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INFINITI TO ESTABLISH GLOBAL HEADQUARTERS IN HONG KONG

- Nissan to create new global office for corporate functions -

Nissan Motor Company has announced that Infiniti, its luxury brand, will locate its new global headquarters in Hong Kong.

The move comes as Infiniti seeks to lift total global sales to 500,000 vehicles a year, as part of Nissan's six-year mid-term business plan, Nissan Power 88.

Infiniti's growth strategy is expected to be driven partly by demand in China and other fast-growing Asian markets, which can be served more effectively by consolidating Infiniti's global downstream functions in Hong Kong. The brand's new headquarters will be co-located with Nissan Global Company Limited (NGL), the new corporate entity.

"As Infiniti grows its presence in the global luxury markets of North America, Europe, China and South East Asia, we selected Hong Kong as the optimum location for our new global Infiniti headquarters," said Andy Palmer, Executive Vice President, Nissan Motor Co., Ltd. "We see an opportunity to reinforce Asian hospitality within the Infiniti brand, distinct from both Nissan and our facing luxury competitors."

Co-located with the Infiniti headquarters, Nissan's new corporate facility in Hong Kong will start operations in April 2012.

Under the NGL structure, Nissan corporate functions based in the city will play an important role in realizing the strategic objectives outlined in Nissan Power 88 midterm plan.

Functions handled from Hong Kong will include parts of Nissan's Global Marketing Communications function. Hong Kong's status as an international media center makes it a logical location for members of the global marketing communications team, particularly serving key markets across China, India and the ASEAN region.

Details of the new office location in Hong Kong will be disclosed at a later date. Corporate functions located in the city, expected to involve about 100 staff, will complement the global headquarters operation in Yokohama, Japan.

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