

NISSAN

All-New 2009 370Z Marketing Platform



Coming to your dealership:
December 29, 2008

Nissan Confidential

NISSAN 370Z Coupe Overview

- **The Z is designed to elevate sports car greatness while remaining within reach**
- **370Z Coupe needs to continue its halo effect by continuing to strengthen its sports credibility, therefore increasing performance, excitement, and emotion over the outgoing model**
- **370Z Will Maintain Z-Ness with 3 Key USP's**
 1. Performance
 2. Styling
 3. Value
- **The target Z customer is:**
 - Single male, 30-35 years old
 - Competitive, Self-confident, Image-conscious
- **370Z Wholesale Release:**
 - December 29, 2008
- **370Z Launch Formula:**
 - 100% 12 months Z Coupe & Roadster sales
 - Until March 31, 2009



NISSAN Sports/Performance Segment

- **There are currently 10 models in the Sports/Performance segment that are considered competitors to Z**
- **Key Z Competitive Set includes:**
 - Mazda RX-8
 - Honda S2000
 - Chevrolet Corvette
 - BMW Z4

Key Segment Trends

- **More features are being offered as standard equipment**
 - Safety features such as curtain airbags and Vehicle Dynamic Control
- **Proliferation of Products**
 - Previous generation Z launched with 11 competitors, now it will launch in FY08 with 15 competitors
 - Many competitors fighting for share in a shrinking segment
- **Re-entrance of competitively priced heritage nameplates**
 - MY08 Dodge Challenger
 - MY10 Chevrolet Camaro

NISSAN 370Z Coupe Product USPs

USP #1- Performance

Enhance performance positioning to be one step ahead of Porsche Cayman S. USP will be achieved by enhanced platform, and provide better power to weight ratio than Cayman S

USP #2 – Design

Timeless, “Visceral Beauty” Styling is evolution of Z heritage. A more compact body design (shorter, wider and lower) improves dynamic presence. Attention to design details elevate the overall styling to a much higher quality and emotional level

USP #3 – Value

Provides best balance of performance, design and high value – “Z world”, something Honda and Mazda cannot touch. Product will provide the same visceral driving experience as the Cayman S for less than ½ the price

NISSAN 370Z Coupe Product Highlight Summary

- 3 balanced USPs [Performance] [Style] [Value]
 - “Under 5 seconds 0-60, and still under \$30,000” cover story target
- Elevate overall performance to Porsche Cayman S level (Boxster S for Roadster)
- 3.7L V6 Engine with 332 hp
- Shorter, Lower, Wider, and Lighter
- Next Generation FM platform with double wishbone front suspension
- Higher quality interior
- Nissan Intelligent Key with Push Button Ignition
- Manual transmission with rev matching (industry first)
- 7-Speed automatic transmission with paddle shift
- Model name updated to 370Z



