





NAVARA CONQUERS THE RAINFOREST CHALLENGE CARLOS GHOSN

ON THE FUTURE OF AUTOMOBILE

TEANA

TEANA

NISSAN TEANA NISMO PERFORMANCE PACKAGE











MALAYSIA'S BEST VEHICLE WARRANTY 7YEARS UNLIMITED MILEAGE*



TEANA	ALMERA	NAVARA	X-TRAIL	SERENA S-HYBRID
CNY ANGPOW**	CNY ANGPOW**	CNY ANGPOW**	CNY ANGPOW**	CNY ANGPOW**
RM6,500	RM4,500	RM6,000	RM6,000	RM6,000
OR	OR	OR	OR	
NAVI	RECORDER (DVR)	(V&SE VARIANT ONLY)	NAVI	
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	CNY ANGPOW** RM6,500 or RM1 PROMO** VISMO AEROKIT & 8" MULTIMEDIA	CNY ANGPOW** CNY ANGPOW** RM6,500 RM4,500 or or ISMO AEROKIT & NISMO AEROKIT 8" MULTIMEDIA & DRIVING VIDEO NAVI + + + REBATE** REBATE**	CNV ANGPOW** CNV ANGPOW** RM6,500 RM4,500 OR OR NISMO AEROKIT & NISMO AEROKIT 8" MULTIMEDIA & DRIVING VIDEO NAVI RECORDER (DVR) + + REBATE** REBATE**	CNV ANGPOW** CNV ANGPOW** CNV ANGPOW** RM6,500 RM4,500 RM6,000 oR oR oR istrict RM1 PROMO** RM1 PROMO** RM1 PROMO** RM1 PROMO** RM1 PROMO** Istrict NISMO AEROKIT LUXURY S* MULTIMEDIA & DRIVING VIDEO NAVI RECORDER (DVR) + + REBATE*** REBATE***

This year, we celebrate Tan Chong Group's 60th Anniversary. With heartfelt gratitude and appreciation, we are proud to introduce Malaysia's best vehicle warranty. It is Nissan's Global Quality that gives Tan Chong Group the confidence to offer you a complete peace of mind, lower maintenance cost and improve resale value.

Visit your nearest Nissan showroom and test drive our 7 years warranty range of models now!





Unlimited mileage for all models except NAVARA which is capped at 5 years or 150,000km warranty. **Valid for selected variants. ***Applicable for vehicle registered by 28th Feb 2017 (Hitachi winners announcement for Jan and Feb respectively). Actual car specifications may vary from model shown. Subject to change without



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🔀 EDARAN TAN CHONG MOTOR SDN. BHD.

President/Managing Director Tan Chong & Sons Motor Co. Sdn. Bhd Dato' Tan Heng Chew

Executive Director Dato' Dr. Ang Bon Beng

Director of Sales & Marketing Christopher Tan

> Director of Marketing & Product Planning Tan Keng Meng

General Manager of Sales Operations Tay Chai Li

Publisher Edaran Tan Chong Motor Sdn. Bhd.

> Editor-in-Chief Tay Chai Li

Advertising & Circulation Junie Lee

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> Publishing Agency Countersteer Sdn Bhd Editorial: Denis Wong Design: Joe Teoh

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NISSAN CUSTOMER CARE CENTRE 1800-88-3838

DRIVEON Foreword >>>>

Peace of mind for seven years!

Tan Chong Group is celebrating an important milestone this year – its 60th anniversary as an automotive company that's locally grown since Malaysia's independence in 1957. We are thankful for the loyal support given to us by you, and we will strive to improve ourselves to serve vou better.

In line with the continuous efforts to upgrade our service and also in conjunction with our anniversary celebrations, Edaran Tan Chong Motor and Inspired Motor will now offer an unprecedented, industry-leading vehicle warranty of up to seven years with every new purchase of Nissan and Infiniti models from 2017 onwards.

Nissan's Global Quality Assurance and reputation as a leading manufacturer of innovative vehicles that are reliable means we have the utmost confidence to offer our customers Malaysia's best ever

MALAYSIA'S BEST VEHICLE WARRANTY

7 YEARS WARRANTY WITH UNLIMITED MILEAGE

P.INFINITI

MITED MILEAGE

NISSAN

60

warranty programme and an unparalleled ownership experience.

The seven-year warranty applies to all Nissan passenger car model except the Navara pickup (upgraded from three vears/100,000km to five years/150,000km), whereas for vehicles registered for commercial usage, the coverage remains at three years or 100,000km. The seven-year warranty is fully undertaken by Tan Chong Group and transferable to subsequent owners. The first five years of coverage is identical to manufacturer's three-year warranty, while the sixth and seventh year cover the engine, transmission, and selected parts.

As a tribute to our loyal Nissan

and Infiniti owners, Tan Chong Group will also be announcing an extended warranty program specially tailored to existing owners, so please stay tuned for a special announcement soon.

