes engine performance and maximizes power output. The transmission also features four driver-selectable modes:

D Mode automatic mode

Beginning in Drive, Maxima delivers quick acceleration and lasting euphoria.

DS Mode driver sport automatic

"DS" mode engages more aggressive shift logic to provide sportier feedback.

Shift Lever manual mode

If you're looking for more hands-on control, use the shift lever in manual mode.

Paddle Shifters
manual mode

For sporty fun, access the available paddle shifters mounted on the steering column.







High-performance sedan meets smooth touring sedan. The Maxima advanced D-platform helps deliver a sporty ride without the typical sports-car harshness. The platform is both stiff and light to allow for quick acceleration and excellent agility. A high-strength body provides superior handling and a smooth ride. And when conditions change, some of Maxima's most advanced features kick in – helping provide added control and confidence. No doubt about it: Maxima rules as one of the most refined, yet thrilling, vehicles on the planet.

Vehicle Dynamic Control (VDC) Whatever direction you're steering toward, VDC – often known as stability control – helps you maintain it. This standard feature continuously monitors your steering and braking actions, senses any oversteer or understeer, and compensates by reducing engine power and/or applying brake pressure to specific wheels!

Traction Control System (TCS) Along with rain, snow or ice comes the need for extra grip. The standard Traction Control System can sense a front wheel spin and responds by instantly reducing throttle to help you regain grip and put you back on more solid footing.

Vehicle-speed-sensitive steering Navigating the streets on your morning commute, and squeezing into that parking spot once you arrive, is easier than ever. The cutting-edge steering system is exceptionally responsive. Since it reacts to vehicle speed, not engine speed, it provides more precise manoeuvring in the passing lane or the parking garage.

Sport-tuned suspension The Maxima shock absorber mounting system helps deliver exceptional responsiveness with minimal roughness. An available advanced sport-tuned suspension, fitted with a thicker front stabilizer bar, stiffer springs and high-performance front struts and rear shocks, gives you great open-road performance without compromising ride comfort.



Anti-lock Braking System (ABS) During hard braking, ABS rapidly pumps the brakes to help prevent your wheels from locking, helping you maintain steering control.

Electronic Brake force Distribution (EBD) If you have a car full of passengers, EBD senses the extra weight and sends additional brake force to the rear wheels for even greater confidence behind the wheel.





Premium driver's amenities. Even for passengers.

In a Maxima, riding along as a passenger can feel nearly as extraordinary as taking the wheel. This spacious and inviting 5-seater offers comfort and style for all. Up front, Dual-zone Automatic Climate Control (ACC) allows driver and passenger to each choose their own individual temperature settings. Both front seats have a standard heating system, as does the steering wheel. The driver's seat goes an extra step, with an available cooling system. Overall, the roomy, light-filled cabin feels airy and open, with little touches to set the mood. Even the rear seats have their own comforts in store (see below). In so many ways, Maxima – our flagship – truly stands alone.



Open up to everything around you. The available Dual Panel Moonroof can help. This distinctive roof – made almost entirely of glass – allows in light for all passengers to enjoy. If you choose to open the moonroof, it lifts over the rear glass roof, so you always have a clear view out. To really set the mood, Maxima offers ambient lighting that illuminates the cabin with a soft glow, specially focused on key areas, to create a warm, inviting atmosphere for you and your fellow passengers.









Rear seat comfort. The sophistication extends to the back row. In the event your friends in the back want to stay out of the sun, the available power sunshade can be raised to shield the rear window. In addition, the Premium Package includes a rear centre console that folds down to expose audio and air conditioning controls that allow second-row passengers to custom-tune their environment in first-class style.



Easy access to endless information.

The Information Centre with 178 mm (7-inch) colour display is your central point of contact. One screen does it all: show you maps and other info from the available Nissan Navigation System. Help you view and organize your music from a variety of sources. Act as a RearView Monitor, and even play DVDs (if so equipped). Instant access to everything Maxima has to offer.¹²



Touch-screen Navigation

RearView Monitor With this option, when you engage reverse, a discreet colour camera mounted on the rear of the vehicle helps you see what's directly behind you via your Information Centre monitor. The on-screen guidelines move along with steering input.²



Easy access to endless entertainment.

