

1935 Datsun 14

In April 1935, less than two years after Nissan's establishment, the first small "Datsun 14" passenger car rolled off the assembly line at the Yokohama Plant. The plant had just been newly built as Japan's first mass production facility for automobiles.



1957 Datsun 1000 Sedan 210

Datsun 1000 Sedan (210) was released in 1957. The following year it was entered in the 1958 Australian Rally, an exceptionally grueling international rally. In its first competition, the Datsun 1000 won its class championship to make the Datsun name famous internationally.

That feat provided the impetus for initiating the company's first vehicle exports to the United States later that year. It also led to the launch of Nissan's first overseas production in Taiwan in 1959. The Datsun 1000 was instrumental in paving the way for Nissan's subsequent advance into overseas markets.

1969 Datsun Z S30

The S30 was the first-generation Z car. It was created by transforming a light open-top sports car into a Grand Touring (GT) car with a closed body, reflecting the changing trends of the times. The graceful styling of the S30 with its lower, longer and wider dimensions captivated car fans the world over.



1982 March/Micra K10

The March embodied a variety of concepts unprecedented in Japanese cars. For example, a model life of approximately ten years was envisioned from the outset. Outstanding levels of basic performance were attained through extensive weight savings. And the styling was intended to have timeless appeal. The current generation of the March continues to provide these same values today.



Founded in December 1933, Nissan will celebrate its 80th anniversary at the end of this year. We will continue providing our unique and innovative products and services to the world as we move into our future.

1989 Infiniti Q45 G50

In autumn 1989 Nissan launched its new Infiniti brand in the United States with the Q45 as its flagship model. Presented as a "Japan original," this large, luxurious sedan was an expression of Japan's unique aesthetics and detailed attention to passenger comfort. The Q45 attracted considerable attention in the target U.S. market, as well as in its home country of Japan.



2010 Nissan LEAF ZE0

Nissan LEAF is a newly developed EV designed for the mass market, offering new mobility for a sustainable zero-emission society. Achieving outstanding environmental performance as a zero-emission vehicle with no tailpipe emissions, including CO₂, Nissan LEAF is powered by a lithium-ion battery and an electric motor. It provides an unique driving experience, delivering strong, smooth acceleration performance and quietness comparable to luxury vehicles in every speed range. It also offers superior handling stability realized by its excellent weight balance.

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 and suppliers, as well as the communities where we work and operate.