



NISSAN
Canton, Mississippi

Dan Bednarzyk
Vice President, Manufacturing

SMYRNA PLANT

NISSAN

First Nissan U.S. plant in Smyrna, TN



SMYRNA PLANT

NISSAN

1983: First U.S. Vehicle



CANTON PLANT

NISSAN

Nissan in Canton, Mississippi



Hired employees from
80 of 82 counties

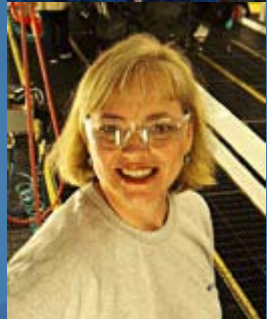
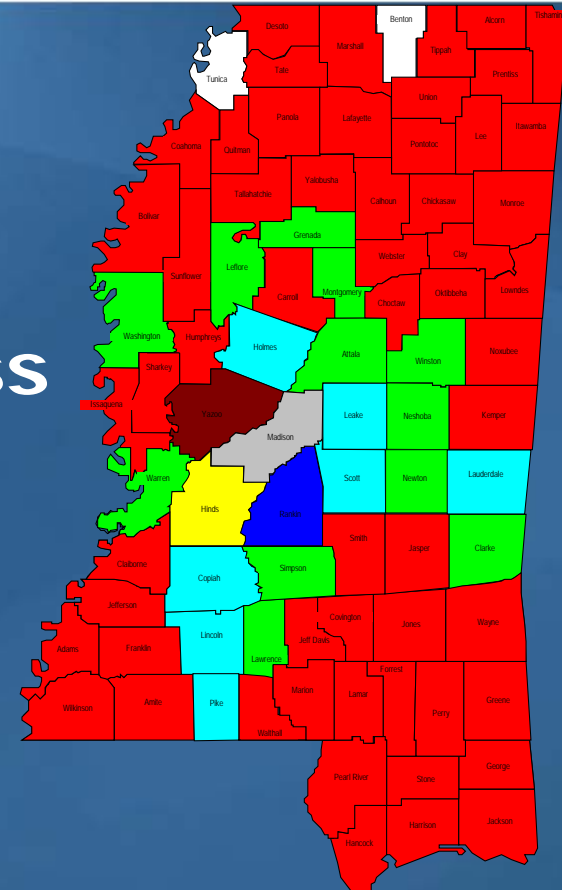
Suppliers located across
the state

Supplier Partnerships

Calsonic
Unipres
PK-USA
Johnson Controls
M-Tek
SEC
Tower Automotive

Yates Services
MINACT
IMS Autrans
WWL
Mi-Tech Steel
NITCO
TI Automotive

Valeo
Sanoh



CANTON PLANT

NISSAN



2003: Full-Size Vehicle Production Begins For U.S. Market and Abroad



CANTON, MISSISSIPPI

Ouch!!!

426	9/10
REG UNLD	
396	9/10
MID UNLD	
389	9/10
SUPER PREM	



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TOP STORIES IN Business

1 of 10

Ford Seeks to Gain Amid Rivals' Pain

Chrysler Could Exit Chapt Monday

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AUGUST 22, 2007

Credit Crunch Moves Beyond Mortgages

Individuals See Higher Rates, Harsher Terms on Credit Cards And Other Con

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By JANE J. KIM

It's not just mortgages. As it gets tougher to land a home loan, some people are also finding it harder and more expensive to get other types of consumer credit.

SPECIAL REPORT: AMERICA'S MONEY CRISIS

Auto sales worst in 25 years

GM sales plunge 45% and sales for its U.S. and Asian rivals a industry records lowest sales pace since 1983.

By Chris Iskers, CNNMoney.com senior writer
Last Updated: November 3, 2006 5:14 PM ET

NEW YORK (CNNMoney.com) -- Tight credit and worried consumers resulted in the weakest pace of U.S. auto sales in 25 years.

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U.S. Main • Global Money & Markets

The Credit Crunch: Where Is It Happening?