As part of the 2017 Chinese New Year celebrations, ETCM will be giving away Hitachi premium home appliances worth up to RMI08,888 over the months of January and February as well as attractive rebates and savings up to RM6,500 for selected Nissan models, and the extension of the 0% Easy Down Payment Scheme and RMI Promotion. Happy Chinese New Year!



5 STARS ACHIEVERS









At Nissan, we prioritize the wellbeing and safety of our customers. With ASEAN NCAP 5-Star Rating achievements for Nissan X-Trail, Navara as well as the Grand Prix Award Winner for Teana, it further reinforce our commitment to continue enhancing the safety and performance of our vehicles.

Test drive our ASEAN NCAP 5-STAR range of models today!

EDARAN TAN CHONG MOTOR SDN. BHD. (230669-H) A subsidiary of Tan Chong Motor Holdings Berhad (12969-P)

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*For Selected variant only Actual car specifications may vary from model shown. Subject to change without prior notice

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SPORTY SOPHISTICATION

he new Nissan Teana NISMO Performance Package made its global premiere in Malaysia ahead of its official availability in January 2017. NISMO team drivers Tsugio Matsuda and Ronnie Quintarelli – Super GT champions for 2014 and 2015 - were present during the exclusive media preview held at the Edaran Tan Chong Motor (ETCM) Glenmarie 4S Centre.

The Nissan Teana NISMO Performance Package features accessories that are specifically developed by NISMO -Nissan's in-house motorsports, tuning and performance division – for those seeking to add sporty aesthetics and driving edge to the overall luxurious sophistication of the Teana saloon.

Presenting the new model, Christopher

Tan, Sales and Marketing Director of ETCM said, "We are pleased to have the opportunity to work with NISMO once again. We had a highly successful collaboration in the Almera NISMO Performance package, and now it is Teana's turn to receive the NISMO exclusive motorsports touch. The Nissan Teana NISMO Performance Package is a car that challenges the status quo and is a segment revolutionizer, delivering a perfect blend of sophistication and sportiness."

"The Nissan Teana is well appreciated for its luxurious performance, premium quality and class-leading safety. It was also recently recognised as the 'Best Overall Car' in the ASEAN NCAP Grand Prix Awards 2016 with a perfect score for Adult Occupant

Protection." Tan added.

The Nissan Teana NISMO Performance upgrades are available in two different packages, the NISMO Performance Package and the NISMO Aero Package. It is available for all variants of the Nissan Teana; the 2.5 XV, 2.0 XL and 2.0 XE and in all five available body colours; Storm Blue, Brilliant White, Diamond Black, Tungsten Silver and Bronze Gold.

Tsugio Matsuda also enthused on the upgrades on the Teana, "Driving the Nissan Teana NISMO Performance Package truly embodies 'NISMO-ness' as it features accessories such as an aero-kit that was designed to reduce lift and drag resulting in improved aerodynamics, as well as sport springs that enhances road holding."







Chris Tan (centre), flanked by NISMO race drivers Matsuda (left) and Quintarelli (right), with Hoshi (far left) and Furuya (far right) of NISMO Japan at the launch.





NISSAN TEANA NISMO PERFORMANCE PACKAGE

part from participating and winning races around the world such as the Super GT, the Blancpain GT Series and Pirelli World Challenge, Nissan's in-house motorsport specialty division also offers race-honed tuning, customised aesthetics and performance enhancements for passenger road cars.

The Nissan Teana NISMO Performance Package is available in two forms; the complete NISMO Performance Package and the NISMO Aero Package. Designed to fit all variants of the Teana and to match the five colours offered.

Manufactured to strict standards as required by NISMO, the Nissan Teana **NISMO Performance Package features** a front bumper spoiler for a bolder appearance, complemented by rear bumper spoiler, side skirts and a trunk lid spoiler highlighted with NISMO's distinctive red give Nissan's flagship

NISMO PERFORMANCE PACKAGE (RM16.960)

NISMO Front Bumper Spoiler

NISMO Rear Bumper Spoiler

NISMO AERO PACKAGE (RM6.201)

sedan a sporty profile accentuated with fine details.

The NISMO package is further enhanced with NISMO LMX6 18-inch light alloy wheels in high-quality gloss black and chrome finish, shod with Michelin Pilot Sport 4 tyres. In giving the Teana a sportier outlook, NISMO also added sport springs with a lowering of 30mm for a more aggressive stance and improved handling, and NISMO sport exhaust finishers.



CHAMPIONING SAFETY









or the fourth consecutive year in a row, the Nissan Safety Campaign was successfully held over 2016 for the benefit of Nissan owners across Malaysia. Organised by Edaran Tan Chong Motor exclusively for its customers, the safety-themed carnival, which focused on child safety, visited the states of Johor, Selangor, Penang, Pahang, Sabah and Sarawak in bid to spread the good word on road safety.