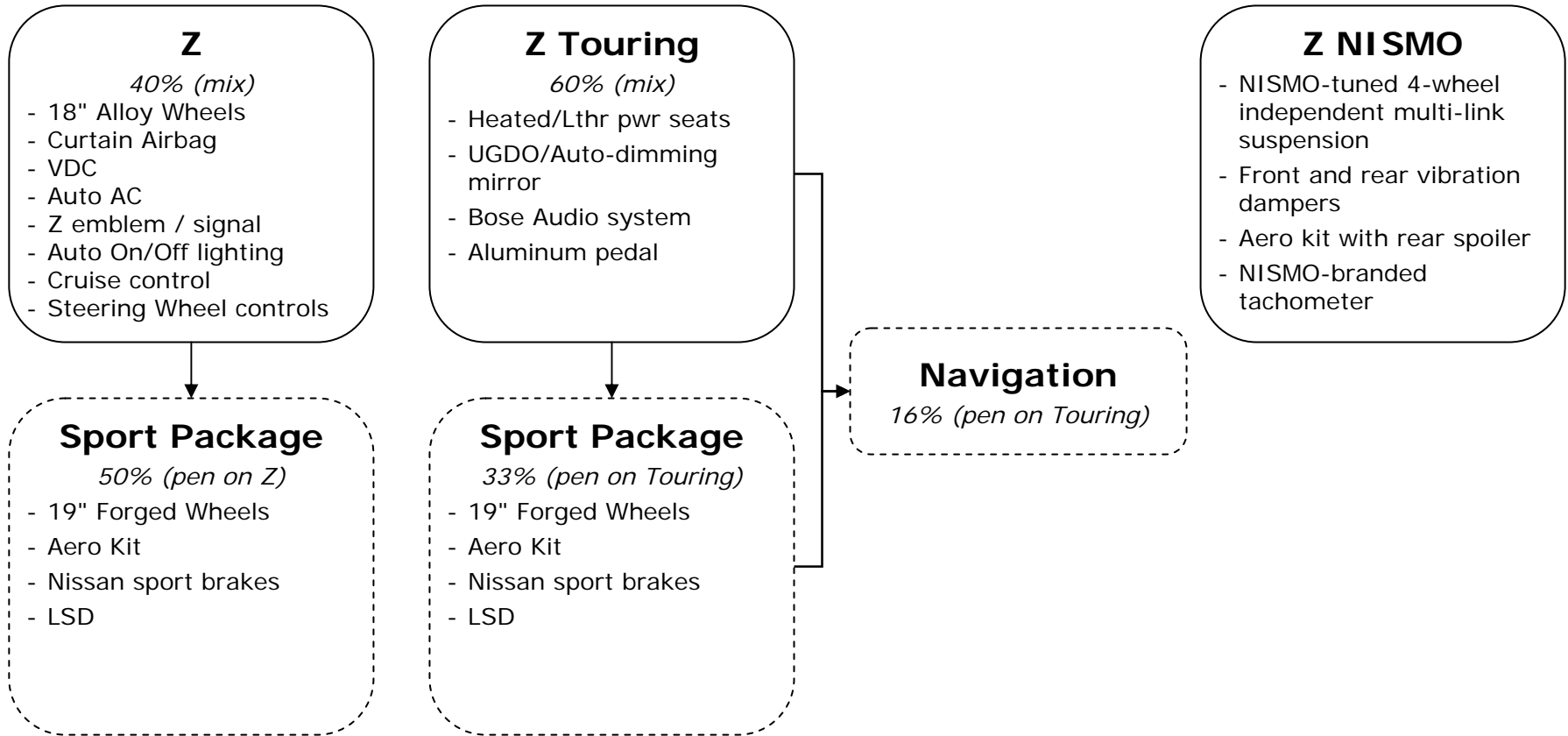
NISSAN Key Differences between 370Z and 350Z

- Next generation VQ. 332hp V6 VQ37HR with VVEL technology
- Available World's first SynchroRev Match Manual Transmission
- Available 7-speed Automatic Transmission with paddle shifters
- Standard Nissan Intelligent Key™ with Push-Button Ignition
- Available iPod® Interface
- Available HDD Navigation system w/ 9.3GB Music Box
- Available synthetic suede and leather combination seats
- Available 19" Rays Wheels on Front and Rear
- Simplified Grade Strategy
- More refined look and feel of interior trim and materials



