

Nissan Announces Plan for LCV Leadership

13 new LCVs to be launched during Nissan GT 2012 period

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The light commercial vehicle (LCV) business will continue to be a breakthrough driver of growth during the Nissan GT 2012 mid term business plan, announced on May 13 by Nissan president and CEO Carlos Ghosn.

The company set bold commitments for the LCV business during the five years of Nissan GT 2012:

- Doubling the revenue generated by LCV sales in fiscal year 2012 compared to fiscal year 2007
- Achieving top level customer satisfaction performance in the global LCV market by 2012

At the heart of the business plan is a substantial investment in new products. Nissan will launch 13 all new light commercial vehicles by the end of 2012. As previously announced, Nissan will start LCV sales in Russia in September 2008, and in India and the U.S. during 2010.

'Nissan has grown LCV sales to unprecedented records for the brand, and we aim to become a leading player in the global LCV market by 2012,' said Andy Palmer, Corporate Vice President, Nissan Motor Co., Ltd, LCV Business Unit. 'To grow our business further we will continue focusing on the unmet needs of the LCV customers around the world, offering them products that are smart and reliable partners for their daily professional endeavours,' said Palmer.

LCV results in fiscal year 2007 and Value-Up period

In fiscal year 2007 the LCV BU sold 519,703 units globally with a consolidated operating profit (COP) exceeding 8%. The NP300 pickup truck (also sold as the Frontier in selected markets) was the best-selling individual Nissan LCV with 71, 678 units. China was the market with the largest portion of LCV sales (151,088 units) followed by Japan (121, 790 units).

During the Nissan Value Up mid term business plan period (FY2005 - FY2007), the LCV business had been identified for the first time as one of four business breakthroughs. Commitments included growing sales volumes by 40% to 434,000 units and doubling the COP to 8% by the end of fiscal year 2007. Both commitments were exceeded one year early.

For more information on Nissan LCV, please visit www.nissanlcv.com.

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For more information, Please contact:

Sameer Mutreja
Associate - Percept Profile