

DRIVE ON



EDARAN TAN CHONG MOTOR

VOLUME 24 ISSUE 2 / nissan.com.my

SPORTIER, SHARPER NISSAN ALMERA

GRAND
TOURING RACER

THE
GT ACADEMY



360 DEGREES

PROMOTING
GOODNESS FOR
THE PEOPLE,
FOR JAPAN, FOR
MALAYSIA, FOR
THE WORLD



BUILDING CARS MOBILISING NATIONS

AIKAWA'S VISION FOR HIS
COMPANY, STRETCHED
BEYOND PRODUCING
AND SELLING CARS

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Panel of Insurers :



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360 DEGREES

Promoting Goodness For The
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Innovation
that excites

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nismo

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FOREWORD

BIDDING FAREWELL TO AN EXCITING 2014, WE LOOK FORWARD TO 2015 WITH GREAT ENTHUSIASM!

2014 has been an eventful year for ETCM. Aside from the launch of the Teana and Sylphy, two all-new models that continues to set new standards within their respective segments. 2014 also saw a refreshed model line-up. The X-Gear, Serena S-Hybrid, and Elgrand, were models that has been updated with Nissan's dynamic new face. In keeping up with the momentum into the brand new year of 2015, we start the new year with a bang with the arrival of the sharper and sportier Almera Facelift, as well as the introduction of our all-new class-leading X-Trail bringing with it unprecedented refinement in its class. These new models are a continued embodiment of our ethos of creating cars for the people. Be it a practical day-to-day car that are meant to meet its owner's daily needs, or a stylish, confidence inspiring SUV that is capable of dealing with all types of terrain, there is a Nissan that is fit for the job at hand.

As everyone knows, at Tan Chong and Nissan, making and delivering cars to the hands of our delighted car owners is really only part of the story, it is you, the car owners that matters most. The time that you get to spend with your family in the Serena S Hybrid, commuting in the comfort of your Almera, and the trustworthiness of your Navara when the going gets tough; we wanted to ensure our customers stay safe and sound each and everyday. And that is why we have successfully conducted our very first Nissan Safety Driving Experience with which you can read about in these pages, and we hope to see more new faces in our upcoming sessions this year.

At Tan Chong we are looking for new avenues in bringing our award winning customer satisfaction experience to another level, over and beyond our cars. In doing so, we have established our new 1800-88-3388 hotline to cater to roadside assistance, service appointment arrangements, feedback and enquiries and much much more. Moreover, you can expect our warm and friendly customer service officers to cater to you 24 hours a day, seven days a week, so that we will always be there for you.

As we move into 2015, you can rest assured that we will continue to make it a commitment to ourselves that owning a Nissan doesn't stop at just the car, in the same spirit as the founder of Nissan Yoshisuke Aikawa (which you can read more in the following pages), we will always strive to go above and beyond, to have a passionate focus on every single aspect. What we would call a true 360 degree approach for an all-encompassing ownership experience, for you and your loved ones.

IN THE MEANTIME, HERE'S TO A GREAT NEW YEAR AHEAD TO YOU, YOUR FAMILY AND YOUR LOVED ONES.



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TAN CHONG & SONS MOTOR CO. SDN. BHD.
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Innovation that excites

JOY OF ABUNDANCE

Chinese New Year is a time for family gatherings. Brighten your celebrations with added value from the Nissan range of vehicles. Amazing rewards await you at our showrooms so visit us for a test drive today.

Wishing you and your loved ones a happy and prosperous Chinese New Year.



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ASEAN NCAP 5-Star Safety Rating
FREE 8" MULTIMEDIA NAVIGATOR*



SYLPHY
Uncompromised Safety & Fuel Efficiency
FREE IMPUL AEROKIT & SECURITY TINTING*



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Panel of Insurers :



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TEST DRIVE & WIN A FORTUNE
Jan-Feb 2015

INNOVATION THAT EXCITES

GRAND TOURING RACER

MY2015 NISSAN GT-R INTRODUCED ALONGSIDE
 LIMITED RUN 45TH ANNIVERSARY EDITION

NISSAN CONCEPT 2020

WHILE THE GTR HAS ALWAYS SERVED AS NISSAN'S PERFORMANCE BENCHMARK, IT HAS STAYED LARGELY WITHIN THE REALMS OF A TRADITIONAL INTERNAL COMBUSTION ENGINE PERFORMANCE CAR.

AS A STATEMENT TO NISSAN'S GLOBAL LEADING ROLE IN EXPLORING ALL FORMS OF ALTERNATIVE ENERGY, THE CONCEPT 2020 IS NISSAN'S VISION ON HOW THE GTR OF THE FUTURE CAN BE. USING A HYBRID POWER TRAIN, PERFORMANCE LEVELS CAN BE PUSHED TO THE ENVELOPES OF 800HP YET WITHOUT COMPROMISING THE CURRENT VERSION'S EFFICIENCY LEVELS.



Ever since the R35 GT-R was introduced in 2007, Nissan has been constantly improving its supercar with various upgrades. Following the same suit, Nissan Motor Co. has launched an updated version of the GT-R for the upcoming year's model.

Currently on sale in Japan, the 2015 GT-R benefits from minor upgrades that are aimed at improving the supercar's driving dynamics and ride comfort. First and foremost, the GT-R's suspension and materials used on its Dunlop run-flat tires have been tweaked to offer better cornering stability and steering feel.

Elsewhere, the GT-R has also been fitted with a reworked ECU and new flywheel housing bearings to offer a smoother operation, while reducing noise. Thanks to the modified Brembo brakes and also new brake pads, braking feel has been made far better than before.

Debuting alongside the updated supercar is the Nissan GT-R 45th Anniversary Edition that will be sold exclusively in its home market. Based on the 2015 GT-R Premium-spec, this special edition model will be limited to only 45 examples.

Unique touches on the 45th Anniversary Edition are the Silica Brass hue – the same colour that was used on the 2001 Skyline GT-R R34 M-Spec and special emblems in the cabin as well as engine compartment. Mechanically, the limited run model is identical to the updated GT-R.

DRIVE ON - PLACES MOUNT PANORAMA BATHURST OF NEW SOUTH WALES, AUSTRALIA

While Japanese car brands dominate the world's market today, it wasn't so back in the 1980s. Commonly known as econoboxes in the Western world, Japanese cars were only considered as budget afterthoughts.

Not until late 80s to the early 90s, when every Japanese car maker launched its very own foray in luxury, and performance cars at the same time. And non, sent as much chill down the transaxle of the establishments, as the Nissan GTR.

It was at Bathurst 1000, where the Nissan GTR 32 murdered the competition, the old thoroughbreds of prancing horses and raging bulls were seemingly sent through a slaughterhouse only to be fed through the menacing grills of what was then coined by spectators and racing commentators - the Godzilla.

That season single handedly reversed opinions, opened doors to welcome hordes of newfound racing fans, and of course, young customers who believe in Nissan, and most importantly, all Japanese cars.



DRIVE ON: PULSE
NISSAN ALMERA
BEST-SELLING GLOBAL SEDAN

ELEGANCE REDEFINED

NOT RESTING OFF LAURELS, NISSAN
UPDATES THE HOT SELLING ALMERA
WITH A TOUCH OF SOPHISTICATION



Silver Trimmed Steering
Wheel with Integrated
Audio Controls and Premium
Piano Black Centre Console
features a touch screen
infotainment system

Nearly two years after it entered the Malaysian market in a big way, Nissan's best-selling global sedan, the Almera has been given a mid-life update. With a new front-end styling and a new, even sportier styling for the Almera Nismo variant, the refreshed 'new look' Almera will certainly capture the attention of many Nissan fans.

But first, let's recap on how far this feisty B-Segment Nissan has gone. When the Almera was introduced to the world, there was nothing like that in its class. Before the Almera came into being, buyers in this segment were often forced to compromise between blowing their budget or settle for a car that clearly reminded them that they bought a cheap car - a car that was cramped inside, and was tiring to travel in for the annual balik kampung trips.

The Almera changed all that with its 'one class above concept,' offering customers the best of both worlds - the affordable price of a sub-compact sedan and the

comfortable, spacious cabin of a much higher class sedan. The Almera set a new standard for the segment, a standard which all other competing makes have since sought to match, thereby collectively lifting the standard of cars that are on sale today.

Keeping the class leading 635mm of legroom and the enormous 490 liters of boot space in check, the new Almera also continues with its outstanding fuel efficiency rating of 14.9 km per liter.

The new three-dimensional grille clearly draws inspiration from our flagship Teana, thus establishing a clear family resemblance among all Nissan sedans. The bold grille is now flanked by a pair of redesigned headlamps, which are now more prominent

looking than before.

Inside, the top of the range VL model will gain piano black finishing. That and the new leather seat design will add to the Almera's cabin a more premium appearance. The steering wheel has also been changed to a new 'V shape theme' design, as used by other higher range Nissan sedans like the Sylphy and the Teana.

Not only so, the new Nismo body kit for Almera makes its first global appearance in Malaysia along with the launch of the new Almera, complete with contrasting colours on the side mirrors and skirting.

**Call 1800-88-3838 now to
arrange for a test drive.**



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Nissan Periodic Maintenance Program (NPMP)

加入我们为您推荐日产周期保养计划(NPMP), 为您的汽车进行全方位的检查调整及必要更换, 以及享有更多优惠的节省!