NISSAN 370Z Coupe Grade Strategy

Packaging promotes performance, style and value



Option

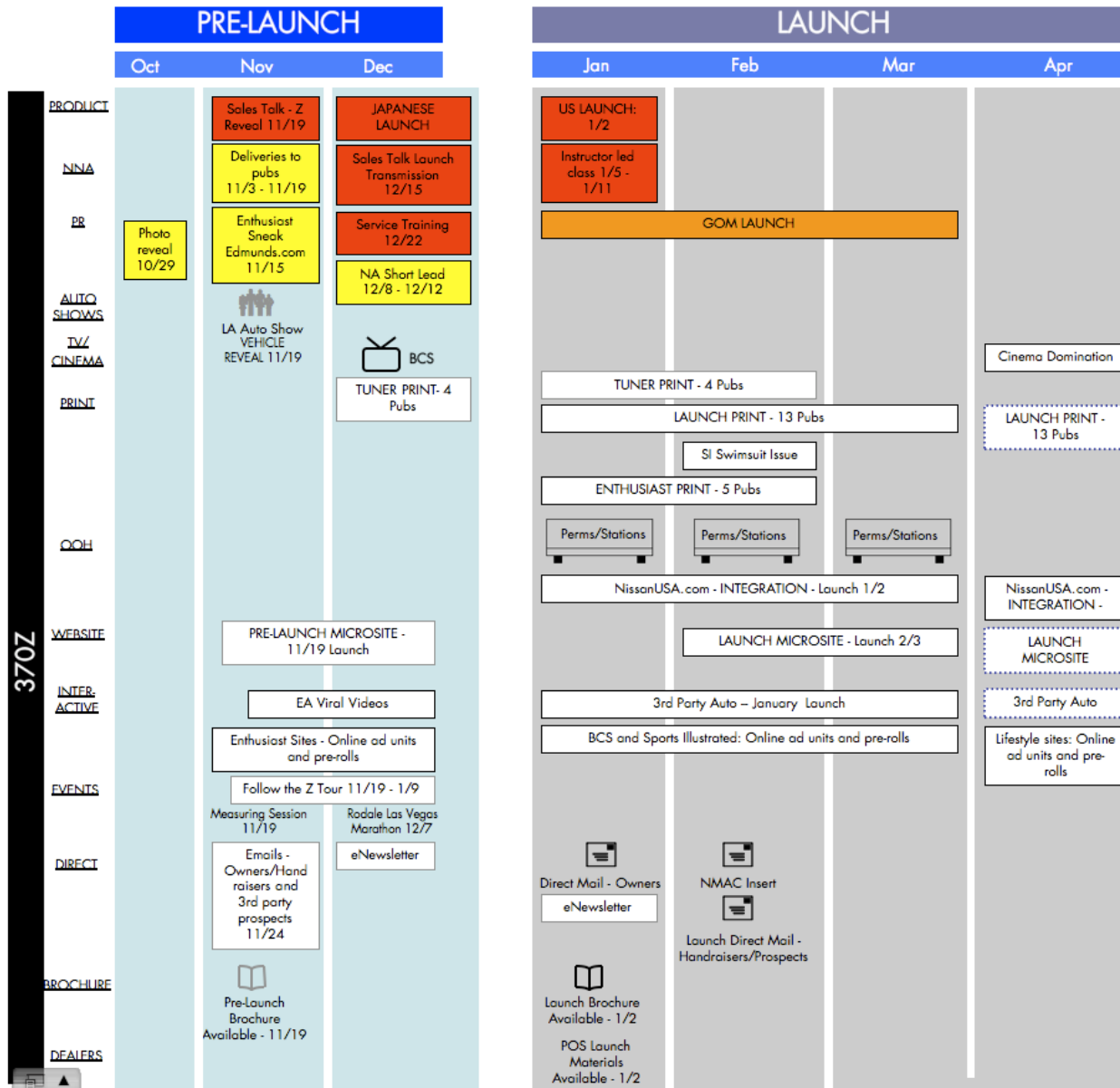
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“Launch Plan”





370Z Tactical Launch Plan Schedule



NISSAN 370Z Coupe: EA Partnership



Integrated into normal NFS gameplay
AND Nissan only "Locked Content"



In Game

Autoshow/ Z Rally

Online Content



Pre Reveal Video and Z racing
kiosks for Press Day



6 Episode Serialized Video Content with Mix
of live action and CG with Z as Hero car

PR
*First ever reveal
of a new car
in a video game*

NISSAN 370Z Coupe: 'Follow The Nissan Z' N.A. Rally

Purpose:

- The Rally Across America on-site experience will engage both enthusiast aficionados and apprentices alike

Event: 2 cars. 16 stops. 11/19/09 – 1/9/09

- The objective of these buzz-building stopovers is to provide consumers a sneak-peak unlike anything they've experienced. A chance to kick the tires, hear the throaty exhaust, peek under the hood and talk shop with their fellow gear heads