The available 9-speaker Bose® audio system delivers incredible sound and helps end CD clutter with either a 2 GB flash memory drive (stores up to 600 songs) or an available 9.3 GB Music Box™ hard drive (stores up to 2900 songs). Both systems organize your music by mood, artist and song title.



iPod®-friendly USB input Plug your MP3 player or USB thumb drive into the USB input and control the music functions through the audio system or touch-screen monitor.



Audio/video inputs Connect your iPod® or other MP3 player through the input jacks and enjoy personalized tunes – or watch movies on the display screen while in park.



Bluetooth® Stream music from any compatible device via available Bluetooth® streaming audio and control the music functions through the audio system or touch-screen monitor.⁴



DVD player Add the Navigation or Technology Package and you can play DVDs on the navigation system display when Maxima is in park.



Available XM® Satellite Radio Scroll through the channel lineup, find exclusive programs, or search for your favourite artist. 130 channels of music and radio shows, most commercial-free.⁵



Lane Guidance



Key Points of Interest

The available touch-screen Nissan Navigation System gives you a lot more than "just maps". The system includes on-screen Lane Guidance, which not only shows you where to turn, it also directs you to the appropriate turn lane. And with over 5 million Key Points of Interest – including ATMs, gas stations, parks and museums – you can find everything of interest to you – instantly!



Safety should never be a luxury.

The comprehensive safety strategy for Maxima includes six standard airbags at its core. Nissan engineers place as much emphasis on cabin and structural safety as they do overall performance. And additional confidence comes with the knowledge that the 2010 Maxima received the U.S. government's highest rating – 5 stars for front- and side-impact crash safety!





Cabin safety

The Nissan Advanced Airbag System incorporates seat belt sensors and an occupant-classification sensor to inflate the dual-stage supplemental front airbags according to crash severity and seat belt usage. Maxima also has front side-impact supplemental airbags built into the seats, so they move with you. In addition, roof-mounted curtain supplemental airbags help protect you in the event of a side impact. What's more, front-seat Active Head Restraints help reduce the chance of whiplash injuries to front-seat occupants by moving up and forward during certain rear-end collisions.

Structural safety

Zone Body construction uses a high-strength cabin structure with crossmembers and rigid reinforcements. Front and rear crumple zones can help absorb impact energy before it reaches the passenger compartment. Hood-buckling creases, high-strength steel side-door guard beams and an energy-absorbing steering column help further reduce the likelihood of injury.

Child safety

Nissan safety engineers have dedicated thousands of hours to evaluating hundreds of child restraints in Nissans. The result: An industry first, The Snug Kids Child Safety Seat Fit Guide. This guide lists child seats that fit the rear seats of Nissan vehicles, as well as offers invaluable tips on correct installation. Look for the latest Fit Guide at nissan.ca/owners/en



¹Government star ratings are part of the U.S. National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (www.safercar.gov). U.S. model tested with standard side air bags. Please see www.safercar.gov for up to date information. ²Airbags are only a supplemental restraint system; always wear your seat belt. Even with the occupant-classification sensor, rear-facing child restraints should not be placed in the front-passenger's seat. Also, in addition to any other requirement of applicable law, all children 12 and under should ride in the rear seat properly secured in child restraints, booster seats, or seat belts according to their size. Airbags will only inflate in certain accidents; see your Owner's Manual for more details. Inflated airbags shown for illustration purposes only. Actual airbags deflate after deployment.

