

Nissan Dealer Meeting June 3, 1999
Segment # 8A
Marketing Presentation #1
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- | | | | |
|----|--|--|---|
| 1 | THEME GRAPHIC:
Driving The Future | (PAUSE) | 1 |
| 2 | GRAPHIC:
Nissan Badge with
"Driven" | Everything we are doing falls under a new tag line: "Driven." | 2 |
| | | We introduced the "Driven" campaign on April 16 th with the "manifesto" print ad... | 3 |
| 3 | PHOTO:
"Driven" "manifesto"
print ad: "Five New
Products. One New
Word." | ... which appeared nationally in The Wall Street Journal and USA Today... as well as locally in markets like New York, LA and Chicago. | 4 |
| 4A | PHOTO:
"Driven" tag on
commercial
with added website tag:
www.nissandriven.com | The print ads were followed by the introduction of "Driven" as the tag to our television commercials, and our website. | 5 |
| | | But "Driven" is more than a tag line: it's the philosophy behind every Nissan product. | 6 |

5.1	TEXT: DQR Durability Quality Reliability	It's a given that buyers expect DQR – durability, quality and reliability.	7
		And they get DQR from all Nissan products. But “Driven” lets them know they are getting something more...	8
		... they are getting vehicles that take the expected to unexpected places.	9
		(PAUSE)	10
6	PHOTO: 1999 1/2 Pathfinder	One vehicle that can <u>literally</u> do that is the redesigned 1999 1/2 Pathfinder.	11
		We have updated and modified its exterior styling, giving it a tougher and more appealing look...	12
		... while still delivering all the luxury amenities – and Off-Road capacity – the target buyers want.	13
		Our task with the Pathfinder is to reposition it upmarket in terms of transaction price, harvesting more of the upscale buyers who are flocking to the higher end of the compact SUV segment. Achieving this task also helps ensure Xterra sales and profits are mostly incremental to us.	14

7	<p>TEXT: "Simply the best V6 available in America" Source: Ward's Auto World</p>	<p>In March 2000, we will further enhance the Pathfinder with a larger, more powerful 3.5 liter version of the Maxima V6 engine... an engine which is already recognized as "simply the best available in America".</p>	15
		<p>(PAUSE)</p>	16
8A	<p>PHOTO: 2000 Frontier Crew Cab</p>	<p>Speaking of best in class...</p>	17
9	<p>TEXT: 1st Compact Pickup in America with 4 real doors</p>	<p>... in May we extended our Frontier line with the introduction of the Crew Cab... the first compact pickup truck in America with <u>four real doors</u>.</p>	18
		<p>But that's not all – with its 170 horsepower V6 engine the Frontier Crew Cab has power...</p>	19
		<p>... and with an optional bed extender, a roof rack and an over and under the rail bed liner... it definitely has versatility.</p>	20
10	<p>CHART: Crew Cab Source of Sales (Highlighting 43% Import CPU; 29% Import Sedans)</p>	<p>We expect the majority of our Crew Cab sales to come from a variety of sources including compact SUV owners.</p>	21
		<p>The Frontier Crew Cab has been supported with spot and network cable television advertising.</p>	22

- 11 GRAPHIC:
Print Ads The print campaign is already underway, focusing on enthusiast magazines, such as Car and Driver and Motortrend, as well as other magazines that appeal to our male target. 23
- 12A GRAPHIC:
2 Outdoor Boards The outdoor launch boards began on April 15th and will continue to run through mid-August. 24
- 13 TEXT:
www.crewcab.com Our official website has proven successful with an average of over 80,000 visitors per month since it began in February. The site lets visitors see for themselves the key interior and exterior product features. 25
- 13.1 GRAPHIC:
Major League Baseball Logo And this month we are starting two product giveaway promotions with Major League Baseball... including the All-Star game in Boston and the World Series package in October. 26
- 14.1 PHOTO:
2000 Desert Runner Another new addition to our Frontier lineup is the Desert Runner. This 2 wheel drive V6 gives our customer the ride height and curb appeal of a 4X4... with the economy of a 2 wheel drive... and the durability to tow up to 5000 pounds. 27
- 14A PHOTO:
2000 Crew Cab The Crew Cab and the Desert Runner give Nissan the most comprehensive lineup of compact trucks in the industry. 28

(PAUSE) 29

Another example of how Nissan is “Driven” 30
is the success we’ve seen with the
redesigned 1999 Quest.

16 PHOTO: 1999 Quest 31
With features like the promotional TV/video
cassette player offer... and the available
Quest Smart Shelf... the Quest stands out in
the minivan segment for amenities that
deliver on consumer desires in an
unexpected way.

And consumers are definitely responding. 32
Through the first five months of 1999, Quest
sales are double the 1998 level. This is a
vehicle that is priced right "on the market"
and proves Nissan can drive quality
showroom traffic without incentives.

16.1 TEXT: 33
Optional TV/Video
Console
The Quest success story will continue into
the 2000 model year. In addition to
expanding the very popular two-tone paint
offering to include the GXE trim, we will be
enhancing our TV/VCP promotional offer to
insure that everyone who purchases a Quest
will have a unit installed prior to their
leaving your dealership.

(PAUSE) 34

17	PHOTO: 2000 Altima	Coming this fall is the face-lifted Altima. We've modified the grille, included 16 inch alloy wheels and improved the rear end appearance.	35
17.1	TEXT: NVH Noise Vibration Harshness	Plus, our NVH improvements rival what we did with the '99 1/2 Pathfinder ensuring that the 2000 Altima rides better than ever before.	36
	GRAPHIC: Intellichoice Award	Intellichoice has named the Altima "A Best Overall Value" five straight years.... and Consumers Buy has named it a "Best Buy" four straight years.	37
		We expect those streaks to continue.	38
19	THEME GRAPHIC: Driving The Future	(PAUSE)	39
		Last, but not least, we have the Sentra SE Limited Edition, introduced in April.	40
20	PHOTO: 1999 Sentra SE	To bring us closer to next spring's launch of the all new Sentra, we will be enhancing the value of the <u>current</u> SE Limited in July by offering a 100 Watt premium audio upgrade, power sunroof, and security system - an \$899 value at NO additional charge.	41

21	TEXT: 100 Watt Premium Audio Upgrade Power Sunroof Security System \$899 Value - Delivered at No Charge	This is one more example of how we are going to prove to the consumer that Nissan is “Driven.”	42
		(PAUSE)	43
21	THEME GRAPHIC: Driving The Future	Each of our continuing products delivers something unique in the marketplace. We will continue to put solid marketing support behind them...	44
	TEXT: Ethnic Marketing	... and we will support our products in new ways and in new markets. A major example of this is our ethnic marketing initiative.	45
		In an effort to effectively reach the African-American market, we are working with Carol Williams and Associates on the Maxima campaign. We are particularly excited to have them as part of our team, because this advertising agency was recently named "Black Enterprise" magazine's Agency of the Year.	46
		We have also allocated a portion of our advertising budget to target the Hispanic market, and in the next few weeks we will be selecting a national Hispanic agency to help us focus our efforts in that segment.	47

	(PAUSE)	48
THEME GRAPHIC: Driving The Future	Focused, ethnic marketing is one more way Nissan is “Driven” to working hard to make your continued investment on this franchise pay off.	49
	And the future begins now!	50
	So, to kick off our Maxima launch let me introduce the President of Nissan Design International, Jerry Hirshberg.	51
<i>Jed exits. Jerry enters.</i>	THE END	52