By BARBARA KIVIAI Tuesday, Sep 30, 2008

AMERICA'S MONEY CRISIS

Wall Street bonus backlash

CANTON VEHICLES

NISSAN

Altima



Armada



NV



Launch Jan 2011

Titan



COMMERCIAL VEHICLES

- 75 year history
- Nissan CVs sold in over 75% of world's markets
- Sold over 500,000 in 2007, over 550,000 in 2008
- 16% of Nissan's global sales volume in 2009



NV MAKES DEBUT

Three models –
NV1500, NV2500HD, NV3500HD

Standard Roof and High Roof

First rugged body-on-frame construction

4.0-liter and 5.6-liter



NISSAN GREEN PROGRAM 2010

Nissan's environmental ideal is a society where there is a 'symbiosis of people, vehicles and nature.' In working towards this goal, Nissan has established specific targets in its eco-action plan: 'Nissan Green Program 2010.'



NISSAN
GREEN PROGRAM



Nissan is taking a proactive approach to finding solutions to environmental challenges such as CO2 reduction and recycling



Top 25% of auto assembly plants
ENERGY STAR plant 2006 - 2009



ENERGY STAR
Partner of the Year 2010
Engaging employees

Electric Vehicles

Nissan LEAF goes on sale
before the end of 2010

True zero emissions vehicles
with 100 mile range

First all-electric vehicle for
the masses

Smyrna plant will begin
production in 2012

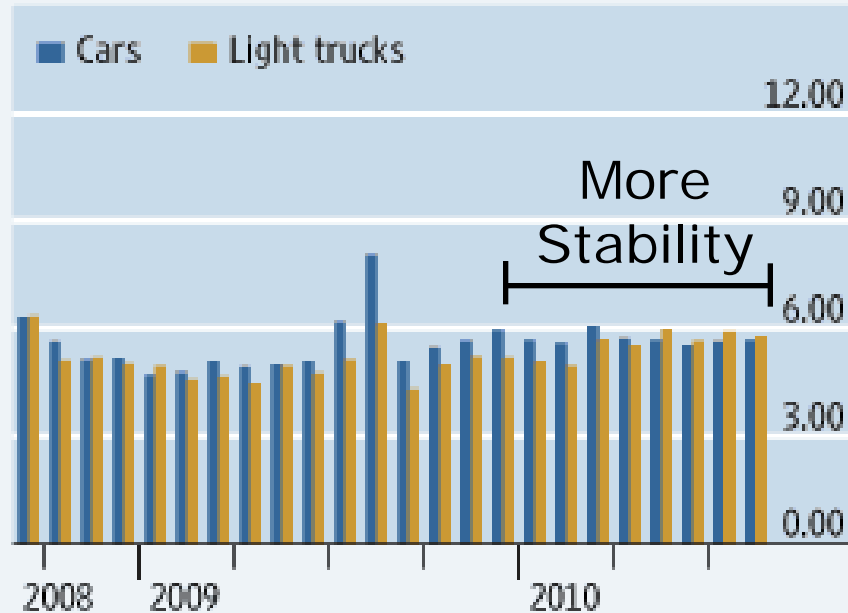
Battery Plant being
constructed in Smyrna



What's Moving: U.S. Auto Sales

Kicking the tires

Sales of cars and light trucks in the U.S. retail market; in millions of units at seasonally adjusted annual rate.



At the pump

Unleaded gasoline, average weekly retail price per gallon



**CAUTIOUS
OPTIMISM**

ADAPTING INDUSTRY



Friday, October 01, 2010

Segment totals, ranked by Sep unit sales

	Sep 2010	% Chg from Sep'09	YTD 2010	% Chg from YTD 2009
Cars	474,666	18.0	4,392,399	5.4
Midsize	243,760	17.9	2,186,459	11.0
Small	149,718	26.0	1,473,858	-2.4
Luxury	75,291	10.2	663,791	6.9
Large	5,897	-28.2	68,291	3.1
Light-duty trucks	484,300	40.8	4,228,158	15.9
Pickup	141,091	41.0	1,186,926	13.5
Cross-over	190,706	40.4	1,732,917	16.4
Minivan	56,594	52.4	506,140	14.5
Midsize SUV	50,542	95.9	392,428	33.3
Large SUV	18,020	-24.1	178,860	13.7
Small SUV	15,372	41.0	131,139	-7.7
Luxury SUV	11,975	14.9	99,748	26.8
Total SUV/Cross-over	286,615	38.7	2,535,092	17.3
Total SUV	95,909	35.3	802,175	19.3
Total Cross-over	190,706	40.4	1,732,917	16.4

Car sales up
5.4%

Truck sales up
15.9%

Source: www.motorintelligence.com

To be competitive we must...



Adjust production schedules quickly

Become a "pull" industry

Build the product mix customers want

Our continuing mission...

**To be the most
trusted, growing car
company in the
Americas**



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