Features & Specifications

Illuminated steering-wheel-mounted audio controls

Engine	3.5 SV	Audio (continued)	3.5 9
/Q35DE - 3.5-litre DOHC 24-valve V6 engine		Rear audio controls	Р
Horsepower - 290 HP @ 6400 rpm		Auxiliary audio/video input jacks	
Torque - 261 lb-ft @ 4400 rpm		USB connectivity	
Emissions - Tier 2, Bin 5 (LEV2-ULEV CA)		DVD playback capability	TN
Continuously Variable Valve Timing Control System (CVVTCS) on intake valves		Bluetooth® streaming audio	TN
Electronic Continuously Variable Valve Timing Control System (ECVVTCS)		XM® Satellite Radio¹	SP
on exhaust valves			
Variable induction system		Interior	-
Nissan Direct Ignition System with iridium-tipped spark plugs		Nissan Hard Drive Navigation System with GPS, touch-screen	
Electronic drive-by-wire throttle		_monitor and voice recognition	TN
		Multi-functional trip computer	
Drivetrain		Information Centre with 178 mm (7.0") colour display	
Front engine/Front-Wheel Drive		RearView Monitor	PT
Xtronic CVT® (Continuously Variable Transmission) with manual mode		Daytime illumination gauges	
Paddle shifters	SP	Bluetooth® Hands-Free Phone System	_
Wheels/Tires		Dual-zone Automatic Climate Control (ACC) with in-cabin microfilter and rear vents	_
		Rear-seat air conditioning controls	Р
18" x 8.0" aluminum-alloy wheels	S	HomeLink® universal garage-door opener	-
19" x 8.0" aluminum-alloy hyper-silver wheels	3	Auto-dimming rearview mirror	_
P245/45R18 V-rated all-season tires P245/40R19 V-rated all-season tires	S	Digital compass in rearview mirror (deleted when equipped with Navigation Package)	-
-245/40KT9 V-Tated all-season tires	3	Nissan Intelligent Key® with Push Button Ignition	
Brakes		Remote windows down and trunk release	
12.60" x 1.10" front and 12.13" x 0.63" rear vented discs		Key-operated windows up/down	_
4-wheel Anti-lock Braking System (ABS)		Power door locks with auto-locking feature	
Electronic Brake force Distribution (EBD)		Power windows with front windows one-touch auto-up/down	
Brake Assist (BA)		Tilt and telescopic steering column	
Suspension/Steering/Chassis Bracing		Power-tilt and power-telescopic steering column	SP
		Cruise control with illuminated steering-wheel-mounted controls	
Front: Independent strut suspension		Variable intermittent speed-sensitive windshield wipers	
Rear: Independent multi-link suspension		Front map lights and rear reading lights	
Front (25.4 mm diameter) and rear (21.0 mm diameter) stabilizer bars		Mood lighting	
Sport-tuned suspension – retuned struts/shocks, stiffer springs and larger		Premium mood lighting	Р
front stabilizer bar (26.5 mm)	S	Height-adjustable front seat belts	
Vehicle-speed-sensitive power steering		Dual sun visors with extenders and dual illuminated visor vanity mirrors	
Front strut tower reinforcement	_	Power rear-window sunshade	Р
Trunk chassis reinforcement	SP	Two 12-volt DC power outlets	
Exterior		Retained accessory power and battery saver	
High Intensity Discharge (HID) Xenon projector headlights	SP	Overhead sunglasses storage (N/A with Premium Package)	
Automatic on/off headlights		Dual-level centre console with coin holders	
Fog lights		iPod® centre console storage net	_
LED taillights		Driver and front-passenger seatback pockets	_
Rear spoiler	s	Dual front cup holders and dual front bottle holders	
Dual mufflers with chrome-tip finishers		Rear seat fold-down armrest with dual cup holders	
Dual power outside mirrors with LED turn signal indicators		Seating/Appointments	
Heated outside mirrors		8-way power driver's seat with power lumbar support	
Tilt-down in reverse outside mirrors	SP	4-way power front-passenger's seat	
Dual Panel Moonroof with power retractable sunshades	Р	Memory System - driver's seat, steering wheel and outside mirrors	
Power sliding glass moonroof		(two memory settings; remote control-activated)	SP
Aluminum hood		Driver's seat entry/exit system	SP
UV-reducing solar glass		Rear outboard bucket seats	SP
		Heated front seats (two settings)	
Audio		Climate-controlled driver's seat (heated and cooled)	Р
Digital Bose® audio system with AM/FM/CD and MP3/WMA CD playback capability		Heated steering wheel	-
2 GB Music Box™ flash drive for digital music storage and playback		60/40 Split fold-down rear seatbacks with lock	
9.3 GB Music Box [™] hard drive for digital music storage and playback (replaces		Rear-seat trunk pass-thru (replaces 60/40 split fold-down)	SP
2 GB Music Box)	TN	Leather-appointed seating surfaces	5 1
Radio Data System (RDS) and speed-sensitive volume control		Learner appointed seating surfaces	
Nine speakers, including two subwoofers and centre channel			