Periodic Maintenance Service

Is a comprehensive maintenance program to upkeep your Nissan vehicle in full compliance of manufacturer's high quality and standards. As all labour and spare parts are priced in full accordance to all TCEAS Service Centres, you can rest assured that there will be no hidden charges with our program.

透过此全面的保养计划, 我们将确保您的汽车性能维持于最佳的机能状态。我们将依据原厂所规定之保养计划, 为您的专车实施定期保养并无任何附加隐藏费用。

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(*Discount is not applicable to accessories, car grooming products, windscreen, battery, towing service, contractor job, tyre or tyre services, lubricants or fluids & items which are not covered in Nissan recommended periodic maintenance services.)

透过此预付保养计划, 您可享受日产原厂保养服务及零件折扣 * 高达15%。除此之外, 10%折扣 * 也将适用于其它原厂零件及10%折扣 * 于人工费用。

For more information, please approach our Service Advisor

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Our Nissan Periodic Maintenance Program is also transferable to the next subsequent owner of the same vehicle, giving your vehicle an added appeal when it comes to trading or selling it in due time.

此保养计划可转让于该汽车下一位车主, 以此来增加您的汽车转售价值。



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Terms and conditions apply

DRIVE ON: PULSE
NISSAN TEANA
 ACHIEVEMENTS OF SCORING

TEANA SWEEPS UP THE ACCOLADES

CONTINUING NISSAN'S COMMITMENT TO SAFETY, THE NEW TEANA ACHIEVES A PERFECT SCORE WITH FULL STARS AT ASEAN NCAP



Recently Nissan's new flagship model, the Teana, made history by being the first car to achieve a perfect score (16.00) in the Adult Occupant Protection, and the first car to achieve a 5-Star rating in Child Occupant Protection with an 88 per cent compliance in the ASEAN New Car Assessment Programme (ANCAP). In recognition of this achievement, ASEAN NCAP chairman Prof Dr Wong Shaw Voon presented an award to Nissan Motor Thailand's president, Hiroyuki Yoshimoto at the Thailand International Motor Expo 2014 in Bangkok.

Though the crash-tested Teana unit was assembled in Thailand, it carries the same specifications as the Teana

that is assembled by Tan Chong Motor Assemblies (TCMA) and sold in Malaysia by Edaran Tan Chong Motor (ETCM). The Teana's remarkable achievement in safety is thanks to its full complement of six SRS airbags, along with the inclusion of Nissan's electronic stability control system known as VDC (Vehicle Dynamic Control), TCS (Traction Control System), and AUC (Active Understeer Control).

"We are truly heartened by this acknowledgement as the wellbeing and safety of our customers is always a priority for us at ETCM," said Tan Keng Meng, director of marketing and product planning for ETCM. "This achievement further



reinforces our commitment to continue enhancing the safety and performance of Nissan cars on Malaysian roads."

The ASEAN NCAP award comes after the Teana's latest recognition where it was awarded the Executive Car of the Year title at the NST-Maybank Car of the Year 2014 Awards.



NISSAN COLLABORATES WITH THE FIA TO MAKE THE WORLD'S ROADS SAFER

At the 2014 Paris Motor Show, Nissan Motor Co. and the Fédération Internationale de l'Automobile (FIA) announced that the two parties will join forces to make the world's roads safer through the FIA's Action for Road Safety initiative, which was launched back in 2011 to support UN's Decade of Action for Road Safety campaign.

As an official supporter of the FIA's road safety awareness campaign, Nissan will stimulate and support various initiatives worldwide, especially the Action

for Road Safety's Golden Rules for Safer Motoring. The aim of this is to reduce the total amount of road accidents, which result in 1.3 million deaths and 50 million injuries annually.

Through its Blue Citizenship approach, the Japanese carmaker finds ways to foster sustainability in the society, with a focus on enhancing safety.

Over the years, Nissan has been taking various steps to improve safety through its "Triple-Layered Approach" of building safer vehicles, and

educating people as well as society. Besides fitting state of the art safety technologies on its vehicles, the marque also initiates various programmes across the world to promote and encourage safe driving habits.

"The FIA is extremely pleased to announce this key partnership. Nissan has a long tradition of developing life-saving automotive technologies and this new agreement reaffirms its strong commitment to road safety. By combining our efforts we can ensure that our message

for safer driving and safer roads reaches an even wider audience," said FIA's President Jean Todt.

Nissan's Marketing and Brand Strategy vice president, Roel de Vries said, "We are pleased to work with the FIA and its global network to promote safer driving on roads around the world. Safety involves drivers, pedestrians and the community, and our working with the FIA will go a long way toward raising awareness and provide safer roads for everyone."



Innovation that excites

ALL-NEW
TEANA



YOUR PRIDE AND PRESTIGE

Let the all-new TEANA be your companion on your path to establishing your legacy. Every feature is impeccably designed to set you ahead from the competition. The **2.0L CVTC** and **2.5L Twin CVTC engine** with **Next Generation XTRONIC CVT** offers you greater fuel efficiency and driving pleasure. Through advanced technology with **6 airbags** and **Active Understeer Control**, your journey will be exceptional.



5-Star Safety Rating



Perfect Score

Adult Occupant Protection: 16pts / 16pts

1st ever in ASEAN NCAP history

Child Occupant Protection: 88% compliance



6 SRS Airbags and Vehicle Dynamic Control (VDC) with Traction Control System (TCS)

Zero-Gravity Inspired Seats for fatigue free journeys

BOSE Premium Audio System (9 speakers)*

Nissan Teana 2.0XE CVTC | Starting RM139,800** | Max Power 136ps / 5,600rpm | Max Torque 190Nm / 4,400rpm.
 Nissan Teana 2.5XV Twin CVTC | Starting RM169,900** | Max Power 173ps / 6,000rpm | Max Torque 234Nm / 4,000rpm.

*2.5XV variant only. **Price shown is including insurance and road tax, subject to change without prior notice and valid for private registration in Pen. Malaysia only.

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3-year/ 100,000km warranty, whichever come first. Terms and conditions apply.



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www.teana.com.my or call 1800 88 3838.

360 DEGREES



YOSHISUKE AIKAWA
FOUNDER OF NISSAN



The malleable cast iron factory belonging to the Gould Coupler Co. was where Aikawa learned his trade

manufacturing as meaningful work that delivered real benefits to society. Ironically, he would later be reluctantly pushed into the position of a businessman later on in his life.

Instead of taking up one of the many business or political positions that his family offered him, Aikawa went to work as a lowly mechanic because he believed that it is important to learn the basics of manufacturing from the factory floor.

Knowing that no company would want to hire the son of a powerful, politically-connected family who graduated from Japan's most prestigious university for such a lowly position, Aikawa had to hide his true identity in his job application. Eventually he found a job at Shibaura Seisakusho (now Toshiba), labouring away for minimum wage.

Over time, he learned what he could and came to the conclusion that Japan's limited knowledge in malleable cast iron technology, which allows metals to be shaped into more complex, stronger forms, was the reason behind its inability to match Western industrial companies.

He then went to the United States, again without revealing his true identity, and found a job at a foundry that used malleable cast iron technology.

In total, he spent nearly seven years working on the factory floors in Japan and the US. Upon his return to Japan in 1910, he setup Tobata Imono, a company which would later become Hitachi Metals.

In 1928, Aikawa was put in a difficult position. He was asked to restructure the loss-making Kuhara Kogyo, a mining company lead by his brother Fusanosuke Kuhara.

Although he already ran a metal foundry company, Aikawa, as you've read earlier had little interest in the business world, but after much persuasion he agreed to take over the company and renamed it Nihon Sangyo, which means 'Japan Industries.' Nihon Sangyo's name would later be shorten to Nissan, and after a merger with several other companies that Aikawa was involved in, this gave birth to the Nissan Motor Co., Ltd. that we know today.



Aikawa (centre) with the pioneers of Nissan

"AIKAWA'S 86-YEAR LIFE CAN BE SUMMED UP AS A LIFE-LONG DEVOTION TO PROMOTE THE GREATER GOOD FOR SOCIETY, USING HEAVY INDUSTRIES TO CREATE JOBS AND TO SPUR THE ECONOMY."

Aikawa's style of management was rather ahead of his time. While his contemporaries stamped their mark by putting their family name on the companies they founded, Aikawa simply named his company to reflect its purpose and country of origin.

Aikawa strongly believed that a company belonged to its shareholders and as such, should contribute to the well-being of Japanese society and to public interest, and that was the reason why he named his company Nihon Sangyo (and later Nissan).

Being a person with a deep understanding in manufacturing, Aikawa appreciated technical talents and this was reflected in the appointment of many people with engineering backgrounds in top positions within the company.

This 'engineer-led' management style would pave the way for the establishment

of a very strong engineering culture within Nissan, which later led to the creation of many legendary Nissan models you see on the subsequent pages.

On 26 December 1933, at the urging of Japan's Ministry of Commerce and Industry, Aikawa founded Jidosha Seizou KK, an automobile manufacturing subsidiary within Nihon Sangyo. At that time, the company only produced around 200 units a year.

By 1934, the company was renamed to Nissan Motor Co. Ltd., taking a shortened form of its parent company's name, and thus the Nissan car company was born.

After World War 2, Aikawa noted that while large corporations benefited from the government's post-war recovery assistance policies, many small and medium-sized business (SMB), were left to fend for themselves.

In 1943, Aikawa retreated from the business world and went into politics as a member of the Japanese House of Peers (now the House of Councillors). He would spend the rest of his life promoting the interest of small and medium-sized businesses, which he believed to be backbone of Japan's economy. He served various important positions including chairman of the National SMB Association, a top advisor on the economy to the Kishi Cabinet, and a member of the Industrial Planning Council.

