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## **NISSAN ENDS CALENDAR YEAR WITH ‘BEST EVER’**

Nissan Australia has registered its highest ever monthly December result as a full importer.

With 5985 retail sales (according to VFACTS) the December figure was enough to give a Nissan a healthy 7.3 percent monthly market share - and a calendar year-end result of an impressive 67,926 sales.

The 12 month annual sales figure reflects robust 8.4 percent growth over its 2010 total (62,676) – especially notable against a declining overall market.

Specifically, Nissan achieved its highest Dualis sales in any financial year (1,024) and Micra enjoyed one of its best sales months to date with 926 retails.

Nissan’s Executive General Manager, National Sales & Fleet, Ian Moreillon, said his company’s strong finish to 2011 was achieved through the security of global multi-sourcing. “Being able to source product from five different global locations gave us the coverage to avoid the worst of natural disasters which impacted production in Thailand and Japan in 2011,” he said.

“In addition, the Nissan dealer network responded admirably to the challenge, capitalizing on our sales campaigns and utilizing the resources of Nissan Financial Services Australia as a strategic marketplace advantage,” said Moreillon.

With an impressive suite of new products due in 2012, Nissan expects to further improve on its consistent growth as it strives to become Australia’s leading automotive importer by mid-2013.

### **For further information:**

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