TN SP

TN

PT

SP Р

SP SP SP

Р SP

Seating/Appointments (continued)	3.5 SV
Premium leather-appointed seating surfaces	SP
Leather-wrapped steering wheel	
Parallel-seamed leather-wrapped steering wheel	SP
Leather-wrapped shift knob	
Piano-dot trim	
Metallic link trim	S
Eucalyptus wood-tone trim	Р
Aluminum door sill plates	
Trunk side net	
Safety/Security	
Nissan Advanced Airbag System with dual-stage supplemental front airbags	
with seat belt and occupant-classification sensors	
Driver and front-passenger seat-mounted side-impact supplemental airbags	
Roof-mounted curtain side-impact supplemental airbags for front and rear-seat outboard occupant head protection	
Vehicle Dynamic Control (VDC)	
Traction Control System (TCS)	
3-point ALR/ELR passenger seat belt system (ELR for driver)	
Front seat belts with pre-tensioners and load limiters	
Front-seat Active Head Restraints	
LATCH System (Lower Anchors and Tethers for CHildren)	
Zone Body construction with front and rear crumple zones	
Energy-absorbing steering column	
High-strength steel side-door guard beams	
Hood-buckling creases	
9	

Packages

S Sport Package

19" x 8.0" aluminum-alloy hyper-silver wheels with P245/40R19 V-rated all-season tires • Sport-tuned suspension • Trunk chassis reinforcement • Rear spoiler • High Intensity Discharge (HID) Xenon projector headlights • Outside mirrors with tilt-down in reverse • XM® Satellite Radio¹ • Memory System – driver's seat, steering wheel and outside mirrors (two settings, remote control-activated) • Driver's seat entry/exit system • Parallel-seamed heated leather-wrapped steering wheel with paddle shifters • Powertilt and telescopic steering column • Premium leather-appointed seating surfaces • Rear outboard bucket seats with large fold-down centre armrest • Rear-seat trunk pass-thru (replaces 60/40 split fold-down) • Metallic link trim

Premium Package

Includes Sport Package contents, plus:

Tire Pressure Monitoring System (TPMS)
Nissan Vehicle Immobilizer System
Vehicle Security System

Dual Panel Moonroof with power retractable sunshades • Power rear-window sunshade • Premium mood lighting • RearView Monitor • Climate-controlled driver's seat • Rearseat air conditioning and audio controls • Eucalyptus wood-tone trim

18" Aluminum-alloy wheels replace 19" aluminum-alloy wheels. Sport-tuned suspension, rear spoiler and metallic link trim are not included in this package.

■ Technology Package (Sport)

Nissan Hard Drive Navigation System with GPS, touch-screen monitor and voice recognition • 9.3 GB Music Box[™] hard drive for digital music storage and playback • DVD playback capability • Bluetooth® streaming audio • RearView Monitor

 DVD playback capability • Bluetooth® streaming audio • RearView Monitor This package requires Sport Package.

Navigation Package (Premium)

Nissan Hard Drive Navigation System with GPS, touch-screen monitor and voice recognition • 9.3 GB Music Box™ hard drive for digital music storage and playback

DVD playback capability
 Bluetooth[®] streaming audio

This package requires Premium Package.