Aikawa's 86-year life can be summed up as a life-long devotion to promote the greater good for society, using heavy industries to create jobs and to spur the economy. Indeed, Aikawa's most well-known legacy, Nissan; is a reflection of his ideals. ■

PROMOTING GOODNESS FOR THE PEOPLE, FOR JAPAN, FOR MALAYSIA, FOR THE WORLD

While conventional wisdom suggests any company's creation and existence should focus on the sole priority of generating profit and revenue, Nissan on the other hand, stems from a very unique, single minded goal. One that is for the betterment of the country, the people, and the society.

Founded by Yoshisuke Aikawa, Nissan is the embodiment of this visionary's goal of grandeur. And it is this vision, this spirit of selfless devotion of Yoshisuke Aikawa, that continues to lead Nissan today. To continue to be the car maker that cares for the overall betterment of mankind, a car maker that understand the needs of every single individual families, a car maker that goes beyond the daily grind, producing electric cars as early as the 1950s, breaking new grounds in technological barriers, creating unique vehicles for every person's needs. From sedans to family vans, from fire

spitting race cars to mud splashing off-road vehicles; Nissan, is a 360 degree company. A company that cares, and a car maker that is passionate about every single degree of customer needs.

And here we have, the story of Yoshisuke Aikawa, and how Nissan came to be what it is.

Aikawa graduated from the Engineering Department of the prestigious Tokyo Imperial University, currently known as Tokyo University.

His father was the 10th head of the Aikawa Family, a local lord serving the Choshu clan, and his mother was a niece

of Kaoru Inoue, a central figure in the powerful Choshu clan that helped overthrow the Edo Shogunate and later, the holder of

key financial and diplomatic posts in the Meiji Government.

With an ancestry like that, Aikawa could have pretty much chose whatever career path he fancied, but a near-death experience while falling ill in university changed everything. That fateful event forged a strong desire in him to pursue interests that made him feel alive. For various reasons, Aikawa felt most alive while building things, and thus, formed an interest for manufacturing.

An earlier experience of witnessing how businessmen would flock around Karou Inoue, who served as a Minister of several ministries of the Meiji government, trying

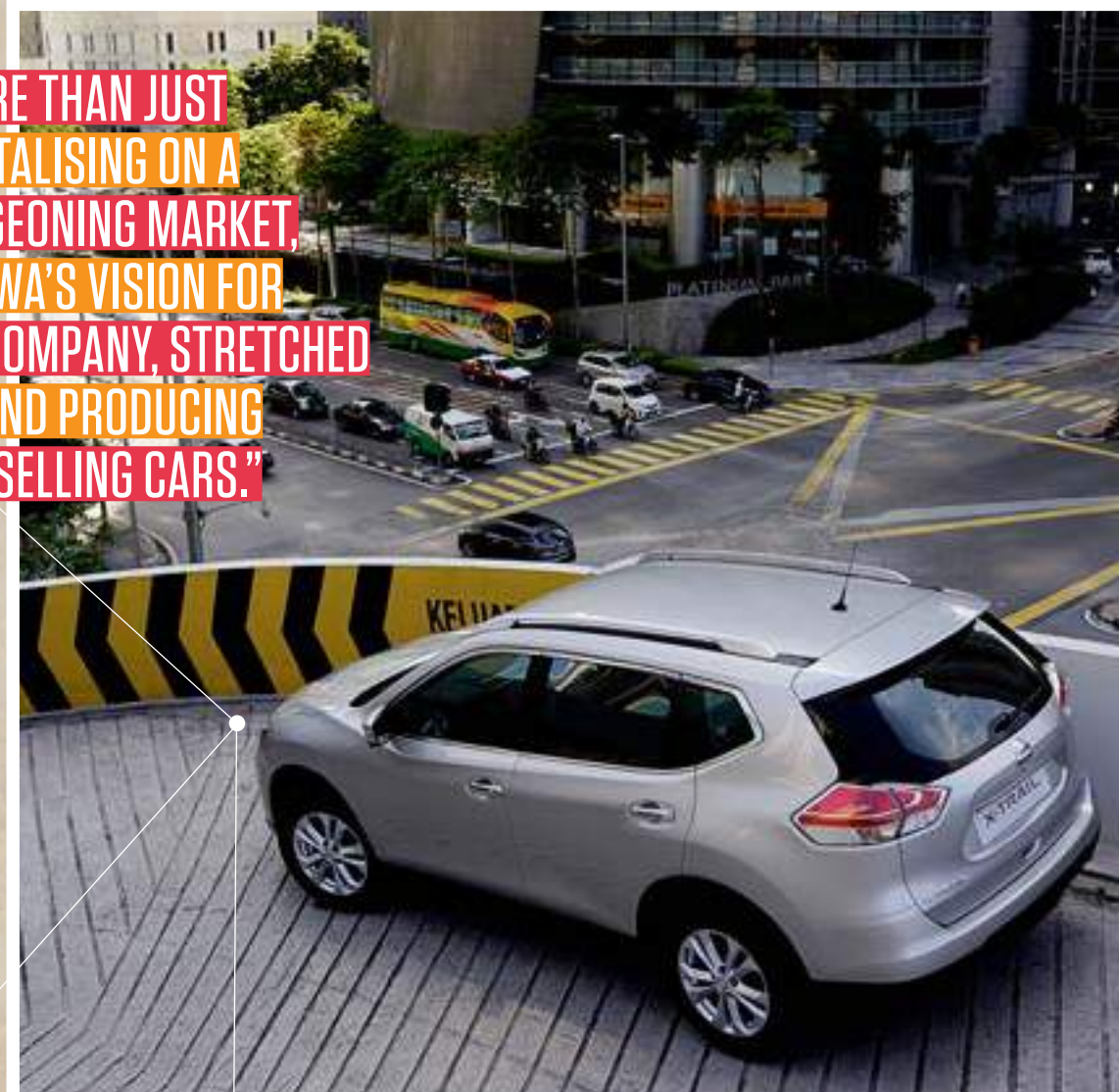
to solicit special favours, made Aikawa feel very disgusted with businessmen. Instead, he saw

"THE NAME NISSAN WAS DERIVED FROM NIHON SANGYO, MEANING 'JAPAN INDUSTRIES.'"

BUILDING CARS MOBILISING NATIONS



"MORE THAN JUST CAPITALISING ON A BURGEONING MARKET, AIKAWA'S VISION FOR HIS COMPANY, STRETCHED BEYOND PRODUCING AND SELLING CARS."



NISSAN'S FOCUS ON ENGINEERING CARS THAT SUIT THE NEEDS OF ITS CUSTOMERS HAS ALWAYS BEEN PART OF THE COMPANY'S LEGACY FOR MORE THAN 80 YEARS.

Pushing through the thick foliage of undergrowth that grew unchecked onto the deserted stretch of road, it feels surreal to be gliding over the gnarled surface of the tarmac beneath, all the while peering over the high bonnet, being granted an unimpeded view of the narrow pathway ahead thanks to an elevated ride height. The temperature outside may be tipping near 35-degrees Celsius with the air thick with tropical humidity, but behind the wheel of Nissan's third-generation X-Trail, it feels rather relaxed, cool, and calm. Just moments ago we were trekking through rough untouched landscapes before finding ourselves trekking through this remote route. The X-Trail's intelligent All-Mode 4x4-i System providing an assurance that it won't get stuck throughout the ensuing ordeal.

Perched high in the X-Trail's cabin, striding high over the rutted terrain below, it's interior is rather well appointed considering that decades ago, the vehicle for this sort of adventurous excursion wouldn't have come with all the creature comforts and refinement that is found on the X-Trail here today. Back then off-road vehicles were often made to serve a utilitarian purpose. However over the ensuing decades things changed. Customer expectations shifted.



"SOME WANT A VEHICLE WITH THE ABILITY OF HANDLING ALL KINDS OF SITUATION NECESSARY, WITH THE FLEXIBILITY AND AND SPACE OF A VAN. THE SOLUTION TO WHICH IS FOUND ON THE NEW X-TRAIL."



Muscular proportions highlights the X-Trail's ability to go where the roads end



"EVIDENCE OF LIFESTYLE VEHICLES IN NISSAN'S LINEUP CAN BE TRACED BACK TO THE 1950S."



The broad motorisation of society, which allowed people to drive themselves to far away and remote destinations that were once far out of reach, had created a new caveat for vehicles that served a lifestyle-driven demographic. Often represented by young adults, these are people who lead an active lifestyle, often looking to explore the world and in seek of adventure in life. Places like a pristine lake in the middle of a jungle or a beach far removed from the main roads that lead into town. It is with this new found freedom, that people were able to indulge in outdoor pursuits.

Evidence of lifestyle vehicles in Nissans line-up can be traced back to the middle of the 20th century. During the 1950s Nissan produced a series of pick-up trucks that were based on their existing passenger cars. Called the Datsun Truck, it was a far simpler time back then after all, these small pick-up trucks were simple, robust, and affordable workhorses suited for the blue-collar working class. Unsurprisingly the Datsun Truck became a popular commercial vehicle, but surprisingly it also became a success in the pick-up truck loving market of the United States, subsequently helping Nissan establish their foothold in America.