Event Locations:

- Lifestyle venues/Nissan Dealers/Z Enthusiast shops

Onsite Experience:

- Z Rally Rig and Tents
- EA 'Need for Speed' Interactive Gaming Console Set-Up
- 50" Plasma - L.A. Show Reveal, Proving Ground Footage
- Bose Sound System - Background Music & Event P.A.
- Mobile Scissor Lift - Review / Measure
- Mobile Dynamometer – Rare access for enthusiasts
- Productions Plus - Z-savvy Product Specialists
- Food and Beverage

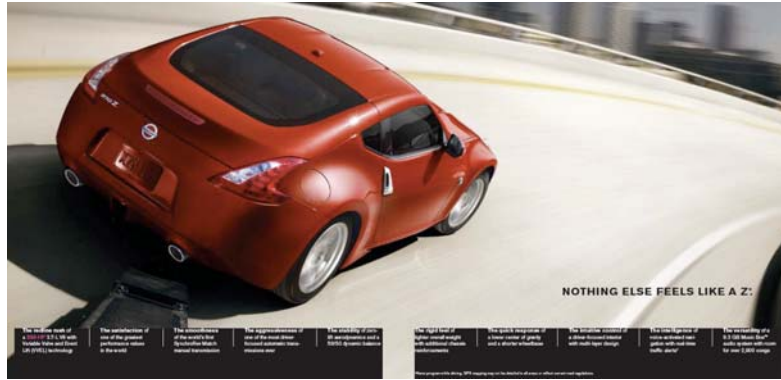


Attendees:

- Local Z clubs, Bloggers, Enthusiast clubs,
- Local PR, Dealer engagement



NISSAN 370Z Coupe: Launch Brochure



NOTHING ELSE FEELS LIKE A Z:

The ultimate look of a 370Z. 1.8L V6 with 170HP, 170MPG, 170MPG.	The construction of the 370Z. 1.8L V6 with 170HP, 170MPG, 170MPG.	The abundance of the 370Z. 1.8L V6 with 170HP, 170MPG, 170MPG.	The engineering of the 370Z. 1.8L V6 with 170HP, 170MPG, 170MPG.	The stability of the 370Z. 1.8L V6 with 170HP, 170MPG, 170MPG.
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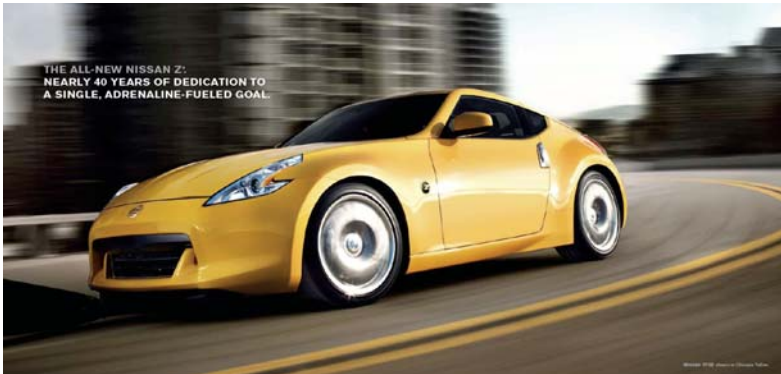
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THE PURE RUSH OF TBD LEGENDARY VQ HORSEPOWER.

THE MOST POWERFUL "TBD" ENGINE in the world has been named one of the "10 Best Engines" in the world by Car and Driver magazine. The "TBD" engine is a 3.5L V6 with 240HP and 240MPG. It's the most powerful engine in the world. It's the most powerful engine in the world. It's the most powerful engine in the world.

LIGHTWEIGHT COMPONENTS You want a car that's as light as a feather. You want a car that's as light as a feather. You want a car that's as light as a feather. You want a car that's as light as a feather. You want a car that's as light as a feather.