Dimensions/Capacities

Wheelbase	2776 (109.3)
Overall length	4841 (190.6)
Overall width	1859 (73.2)
Overall height	1468 (57.8)
Track width (front/rear)	1585 (62.4) / 1585 (62.4)
Interior Dimensions - mm (inches)	
	Front/rear
Head room	070 (00.5) (00.5)
Standard moonroof	978 (38.5) / 925 (36.4)
Dual Panel Moonroof	986 (38.8) / 925 (36.4)
Leg room	
Hip room	
Shoulder room	1430 (56.3) / 1400 (55.1)
Capacities	
Interior passenger volume – L (cu. ft.)	2712 (95.8)
Cargo volume – L (cu. ft.)	402 (14.2)
Fuel tank – L (Imp gal)	76 (16.7)
Curb Weights – kg (lbs)	
Total	1621 (3574)
Aerodynamics	
Drag coefficient (Cd)	.33
2010 Fuel Consumption Estimates - L/1	100 km (mpg)
City	10.9 (26)
Highway	7.7 (37)

¹ XM® Satellite Radio is available in the 10 Canadian provinces and the 48 contiguous United States. Basic monthly subscription required and sold separately after trial period. Subscription subject to customer agreement at xmradio. ca. All fees and programming subject to change. © 2009 XM Satellite Radio Inc. The XM name and related logos are registered trademarks of XM Satellite Radio Inc. All other trademarks are the property of their respective owners. ®Bose is a registered trademark of The Bose Corporation. ®HomeLink is a registered trademark of Johnson Controls Technology Corporation. ®The Bluetooth word mark and logos are owned by Bluetooth SIG, Inc., and any use of such marks by Nissan is under licence. ®iPod is a registered trademark of Apple, Inc. All rights reserved. iPod® not included.

[■] Standard N Part of Navigation Package P Part of Premium Package

T Part of Technology Package S Part of Sport Package

Paint and Fabric Selections



















3.5 SV Café Latte Leather







3.5 SV Premium Café Latte Leather



3.5 SV Sport and Premium Charcoal Leather



- Standard
- ¹ Extra cost option

Nissan has taken care to ensure that the colour swatches presented here are the closest possible representations of actual vehicle colours. Swatches may vary slightly due to the printing process and whether viewed in daylight, fluorescent or incandescent light. Please see your local Nissan Dealership for actual colours and pricing information.

Genuine Nissan Accessories

Every Genuine Nissan Accessory is custom-fit, custom-designed and durability-tested. Each one is backed by Nissan's 1 year/20,000 km Parts and Accessories limited warranty. Plus, they're just a few dollars a month when financed with vehicle purchase. See your Nissan dealer for more information on Maxima accessories or log on to accessories.nissan.ca

18" Chrome Wheel



All-season Rubber Floor Mats



Rear Spoiler



Commitment

From the moment you first think about a Nissan to the time you actually drive off the lot and long beyond, we want every experience to be special. Passionate. Exhilarating. Like the vehicles we design and build. After all, what's excitement without commitment?

Continue your excitement at nissan.ca You'll find virtual product demonstrations, a way to "build your own Nissan," a dealer locator, and more information about key Nissan support and services.



Choose Select colours Compa your model Select colours fuel eco

Compare by Experience the fuel economy whole lineup

Finance Options Through Nissan Canada Finance, we offer many attractive purchase and lease programs, all with competitive rates and terms. With our flexible finance options, driving home a new Nissan has never been easier. Consult your local Nissan Dealership for complete details.

No-Nonsense Warranty Every 2010 Nissan is covered by a 3 year/60,000 km³ Comprehensive New Vehicle Warranty, a 5 year/100,000 km³ Powertrain Warranty, an 8 year/130,000 km³ Emission Control Warranty on selected components, and a 5 year/unlimited km Corrosion Perforation Warranty. As a Nissan owner, you'll also receive a 3 year Roadside Assistance program available to you 24 hours a day.

Added Security Plan (ASP) For ultimate peace of mind, consider the Nissan Added Security Plan. It's our commitment to be there for you, and to help you leave your worries behind. Different plans, available for both purchased and leased vehicles, let you tailor the coverage to your driving habits.

Nissan's philosophy toward the environment, "Seeking a symbiosis of people, vehicles and nature", describes our ideal for a sustainable mobile society, now and in the future. We launched the Nissan Green Program with specific objectives to realize this goal, and we are pursuing it energetically.



SUPERCAR

SPORTS CARS







CARS



SUVs / CROSSOVERS



TRUCKS





SHIFT_the way you move

nissan.ca

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