Back then in the 1950s, motorists in the United States were already driving huge pick-up trucks powered by V8 engines that ran on the cheap fuel. Comparatively, the Datsun 1000 Truck with its 1-litre 4-cylinder engine and a relatively meagre quarter-ton load capacity, was tiny amongst America's pick-up trucks. And yet despite its diminutive size, the Datsun Truck became very popular in the United States, particularly in the West Coast where there was little need for huge cargo capacity. Its success there peaked with the Datsun 520 Truck, which became the top selling imported truck in the country in 1965 and inspired a new segment in the market. Though it was built for utilitarian duty in mind, the Datsun Truck became popular amongst America's youth who used these pint-sized, economical, and robust trucks to load up their surfboards and motorcycles, for

“THANKS TO THE BROAD MOTORISATION OF SOCIETY, PEOPLE ARE ABLE TO GET TO FAR AWAY AND REMOTE DESTINATIONS THAT WERE ONCE FAR OUT OF REACH. TO MEET THAT NEED, THESE CUSTOMERS NEED SOMETHING MORE THAN JUST YOUR AVERAGE SEDAN.”

their weekend escape. In a way, these pick-up trucks became one of the earliest examples of lifestyle vehicle.

Though trends move and lifestyles change, versatility is the key ingredient in a car built to suit any lifestyle. A traditional sedan shape won't quite offer the kind of versatility needed, whereas vans and MPVs, while spacious, isn't quite well equipped for situations where the paved roads end either. Sedans were designed around its occupants, rather than their lifestyle needs. Taking lifestyle needs into consideration, the requirements of what makes a car is then extrapolated to a whole new level. Some want a vehicle with the ability of handling all kinds of situations, and engineered with the flexibility and space of a van. The solution to which is seen in the X-Trail. Its high ground clearance enables drivers to steer well clear of any hazards or unforeseen conditions, such as rocky terrain or flooded and muddy pathways, while a four-wheel drive system keeps things going no matter how challenging the paths become. Even if such situations that require a four-wheel drive system to traverse don't arise, the X-Trail would keep engine power to driving the front wheels to maintain fuel economy.

Inside the X-Trail is hugely versatile in terms of its utilisation of space. While there is ample space behind for luggage, the X-Trail packs a third row of seats in case the extra passenger wants to come along for a ride, with no compromise to the level of comfort expected of it.

Although the lifestyle-focused vehicles is a more recent affair, Nissan's focus on engineering cars that suit the needs of its



Serena has a sharp new look to reflect its role as a family car for the modern age



The sensation of space is elevated, even for the driver

customers has always been part of the company's legacy for more than 80 years. And it all started with its founder, Yoshisuke Aikawa.

Seeing the flood of imported automobiles from the United States coming into Japan in the 1930s, Aikawa was adamant in developing a local automotive industry and produce cars that are superior to those imported from Western countries. More than just capitalising on a burgeoning market, Aikawa's vision for his company went beyond the business of producing and selling cars. He believed that the company should ultimately contribute to the well being of Japanese society.

In 1966, with Japan's economy steadily gaining traction, Nissan produced a small family car which sparked a boom in private car ownership in Japan, the B10 Sunny. Its introduction couldn't have been any better as young families were looking for their first car. The B10's practicality and affordable price tag made it a resounding success in Japan and markets around the world. Two decades later, as it did in Japan, the Sunny 130Y became the car which mobilised a generation in Malaysia. And even today the saga of the Sunny continues on with its successor, the Almera, becoming the choice of many young families around the world.

While the Sunny and the Almera have kept to its traditional sedan shape, customer expectations of what is required of a family car have gradually changed over the years. Although the widespread motorisation of society has broadened people's horizons, many developed nations today are experiencing the opposite, de-motorisation. With increasing fuel prices and the introduction of legislations to limit private vehicle ownership, more and more families are relying on one car to meet all their needs, day in and day out. As such, the family car of the 21st



“TO COMPLEMENT ITS
FLEXIBILITY AND UTILITY,
NISSAN ENGINEERED THE
SERENA S-HYBRID IN A WAY
THAT IT IS EASY TO UTILISE
WHAT IT HAS TO OFFER.”

Large windows, high
roof line, with a
spacious cabin. The
Serena is like a home
away from home

century has to have more than the usual seating for five and space in the boot for luggage. Instead it have to have more room inside with better flexibility in its utilisation of space to accommodate both varying demographics of passengers and cargo sizes, should the need ever arise.

Taking that into consideration Nissan developed the ideal family transport for every family man in the form of the Serena S-Hybrid. The beauty behind its design isn't its three rows of seats which accommodates eight. Instead it is the amount of flexibility these three rows has to offer with its Smart Seats, which allows numerous seat configurations to suit every individual seating and cargo carrying need. From small families to extended families, and offering space for hauling anything from groceries for the week to the odd furniture and bicycles for the weekend excursion, the Serena S-Hybrid has what it takes to accommodate anything you want it to. To complement its flexibility and utility, Nissan engineered the Serena in such a way that it is easy to utilise what it has to offer. Its high roofline and automatic sliding doors on either side, which can be unlocked and opened remotely, allows for occupants to enter and exit the cabin easily, whereas cargo can be loaded onboard without much difficulty.

Besides being designed to suit the demands and requirements of today's family man, the Serena S-Hybrid is also engineered to meet the needs of today. The de-motorisation trend is also strongly influenced by the two-pronged push of rising fuel prices and growing environmental awareness. In addressing those concerns, the Serena S-Hybrid utilises a hybrid drivetrain features an automated start/stop function, which helps drivers save fuel when they come to a standstill. On top of that the electric motor also provides electrical assistance to aid the engine in accelerating from a standstill. Thanks to its hybrid system, the Serena is able to achieve a remarkably low fuel consumption figure of 6.5L/100km, as rated on the JC08 test cycle.

From the spacious Almera to the efficient Serena S-Hybrid and the capable X-Trail, though varied and different from one another, each of these models bears the same principles that enabled the likes of the Datsun Truck and B10 Sunny to become the icons to many that it was - a keen intuition on what customers want from their cars and built to fulfil the individual needs of customers. Though, in size and shape, they are far from the cars of Aikawa's era, its underlying inspiration behind it is something that Aikawa himself, would have approved of greatly. ■

SERENA S-HYBRID



Nissan Customer Care Centre

1800-88-3838



Providing convenience and peace of mind for all your motoring needs

For us at Nissan, customer care doesn't end after your purchase of a Nissan vehicle. In fact, it is a continuous effort as we welcome you to join our Nissan family.

As part of our continued efforts to ensure our customers are provided with convenience and ease of mind, our Nissan Customer Care Centre has consolidated its contact number to one simple hotline number at 1800-88-3838.

Upon calling, you'll be greeted by our warm, friendly, and committed customer service officers to provide assistance and convenience. Best of all, this service is available to you 24 hours a day, 7 days a week, offering extensive services such as Roadside Assist, Service Appointment, and Product and Sales Promotion Enquiry.

NISCARE Customer Rewards Programme

Along with a new hotline number, Nissan is also proud to introduce NISCARE, an exclusive customer rewards programme created especially for our Nissan owners with a host of privileges and benefits.

There are many benefits of NISCARE and we've listed them all below:

- NISCARE Vehicle Breakdown/Accident Assistance
- NISCARE Home Assistance
- NISCARE Lifestyle & Concierge Services
- NISCARE Saving To You
- NISCARE Upcoming Models Preview
- NISCARE Customer Events

Benefits & Privileges

We can never predict an accident or breakdown from happening. With the NISCARE 24 Hours Vehicle Breakdown / Accident Assistance, our customer service personnel is ever-ready to come to your aid should you encounter an accident or breakdown.

We've not only limited NISCARE to just cars however. With NISCARE Home Assistance, members are able to contact our Nissan Customer Care Centre and request for services relating to their homes. These include

plumbing repairs, electrical appliances repairs, air-condition services, and locksmith services. Because we understand you love your home just as much as you love your Nissan.

For travelling NISCARE members, the Lifestyle & Concierge Services is your preferred companion. This NISCARE benefit provides members with preferential rates for car rental services. Not only that, you can also arrange for hotel bookings, golf tee-off reservations, and flower deliveries to be done on your behalf through our Nissan Customer Care Centre hotline.

Furthermore with our NISCARE Savings To You, Nissan Owners gets to enjoy five percent discount on Nissan Genuine Spare Parts and Labour Services as well.

In our daily lives, being first to something is always an advantage which is why NISCARE members will have the privilege of receiving first-hand Nissan news as well as upcoming Nissan models preview from us.

Nissan have always believed in engaging its customers with year-round events which are fun and entertaining for the whole family. The NISCARE Customer Events gives you the benefit to enjoy priority seating for these upcoming customer events and enjoy the best seats to the festivities.

Be A NISCARE Member Today

NISCARE membership is open to all Nissan owners for a nominal fee of only RM30 per annum. The Nissan Customer Care Centre is always available to answer any of your questions regarding NISCARE, with our friendly customer service personnel ready to serve you. Simply call up our hotline number at 1800-88-3838 and sign-up today. Alternatively, you can visit our Nissan Showroom or our TCEAS service Centre and consult our friendly Sales or Service Advisors. ■

"The Nissan Customer Care Centre is always available to answer any of your questions regarding NISCARE and sign you up if you require to."

"Alternatively, you can consult our friendly service advisors at any TCEAS Service Centre."

THE GT ACADEMY:

Breathing Life into Your Motorsport Ambitions

Acknowledging the growth of motorsport ambitions in today's youth and understanding the lacking ability of many to pursue professional careers of them, Nissan and Sony's PlayStation® collaborated in 2008 to develop the GT Academy: a place where anyone with such passions could pursue a real-life professional career in motorsport, without the requirements of the typically immense costs involved or that drive away talent.