THE ALL-NEW NISSAN Z: NEARLY 40 YEARS OF DEDICATION TO A SINGLE, ADRENALINE-FUELED GOAL.

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DESIGNED FOR THE REAL WORLD.

6 STANDARD AIR BAGS

- LOADING AREA** 10 tie-downs for securing your load. 10 tie-downs for securing your load. 10 tie-downs for securing your load.
- ACTIVE HEAD RESTRAINTS** help reduce the chance of whiplash by supporting the head and neck. Active head restraints help reduce the chance of whiplash by supporting the head and neck.
- HEALTHY TECHNOLOGY** helps reduce the chance of whiplash by supporting the head and neck. Healthy technology helps reduce the chance of whiplash by supporting the head and neck.



CONNECTED ON EVERY LEVEL.

INFORMATION LAYER

OPERATION LAYER

HOLDING LAYER

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THERE'S NOTHING ELSE LIKE IT.

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NISSAN 370Z Coupe: Dealership POP

Timing: Arrival in dealerships by 1/2/2009

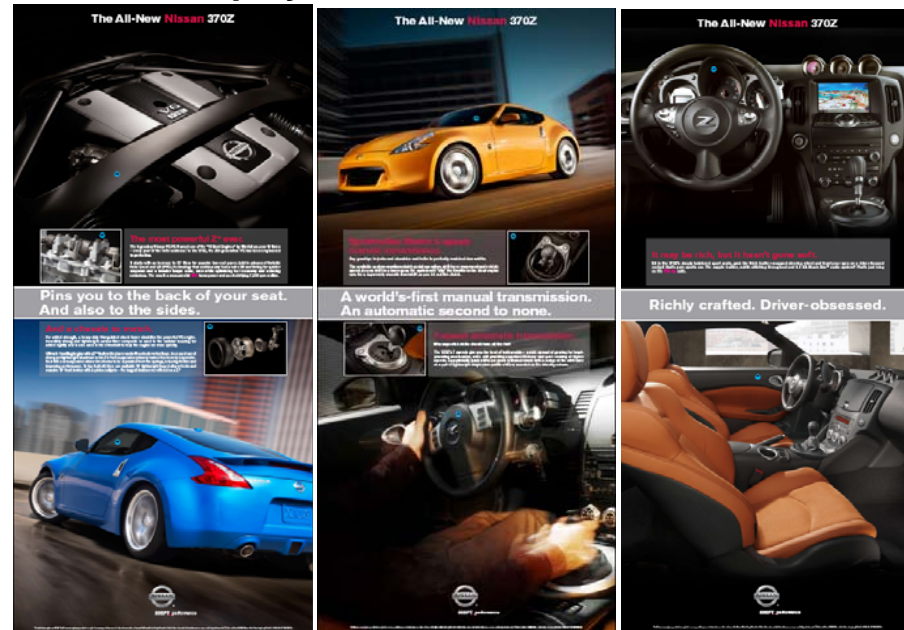
Contents:

- Paint & Fabric Panel – 1 per dealer
- Spec Stand Insert – 1 per dealer
- Vehicle Ordering Guide (VOG) – PDF posted to dealer portal
- Pocket Guide – pack of 12 per dealer
- 3-sided Display – 1 set (3 panels) per dealer
- Customizable Marketing Materials (CMM)
 - Postcards posted to CMM site for dealer customization & order

Spec Stand Insert



3-sided Display



NISSAN 370Z Coupe: Launch Print



**WANT?
NEED?**
SAME DIFFERENCE

THE ALL-NEW NISSAN 370Z: STARTING AT \$29,500.

The attraction of the all-new Nissan 370Z is far more than physical. Whether it's the staggering 330 horsepower or the finely crafted interior or the world's first SynchroRev Match Manual Transmission, every detail only makes you want it more. Or is it need? NissanUSA.com



SHIFT_desire

All MSRP includes destination charge. Dealer sets actual price. Always wear your seat belt, and please don't drink and drive. ©2003 Nissan North America, Inc.