Using Sony PlayStation's Gran Turismo (GT) video game as a platform to do this, Nissan saw the raw potential of the GT Academy to return motorsport to the masses, and to force-feed the industry with pure talent and potential that would have never made it near the spotlight without the fiscal backing and lucrative sponsorships to do so. Taking the matter personally, Nissan has since moved forward its involvement with PlayStation from just the development of the video game's physics engine and its own cars, to also include the development of young talent from around the world, giving everyone a fair chance at being a real-life professional race car driver, regardless of their financial means.

Having your motorsport dreams crushed by the high costs demanded of the sport is a common feeling shared by many. And as widely appealing as it is, racing is by no means affordable. We've all had dreams of becoming the next Sebastian Vettel thwarted by things like the overwhelming costs, not having the right sponsorships or backing, not knowing where to start, and even not knowing how to race.

Even at its entry level, you can expect to fork out a cool RM15,000 and up for a brand-new running go-kart, and that's not even mentioning the necessary costs involved for its maintenance, upgrades, practice sessions and race fees. The simple math is that the more money you have to spend, the faster a lap you can clock – that is the harsh reality of modern motorsport.

Apart from the trend turning your local motorsport scene to a race of riches, the inevitable consequence is also that motorsport itself is being left, more and more so, with a severely reduced and limited talent pool of drivers for racing teams to potentially choose from, with only those with the 'means' showing up prominently at race meets, and climbing the ranks through sheer financially afforded prominence.

As ruthless as this all sounds, it is an inevitable fact, exemplified even by the pinnacle of motorsport: Formula 1. Today, while teams like the Infiniti Red Bull Racing team maintain their faith in driver development programs, there are teams that urge the purchase of driver seats.

The virtual world of Gran Turismo allows drivers to try their hand at racing

GT Academy allows video gamers to realise their virtual ambitions



GT Academy has allowed new and young talent to show what they can do. Before trying it on the real thing



Yes, the sport once deemed to showcase nothing less than the pinnacle of man and machine's capacities, is now being reduced to a showcase of drivers that buy their way into a car, which themselves have buttons on the steering to assist with overtaking.

Starting afresh, Nissan and PlayStation have re-examined this approach, seen the problem at its root, and through its latest initiatives, are breathing back new life into motorsport. As the only one of its kind right now, and a pioneer in the business of transforming everyday racing gamers into real-life racing professionals, the GT Academy programme is still considered to be in its infancy, growing rapidly to bring back sheer talent to racing, regardless of any monetary influence.

Understandably so, traditionalist will defend the conventional methods of making your way up from go-karting all the way to Formula cars, and dismiss the revolutionary methods applied here which allow everyone a chance to become a professional racer by graduating from the GT Academy, but guys like Lucas Ordonez, the first-ever GT Academy winner, have a different story to tell.

Since his GT Academy victory, Ordonez graduated to compete professionally in the world of GT4 racing, with a Nissan 350Z (later a 370Z). Following this, he moved to a drive with Nissan's Signatech LMP2 racer in 2011 to compete in the 24 Hours of Le Mans – he finished second in class. He's also been busy driving a Nissan GT-R Nismo GT3 in the Super GT, and yes, these are all real-life events of what you may have called a 'video gamer.'

Another example of such a 'gamer' is one Jann Mardenborough, who beat some 90,000 competitors in the online GT competition and went on to win the GT Academy series in 2011. For his success, Nissan awarded Mardenborough with a drive in the team's Dubai 24 Hour race – which he finished third in his class. After spending a few years touring the British GT Championship, Blancpain Endurance Series and the FIA European Formula 3 Championship amongst many other race series, Mardenborough spends most of his time these days in the Red Bull Racing Junior Team driver development program, racing in the GP3 Series with Arden

International, and competing in the 24 Hours of Le Mans with OAK Racing's LMP2 car.

With so many skilled drivers participating now in the online GT6 qualifying sessions, it's easy to dismiss your own chances at making it to the GT Academy, but rest assured, none of the programme's winners expected their famed outcomes. And you can bet on all of them never having any actual racing experience beforehand, either. One of the rules of being able to participate in the GT Academy is that to compete, you must not have, or have previously held, a National A or superior MSA racing license or equivalent. You also aren't allowed to have competed in a national-level karting event, or other motor sport or national championship. The GT Academy is designed to bring to surface the untapped potential of those who've have never been able to break into motorsport, but have always wanted to.

Through the GT Academy, former gamers like Lucas Ordonez and Jann Mardenborough continue where they are today: racing the world's best, and actually competing for top spots. With Nissan and PlayStation championing the GT Academy, you can do the same, or at least find out what you're made of against the world's top competitors and settle once and for all if or not you could have made it as the next Sebastian Vettel or Daniel Ricciardo. ■



EXCELLENCE

FORGED FROM
COMPETITION



THE BIRTH OF
NISSAN'S RACING
LEGENDS

“THE
SKYLINE GT
HAS TAKEN
THE LEAD!
SHOUTED
THE
COMMENTATOR”

NISSAN GT

The year was 1964. Japan was playing host to the Tokyo Olympics. The country's proudest achievement was the 210km/h Tokaido Shinkansen bullet train that broke the world speed record for trains, at a time when most trains could muster 160km/h at most, and only for a fleeting moment.

The Shinkansen would set the tone for high-speed railway networks for many decades to come, paving the way for France's TGV, and Germany's ICE.

Interestingly, the Shinkansen represented not only Japan's love for high speed rails, but the country's obsession with technologies that can propel people faster than ever before.

Away from the 500km-long Tokyo-Osaka railway line that the first-generation Shinkansen trains blitzed past, Nissan was busy stamping its mark on the world's motor racing arena.

TAKING ON GERMANY'S BEST

It was the 1964 Japanese Grand Prix. Nissan's factory racing team's driver, Tetsu Ikuzawa, in a No.41 second-generation S54B Nissan Skyline GT, running in second place was becoming an annoyance to the leading Porsche 904 Carrera GTS.

"It's so fast! It's more than a racing car! This machine's only purpose is to race," said the race commentator.

Outgunned by the Porsche's superior power, it could not keep up on the straights, but the nimble Nissan made up for its deficit in top speed by closing the gap in the corners. Like a fast rhinoceros aggressively charging ahead, but yet unable to shake off the irritating hornet behind it, the Porsche just couldn't shake off the Nissan.

At the peak of the intense German-Japanese rivalry, Ikuzawa sent the crowd into a wild frenzy when, on the sixth lap, the Nissan dived in from the outside and blew past the Porsche, just before both drivers had to stomp on the brakes as hard as they could for the hairpin curve that was coming up fast.

"The Skyline GT has taken the lead! Ikuzawa's Number 41 is leading!" shouted the commentator, and everyone in the crowd stood up in awe.

"Now the Skyline is being chased by the Porsche!"

NISSAN

Of course, there was no way the Nissan could keep the Porsche at bay with at least eight more laps to go, but the race ended with Ikuzawa's teammate in another Skyline, car Number 39, taking second place.

While Nissan could not defeat Porsche, the Skylines claimed all second to sixth places. Nissan didn't win the race, but a statement of intent had been made.

Former Nissan factory team's race car driver and Ikuzawa's teammate, Yoshikazu Sunako, still remembers the defining moment very vividly.

"Just before the hairpin curve, Ikuzawa overtook the Porsche, so I thought, 'Wow, he's the man!'"

But the early-generation Skyline was hardly a promising race car to begin with.

"We had extended the car by 20 centimetres. The body balance was very bad and the tyres were 'out', so that's why we could only drift when we turned. We slipped and drifted because the tyres were bad," said Sunako.

"But these issues actually turned out to be good for us," he added.

After a few practice runs, Sunako knew the car was something special.

"We finished a lap in 2 minutes 47 seconds, and at that point I was proud to say this was the fastest car at Suzuka," claimed Sunako.

After seeing how close Nissan could get within the Porsche, chief engineer Shin'ichiro Sakurai became so emboldened by what he previously thought to be impossible, is actually quite possible.

By 1965, Sakurai's team was ready for a counter-attack in the form of a Nissan R380. Learning from the Porsche, Nissan built a mid-engine race car similar to Porsche, but minus the flat-six engine. Instead, the Nissan used

a modified version of the Skyline's 2.0-litre inline-six engine.

Victory would come in the 1966 Japanese Grand Prix, when two Nissan R380s, driven by Yoshikazu Sunako and Hideo Oishi, took first and second place respectively, convincingly defeating not one, not two, but three Porsche 906s.

The defeat would lay the foundation for an epic, bragging rights battle between the two car makers at the fearsome Nürburgring circuit many decades later.

Not only that, the R380 went on to set seven world speed records in the following year (50km, 50 miles, 100km, 100miles, 200km, 200miles, 1 hour), with speeds ranging from 251.22km/h to 256km/h.

The progress in Nissan's motorsports activities was even more impressive when you consider that Sakurai had no experience in developing racing cars.

Prominent Japanese motoring journalist, Kyoichi Yamaguchi, recounted his encounter with Sakurai saying, "He told me that he was given a wide range of assignments because Prince Motor only had 10 engineers on its payroll back then. He didn't really know anything about cars, so he started to study on his own day and night. The effort he put into his studies back then contributed to his vast and detailed knowledge of a

1964 S54B
Skyline GT



Nissan R380 (above)
and Skyline 2000GT



510-series Bluebird at
the 1970 Safari Rally



Mr. Shinichiro Sakurai



whole range of fields related to car making, including even production technologies and material engineering.

"And, in fact, you have to have a really good understanding of even peripheral fields, if you want to be able to explain things to another person. I understood then that the effort he had put into acquiring knowledge back at the beginning of his automotive career had established a very solid foundation for the capabilities and achievements that made him such a great figure in Japanese automotive history."

INSPIRING A NEW GENERATION

Nissan's victory over Porsche would fire the imagination of many young boys, some of

them who would end up working for Nissan.

One of them is Nissan's Chief Operating Officer, Toshiyuki Shiga. Recounting Nissan's unprecedented hassling of Porsche, Shiga said, "I was just nine years old at that time, but I still remember the big news. 1964 was the moment Japanese motorisation began. Nissan always led the initiative with motorsports. I was so happy. It was my dream, and I wanted to enter Nissan."

Another was Kazuyoshi Hoshino, a man who would stamp the legendary Nissan Skyline GT-R's name on the world's motoring scene, winning the Japanese Touring Car Championship in 1990. Hoshino would later go on to setup Impul.

"This is the car that became a trigger for

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AND I WAS
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BY IT.

— Hoshino

The Nissan R380
set seven world
speed records



Japanese motorsports and I was obsessed by it. The reason I got into motorsports was because of this 54B," said Hoshino.

"I chose this path in life because of this and if it didn't exist, I would have chosen another path in life."

AN OFTEN FORGOTTEN PIONEER OF SPORTS SEDANS

At about the time BMW was developing the 2002, a car that would later spawn the 3-series; Nissan was already building the C10 third-generation Skyline sedan, one of the earliest sports sedans in the world.

The seeds for the growth of the legendary Skyline name were planted by Sakurai in



1962, when he convinced his bosses to do more than just produce a limited number of 100 cars to fulfil the homologation requirements for the Japanese Grand Prix.

Instead, Sakurai pushed hard to replace the S50 second-generation Skyline's asthmatic 1.5-litre engine with a 2.0-litre six cylinder unit from the Gloria, and lengthened the wheelbase by 200mm.

He would later build on this 'big engine within a small sedan' formula for the next C10 generation

Skyline. "The time is sure to come when this kind of car will sell well," Sakurai told his superiors.

"That was the moment when that great car, the Skyline 2000GT, was born. I think that this episode really captures the essence of Shin'ichi Sakurai in a nutshell. He was a man who was both logical and passionate at the same time," said Yamaguchi.

The Skyline 2000GT would go on to expand Nissan's motorsports heritage to include the fearsome GT-R, culminating in the creation of Nissan's motorsports arm, Nismo.

One year after the third-generation C10 Skyline was launched, Sakurai introduced the Skyline 2000 GT-R, initially as a four door saloon before introducing a two-door coupe later. Thumping under the hood is an S20 series, 160PS six cylinder engine that was a direct descendent from the race winning R380's GR8 engine.

It had a top speed of 200km/h (in a 1969 family saloon mind you) and within just two years, it had won 50 races, a feat that would never be forgotten. The legend of the GT-R was born.

Nissan cars would go on to win many more races, not just on the circuits, but also off-road. At the 1970 Safari Rally, a 510-series Nissan Bluebird 1600 SSS would repeat the same heroic battle with a Porsche as the Skylines did at the 1964 Japanese Grand Prix.

Edgar Hermann and Hans Schuler piloted

THE TIME IS SURE TO COME WHEN THIS KIND OF CAR WILL SELL WELL

the underdog Nissan to fend off traditional rally favourites like the Ford Escort RS1600 and Peugeot 404, before entering the final stage for the mother of all duels – with a Porsche 911. In the end, the Porsche could not finish the race due to mechanical failure, and the hardy Nissan took its first victory in the Safari Rally.

By the '80s, Nissan's racing activities have become so widespread that it was necessary for the company to setup a

dedicated subsidiary to look after customers racing Nissan cars. On October 1984, Nissan Motorsport, or NISMO, was established with Yasuharu Namba as its first president. Thus began a racing dynasty that has gone on to stamp Nissan's name in the world of competition, with participation in numerous races around the world, from the Super GT to the 24 Hours of Le Mans endurance race.

BEYOND RACING, INSPIRING OWNERS

Just as how Nissan's racing exploits have been an inspiration to many young Japanese, Nismo kept that spirit alive by channelling their motorsports experience into the development of performance parts for Nissan cars.

Every now and then though, Nismo themselves produce a special run of limited edition road-going cars that exemplify Nismo's expertise in the field. It started in 1997, with a special edition Skyline (R33) GT-R known as the 400R. As its designation is a clear indication, the 400R boasted a power output of 400PS, derived from the standard R33 GT-R's 280PS RB26DETT engine. More than just power, Nismo's engineers tuned the suspension, upgraded the brakes,



A Nissan Gloria that was racing in the 1964 Japanese Grand Prix



Victory would come in 1966, with a one-two finish

R33 Skyline GT-R 400R



toughened-up the engine internals to handle the power, and even used a carbon-fibre driveshaft to reduce weight.

Nismo's inspiration in motorsports was seen in the Fairlady Z Version Nismo Type 380RS of 2007. Here, the 350Z's stock standard 3.5-litre V6 engine was dropped in favour of a 3.8-litre V6 unit lifted from a race car, which had already been detuned to 350PS and made street legal. Nismo's engineers also made tweaks to its aerodynamics based on data acquired from their participation in the Tokachi 24 Hour endurance race the year before. Only 300 examples of the 380RS were made.

However, no other car exemplifies Nismo's passion to performance better than the 2004 Nissan Skyline GT-R Z-Tune. The Z-Tune was originally conceived just as the Skyline (R34) GT-R's production was winding down. Nismo however was given the go ahead to produce just 20 units of the Z-Tune to commemorate the motorsports division's 20th anniversary. Trouble was, production of the GT-R had already ceased by then.

With no readily available stock of new GT-Rs from the factory, what Nismo's engineers did instead was to go out and hand-pick used GT-Rs that had a mileage of less than 30,000km and met their stringent requirements. 20 such cars

were bought, taken back to the factory, stripped, reinforced, and

rebuilt by expert mechanics using the same handmade craftsmanship used on their racing cars. These cars featured a modified 500PS RB26DETT engine and several unique components, which improved the stock car's performance and handling immensely.

DEVELOPED BY ENTHUSIASTS, FOR ENTHUSIASTS

For all their motorsports achievements and the growing recognition of the Nismo name within and outside of Japan, the outfit had always operated out of a relatively small non-descript garage in the Omori neighbourhood of Tokyo. In 2013, Nissan Motor Corporation gave Nismo their very own dedicated global headquarters and development centre, located in Yokohama. In doing so, the motorsports outfit now has the facilities and resources to expand its operations and expertise beyond just motorsports. Confirmed as Nissan's exclusive global performance road car and motorsports brand, Nismo is now put in charge of developing a broader range of affordable and innovative performance models for more markets and customers.

While Nismo versions of Nissan's 370Z and GT-R sports cars are a given, the first model from Nissan's line-up to receive the Nismo treatment was the Juke compact SUV.

The latest generation R35 Nissan GT-R is a fearsome beast





Black and red, the signature colours of Nismo, is what sets the Almera Nismo apart



Almera's sporty facelift complements the Nismo package



Glowing engine start/stop button adds a touch of sportiness



Though a rather unlikely candidate, the Juke was a show of Nismo's intent in bringing their expertise to any enthusiast who wanted a Nissan that was out of the ordinary, even if it is a stylish compact SUV rather than a sports car.

For Nismo, making delivering on that promise for something "out of the ordinary" doesn't stop at fitting on a fancy body kit. In the case of the Nissan Almera Nismo Performance Package, their influence goes further than the stylised red highlights on black trim that wraps around its body. Nismo had re-tuned the Almera's suspension settings, and fitted springs that lower the car's ride height by 30mm. Not only do these changes give the Almera a road hugging appearance, it also improves its ride quality and handling characteristics, two qualities that are often considered diametrically

opposed to one another. Race cars often use a stiff suspension set-up to maintain stability under hard and fast corners, but this stiffness often comes at the price of ride quality. Though skilled in tuning cars for pure track performance, the suppleness in the ride and stability under hard cornering afforded by Nismo's suspension tuning on the Almera not only demonstrates Nismo's engineering talent, it is also proof that their engineers know their customers very well.

Instead of turning the Almera into a pseudo-racer with a stiff ride, the Nismo suspension has the right amount of firmness without making it compromised to drive on normal everyday roads. From the moment you steer the Almera Nismo into a corner there is evidently less body roll. The car feels more responsive and planted to the road, giving you



“BOTH OFFERINGS FROM NISMO AND IMPUL GIVE CUSTOMERS THE CHOICE OF ADDING EXTRA PERFORMANCE EDGE TO THEIR NISSAN’S, AN EDGE THAT COMES FROM YEARS OF MOTORSPORTS EXPERIENCE.”



Impul Aura SX-20 Alloy Wheels brings a stylish and sporty touch



more confidence in the corner. That said, guide the Almera Nismo through some bumpy roads, and the ride remains surprisingly composed. Any bumps and lumps on the road don't upset the car's ride comfort. Despite its motorsports connection, if anything, Nismo's dynamic input on the Almera adds further improvements to the Almera package.