**SOME SEE
A CAR
OTHERS SEE
AN ICON**

THE ALL-NEW NISSAN 370Z: STARTING AT \$29,500.

Presenting the latest chapter in the legend of the Z, the all-new Nissan 370Z. With 330 horsepower, the world's first SynchroRev Match Manual Transmission and an expertly crafted interior, it proves yet again that cars come and go, but icons endure. NissanUSA.com



SHIFT_desire

All MSRP includes destination charge. Dealer sets actual price. Always wear your seat belt, and please don't drink and drive. ©2003 Nissan North America, Inc.

NISSAN 370Z Coupe: Sports Illustrated Swimsuit Issue



**THE ROAD
TO HAPPINESS
HAS MANY
CURVES**



THE ALL-NEW NISSAN Z 

SHIFT_the way you move

At first glance, this is a Z ad. On closer inspection, there are bikini clad women with body paint that makes them blend in perfectly with the Z behind them.

NISSAN 370Z Coupe: Launch Outdoor (DC Only)



NISSAN 370Z Coupe: Homepage Launch




Start on a close-up of the Z badge.




The turn signal in the badge begins to blink



NISSAN 370Z Coupe: Interactive Lifestyle Launch



IF YOU BUILD IT,



SHIFT_ the way you move

Visit NissanUSA.com >

IF YOU BUILD IT,
THEY WILL FOLLOW.



SHIFT_ the way you move

Visit NissanUSA.com >



THE ALL-NEW NISSAN Z®
STARTING AT \$29,500



SHIFT_ the way you move

Visit NissanUSA.com >

MOUSE OVER TO BUILD YOUR Z

X CLOSE



STARTING AT \$29,500

THE ALL-NEW NISSAN Z®

Mouse over to preview vehicle color:



- 330-hp 3.5-liter V6 engine
- Intelligent All-Wheel Drive
- 6-speed automatic transmission
- Industry first down shift rev matching
- Nullam rhoncus urna aj
- Fusce commodo augue et ante
- Integer aliquet tincidunt tortor
- Donec sed neque at



FINISH BUILDING YOUR Z



SHIFT_ the way you move

Visit NissanUSA.com >



370Z Coupe: Interactive Lifestyle Launch

TO EARN A FOLLOWING,

ING, YOU MUST LEAD.

THE INDUSTRY'S FIRST
SYNCHRO REV MATCH MANUAL TRANSMISSION
ONLY ON THE ALL-NEW NISSAN 370Z

THE ALL-NEW NISSAN Z[®]
WITH SYNCHRO REV MATCH MANUAL TRANSMISSION
STARTING AT \$29,500

MOUSE OVER TO LEARN MORE

THE ALL-NEW NISSAN Z[®]
WITH SYNCHRO REV MATCH MANUAL TRANSMISSION

- INDUSTRY FIRST
- INTERVIEWS
- DEMO VIDEO

THE ALL-NEW NISSAN Z[®]
WITH SYNCHRO REV MATCH MANUAL TRANSMISSION

- INTERVIEWS
- DEMO VIDEO

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STARTING AT \$29,500

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NISSAN 370Z Coupe: Launch Media

Cinema

- Cinema to be used as “Iconic” medium
- Limited Z volume & focused target does not warrant significant network TV
 - Mass awareness is not objective for Z launch
- Cinema over-delivers Performance Zealot target vs. TV

8 week cinema campaign in Apr/May

- Heavy in 16 Z conquest markets with Screenvision
 - Allows for comprehensive market and theatre chain coverage
- :60 creative (PG-13/R)
 - “A” Pod position
- Multiple opportunities for in theatre extensions
 - Car displays/In-theatre signage



May 1, 2009
WOLVERINE

Hugh Jackman
Brian Cox

Spin-off of record
breaking X-Men franchise



May 15, 2009
ANGELS & DEMONS

Tom Hanks
Naomi Watts

Sequel to The DaVinci Code



June 5, 2009
FAST & THE FURIOUS 4

Vin Diesel

Auto enthusiasts will flock
for June's big release

NISSAN 2009 370Z Coupe



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END