THE TALENTED AND EXPERIENCED OUTSIDER

Nismo isn't alone in lashing Nissan models with motorsports inspired bits. Like Nismo, Impul too is an established name in motorsports, with a reputation in the Japanese motorsports scene that is as strong and rooted as Nismo's itself. Founded by former racing driver Kazuyoshi Hoshino, who used to race for Nissan

and brought them numerous championship wins and even a third place finish at the 1998 24 Hours of Le Mans behind the wheel of Nissan's R390 GT1 race car; Impul boasts a successful track record in motorsports and the Japanese aftermarket scene for the past three decades.

Established in 1980, Impul started off in the business of developing aftermarket components for Nissan cars. Three years later, their operations expanded into racing. Unlike other team bosses and founders, such as Enzo Ferrari, who ran the company but employed others to do the racing, Hoshino himself was a true racer at heart and continued to be at the helm of his racing cars, winning races right up until his retirement in 2002. Drawing on their close partnership with Nissan, Impul also caters to the growing enthusiast crowd by developing and providing aftermarket components for Nissan owners to add a personalised touch to their cars.

Shortly after the all-new Sylphy made its introduction to the Malaysian market, Impul released a kit for those who wanted added sportiness on their new sedan, knowing that there are always customers out there looking for something extraordinary. Similar to Nismo's modifications on the Almera, Impul's passion for motorsports and performance is clearly evident from the way it sharpened up the Sylphy's cornering ability and stability. Firmer Impul springs add an edge to the way it steers, with its handling is now notably more focused and engaging. Complementing its sharper dynamics, the Impul modifications also include bigger 17-inch rims wrapped in Continental Premium Contact 2 tyres; balancing high-speed grip with comfort and refinement. Where the Impul differs from the Nismo is in its exterior dressings. Unlike Nismo's eye-catching body kit as seen on the Almera, Impul's exterior touches extrude an appearance that is less racy, and more sophisticated.

Both offerings from Nismo and Impul give customers the choice of adding extra performance edge to their Nissans, an edge that comes from years of motorsports experience. Between the two, both have with them an immense amount of talent and experience in fine tuning Nissan cars for performance enthusiasts the world over. After all, both outfits owe their passion and experience to that same fateful day at the Japanese Grand Prix in 1964. ■

TRUST & CARE

AT NISSAN, WE STRIVE TO PROVIDE THE BEST IN TERMS OF SAFETY FOR OUR CUSTOMERS.



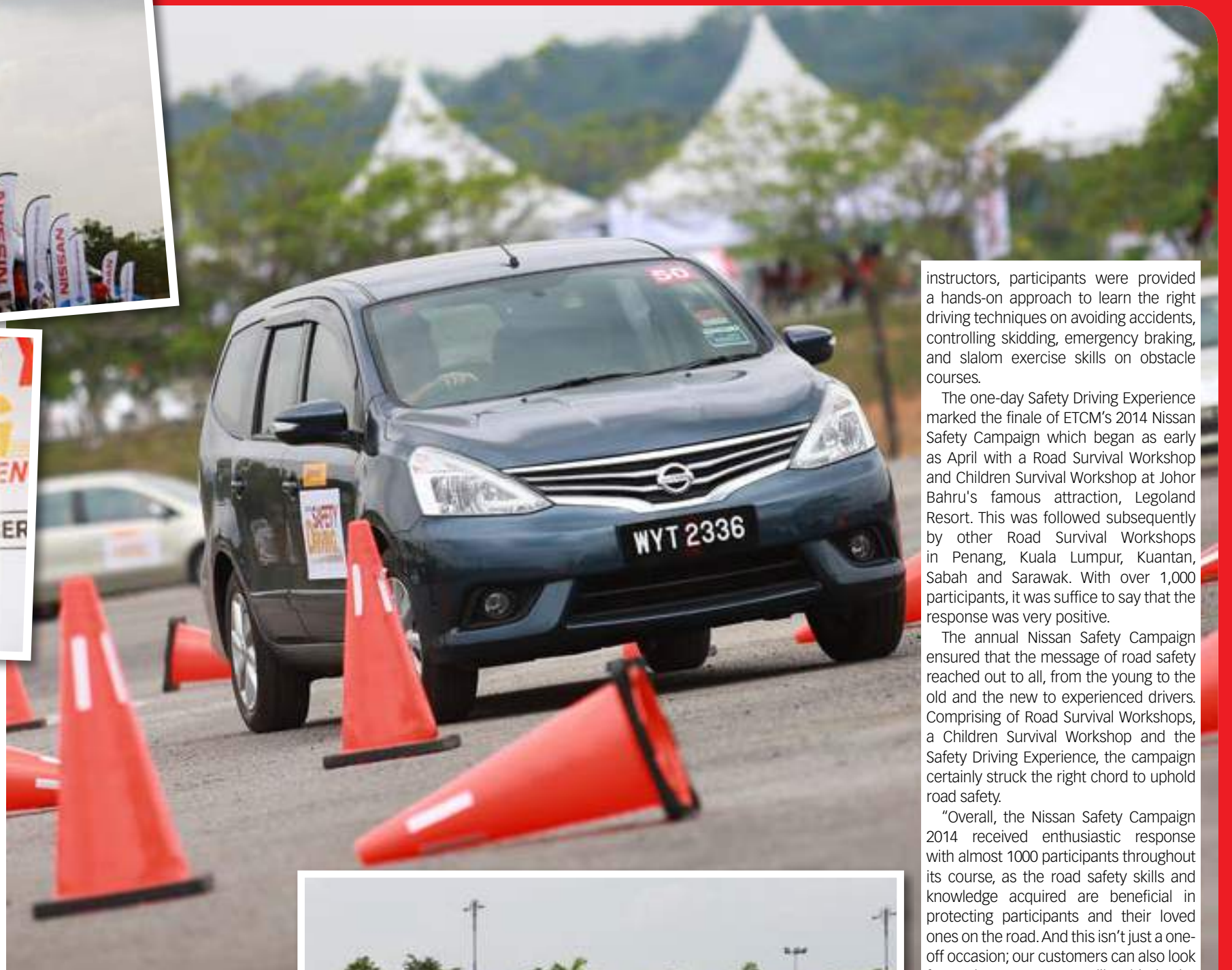
At Nissan, we strive to provide the best in terms of safety for our customers. Our well-developed and functional car uphold the highest safety standards. We also take great pride in going beyond our design and technological limits to make sure we remain competitive, implementing new safety features along with technological innovations as well.

Nissan also understands that safety doesn't just end with the car. On the contrary, it actually extends to education and techniques as well. It pays for our customers, or our 'family', to be confident

and well-equipped to ensure they are capable of dealing with any situation whilst on the road.

Edaran Tan Chong Motor (ETCM) is proud to stand behind this principle with its Nissan Safety Driving Experience event, held at the Malaysia Agro Exhibition Park (MARDI) in Serdang. The event was held for our Nissan owners to help instil confidence and equip participants with the right driving techniques.

Accidents and events beyond our control can happen at any time and it is imperative that we know how to tackle such a situation. With the supervision of professional



instructors, participants were provided a hands-on approach to learn the right driving techniques on avoiding accidents, controlling skidding, emergency braking, and slalom exercise skills on obstacle courses.

The one-day Safety Driving Experience marked the finale of ETCM's 2014 Nissan Safety Campaign which began as early as April with a Road Survival Workshop and Children Survival Workshop at Johor Bahru's famous attraction, Legoland Resort. This was followed subsequently by other Road Survival Workshops in Penang, Kuala Lumpur, Kuantan, Sabah and Sarawak. With over 1,000 participants, it was suffice to say that the response was very positive.

The annual Nissan Safety Campaign ensured that the message of road safety reached out to all, from the young to the old and the new to experienced drivers. Comprising of Road Survival Workshops, a Children Survival Workshop and the Safety Driving Experience, the campaign certainly struck the right chord to uphold road safety.

"Overall, the Nissan Safety Campaign 2014 received enthusiastic response with almost 1000 participants throughout its course, as the road safety skills and knowledge acquired are beneficial in protecting participants and their loved ones on the road. And this isn't just a one-off occasion; our customers can also look forward to more events like this in the future", said executive director of ETCM, Dato' David Chen.

Seeing how the participants enjoy the session and with feedbacks of gratitude and appreciation, we're very much encouraged and thrilled to organise more of such engaging events that not only empowers them with the knowledge of safety driving techniques, but may one day protect them from sudden conditions that may arise one day while they're driving. And this, at ETCM, is our commitment and dedication all along to our customers. ■

eco-driving



IMPROVING FUEL ECONOMY IS QUITE IMPORTANT THESE DAYS. ENSURING EVERY DROP OF FUEL IS USED EFFICIENTLY NOT ONLY GUARANTEES A GENTLER MARK ON THE ENVIRONMENT, IT ALSO LESSENS THE IMPACT OUR WALLETS HAVE TO SUFFER AS WELL.

Nissan's vehicles are designed to be as fuel efficient as possible from the ground up. We strive to ensure our engines maximise the return from every litre inside the fuel tank. However, a car can only do so much because in the end, it is the driver's foot on the gas pedal.

Which begs the question, how do we improve our fuel economy? Do we need to undertake a specialised driving lesson? Should we modify our Nissan cars in any way? Must we drive at 40km/h?

The short answer is no. Achieving a greater fuel economy is a simple and hassle-free exercise which we at Nissan call Eco-Driving. With a few easy tricks, you can look forward to an improved fuel economy and better safety as well.

The fuel savings can begin even before the car is moving. Before you set off on your journey, why not look around the inside of your car and remove any unnecessary items from it. These items have weight and make the car heavier, resulting in the car having to lug around deadweight, ruining your fuel economy. Also consider checking our tire-pressure as well and ensure that they are inflated to the value of your corresponding car. You can check this value when you open the driver-side door on the sills.

Now that you've lost the excess baggage, let's start the engine. But don't leave that engine running too long on its

own. Long periods of idling can result in fuel being unnecessarily burned away because you are essentially not gaining any mileage but consuming fuel at the same time. A total waste in our books.

Standing starts should be done slowly because it greatly reduces the engine's workload. Gradually accelerating from 0-20 km/h in five seconds can save as much as 11% of fuel.

When encountering an uphill road, slightly accelerate beforehand to compensate the slow-down speed once you're getting on the uphill road. This is a vast improvement compared to accelerating only when you get on to the uphill road, stressing the engine to work harder and using more fuel.

Decelerating is also a factor to fuel economy. Stop-go driving is one of the largest contributors to poor fuel economy figures.

Therefore, you should aim to decelerate well in advance before stopping. Late braking causes the engine to be continuously fed with fuel until the stopping point whereas decelerating in advance lowers the engine feeding on fuel.

Also, while decelerating downhill, you can rely on engine braking to reduce your speed. This is done by releasing the accelerator early when encountering a downhill road for better fuel economy. Not only that, you shouldn't accelerate downhill for safety reasons as well.

In general, you should try to maintain a normal driving pattern within an appropriate speed by maintaining a safe braking distance from the car in front of you. Excessive speeding should also be avoided because the faster you go, the more wind resistance your car will encounter. With more wind resistance, your car will need to use more fuel to maintain the high speed needed to cut through the air and with this, your fuel economy becomes worst. An appropriate driving speed is around 80-90 km/h. Both tailgating and excessive speeding not only uses more fuel, it makes you more fatigued as well.

Finally, avoid providing sudden steering inputs by turning the steering wheel excessively. This will increase tire resistance which not only increases fuel consumption but lowers your tire lifespan as well.

We at ETCM hope that with these top fuel-saving tricks, you can stretch that petrol budget and be proud of better fuel economy figures for your Nissan cars.

Optimising air-conditioner

Malaysia is a warm country and many of us rely on our air-conditioning units. This integral part of our cars plays the important role of ensuring we remain cool and comfortable in our cars, away from the scorching heat outside.

However, the air-conditioning system in our cars aren't always set to its most efficient. If you've ever wondered why your car isn't being cooled down fast enough, we at ETCM/Nissan have the answer.

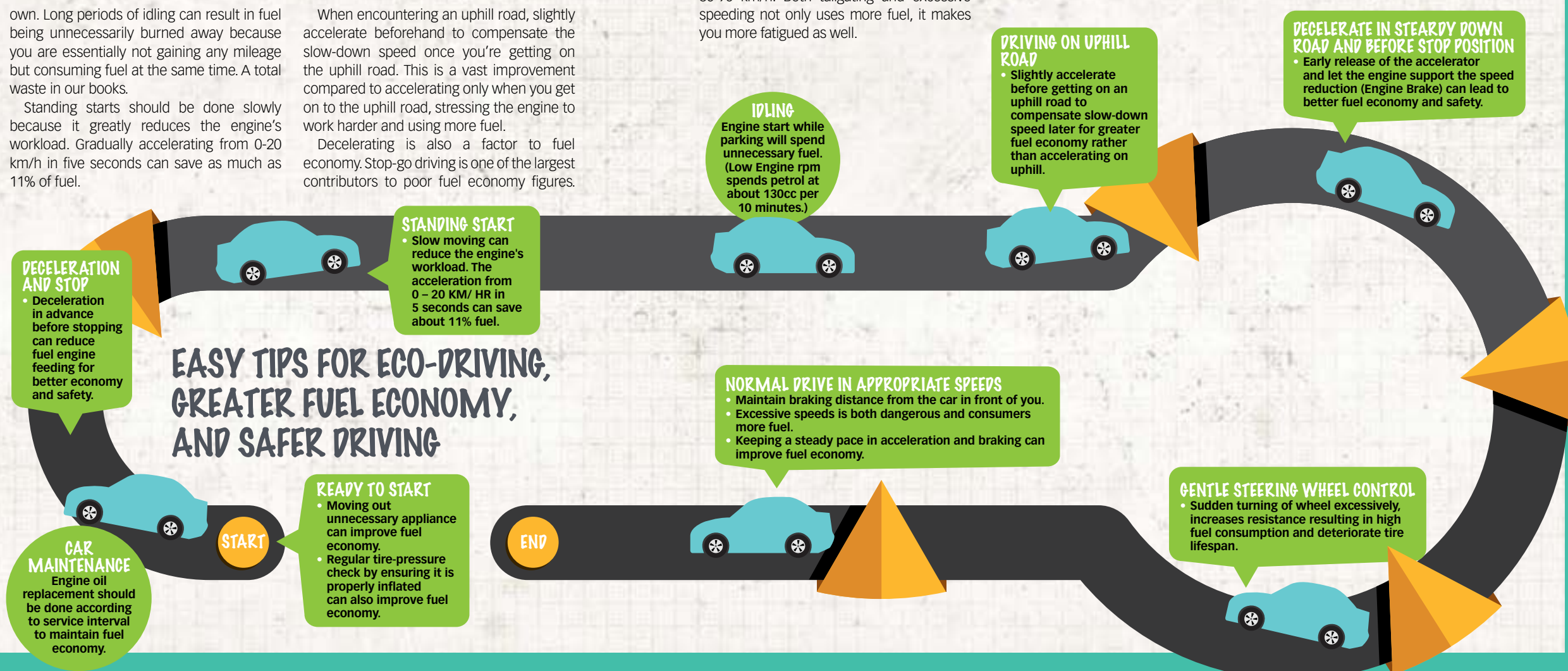
Many of us believe that as long as the air-

conditioning vent is directed at us, that the car should cool down quicker, right? Not so. In actual fact, the whole air-conditioning system of a car requires cabin circulation to cool more efficiently.

Consider an MPV which has three rows of occupants to cool. In our Nissan Grand Livina, we have three main vents. The first are the side vents found at the front driver and passenger areas. The second is the main vent which is just above your infotainment system. The third and final one is the console vent, found just in front of the second row seats.

To ensure consistent air flow, the side vents should be directed towards the front driver and passenger. The main vent should be aimed upwards, providing cool air to the occupants of the third row and the console vent serves to cool occupants on the second row.

By making this simple vent direction adjustments, you can have your car cool quicker than what you thought possible. ■





TEST DRIVE &
WIN A FORTUNE
Jan-Feb 2015

TEST DRIVE AND STAND A CHANCE TO WIN A NISSAN SYLPHY!

With the great success of our previous "Buy 1 Win 1" campaign where six owners take home another brand new Nissan and thrilled their families, we have another great opportunity for anyone who test drives a Nissan at any of our showrooms from now until the 28th of February 2015. As a celebration for 2015, we have prepared a brand new Nissan Sylphy 1.8E finished in beautiful metallic red for the lucky winner!

Just a few months ago, our awesome 'The Great Nissan Buy 1 Win 1 Campaign' sees six lucky owners receiving more than they bargained for in a great way! Keeping a total secrecy about the great news from the six winners, we prepared a great surprise for them just as they arrive to collect the car they bought.

The winners were caught completely off guard when they were told they would not only be driving home

with one Nissan vehicle but two.

The winners are Raziff Suhairi Bin Shabaan, who bought a Nissan Teana 2.5XV, and won a Nissan Serena S-Hybrid; Kelvin Ong Wei Chong, who bought a Nissan Almera drove home the new Nissan Sylphy 1.8E; and Aidasuzana Binti Md Arshad, who bought a Nissan Grand Livina 1.6L, also won a Nissan Serena S-Hybrid.

The remaining three winners are: Arnizah Binti Kasbulah, who bought a Nissan Sylphy 1.8V and won herself a Nissan Teana 2.0XE, while On Keur Li, who bought a Nissan Serena S-Hybrid and also received the keys to a new Nissan Teana 2.5XV. The final winner was Luhut Jok, who bought a Nissan Navara and won a Nissan Sylphy 1.8E.

For 21-year old Kelvin Ong Wei Chong, what began as a purchase of the value-for-money Nissan Almera turned out to be something even more fruitful as he couldn't believe his luck when he was told he would be driving away with the equally impressive Nissan Sylphy 1.8E. "Being a first Nissan owner, this is a fantastic opportunity for my

family to experience the excitement of the Nissan brand, thanks to Edaran Tan Chong Motor!" he said.

Meanwhile, asset manager Raziff Suhairi Bin Shaaban could hardly believe that he had won a new car above his purchase. "I was shocked when I found out I had won the Serena S-Hybrid. But my wife is even happier as she will be using the Serena S-Hybrid as our family car due to its practicality and comfort. Purchasing my Teana was also an impressive experience to a first-time buyer like me, as the sales advisor was very professional and helpful in every way."

If you or any of your family and friends are hoping to strike some good fortune to start off the new year, come visit any of our showrooms and test drive a any brand new Nissan! Luck and fortune may strike, isn't it? ■



FOR MORE INFORMATION, PLEASE
VISIT ANY OF OUR NATIONWIDE
NISSAN SHOWROOMS OR LOGON
TO WWW.NISSAN.COM.MY



www.restorer.com.my



GREEN should start from us.

We don't just PROTECT your car, We PROTECT our environment too.



A Greener Future for Our Children.