A total of six regional events were held and they covered close to 1,500 participants that included caring parents

who brought along their children. Apart from a carnival-like atmosphere with food and beverage provided for all participants, trained instructors and learning tools specifically developed for young participants to quickly pick up on critical road safety tips were also deployed at each event.

The children who signed up were rewarded with more than just a day of fun and learning, they also took home a certificate of completion as a testament to their participation and achievement in 'graduating' from the safety course.



MIN & MATCH

ROAD SIGN

"The participation by our customers in the Nissan Safety Campaign have grown steadily every year since its original concept was mooted back in 2012. At ETCM, we are very encouraged by this and are motivated to channel even more efforts in 2017 to ensure that more of our customers get to experience the best in road safety awareness," said Christopher Tan, the Sales and Marketing Director of Edaran Tan Chong Motor.

The 2017 Nissan Safety Campaign is expected to kick off in April this year.







NISSAN NAVARA CONQUERS THE RAINFOREST CHALLENGE 2016!

of RFC 2016. The 18th edition of the RFC was flagged off in Dataran Merdeka. Kuala Lumpur and concluded in Cameron Highlands on 7th December 2016.

"On behalf of ETCM, I would like to congratulate Fabiana and Julieth on their superb performance in the RFC 2016 Grand Final. The event is known to be one of the world's toughest motor races; and we are proud that the Nissan Navara proved to be the tougher and smarter truck on this gruelling event, as it has done for over 80 years", said Tan Keng Meng, Executive Director of ETCM.

Two units of the Navara pickups were used as official trucks in support of operations of the event while the third Nissan Navara was used in the race by the "Ladies of Steel" from Brazil -Fabiana Martins (driver) and Julieth Zanelato (navigator/co-driver) who took on the tough Special Stages and overcame them.

"RFC is a dream for every 4x4 competitor in the world. When I was given the opportunity to drive a Nissan Navara for RFC, I was simply thrilled to take on the challenge. I would like to thank Nissan and RFC for this once-ina-lifetime opportunity," said Fabiana Martins.

The off-road action took place in Kuantan at the Bukit Galing Camp of Brigade Tenggara HQ (The General **Operations Force of the Royal** Malaysian Police). Participants from 30 countries then battled it out through Malaysia's harshest terrains passing through Gambang, Raub, Kuala Lipis and finally at Tanah Rata, Cameron Highlands.

At the conclusion of 2016 RFC, Luis J.A.Wee, the Founder of the Rainforest Challenge commented, "The Nissan Navara is already a 4x4 machine of calibre, but with this win, it has proven itself to be The Ultimate Pickup."



fter an eventful 10 days that pushed both man and machine to their limits, the Rainforest Challenge Malaysia (RFC) 2016 concluded with the Nissan NP300 Navara clinching the win in the Product Pickup Category.

The Product Pickup Category requires participating vehicles to be in standard form, but with allowance for off-road equipment such as protection bars, winch, recovery kit, extreme tires,

suspension and snorkel so that the vehicle is able to traverse the incredibly challenging terrain.

Being able to conquer one of the 'Top Ten Toughest Motor Races in the World' is testament to the capabilities of the Nissan Navara, and ETCM took the bulls by the horns literally with three units of Navara 4x4 pickups outfitted with Ironman off-road 4x4 accessories (available from selected ETCM branches) tackling the extreme off-road conditions



"We are proud that the Nissan Navara proved to be the tougher and smarter truck on this gruelling event, as it has done for over 80 years"



ATTENTION ALL NISSAN OWNERS!

Do you own or drive a Nissan Grand Livina (2007-2013), Latio (2007-2014), Navara (2007-2014) or X-Gear (2010-2013)? If you have not received official notification from Edaran Tan Chong Motor (ETCM), then please get in touch with the Nissan Customer Care Centre at 1800-88-3838 to check if your vehicle is part of the expanded recall of faulty Takata airbag inflators in Nissan vehicles.

For ease of reference, please refer to the tables below which also covers the front passenger-side airbag recall for X-Trail (2002-2008), Teana (2004-2008) and Liberty (2003).





DRIVER AIRBAG RECALL:

MODEL	YEAR MANUFACTURED	AFFECTED UNITS
NAVARA D40 (CBU & CKD)	2007 - 2014	12,634
LATIO C11 (CKD)	June 2007 - October 2014	10,763
GRAND LIVINA L10 (CKD)	July 2007 - October 2013	69,965
X-GEAR L10 (CKD)	November 2010 - October 2013	4,874

FRONT PASSENGER AIRBAG RECALL:

MODEL	YEAR MANUFACTURED	AFFECTED UNITS
X-TRAIL T30 (CKD)	May 2002 - March 2007	10,589
	April 2007 - December 2008	2,101
TEANA J31 (CBU)	August 2004 - September 2004	2
LIBERTY M12 (CBU)	2003	17

Additionally, Nissan is also recalling the back door stay of Serena S-Hybrid, X-Trail (T32), and NV200; a part that provides support to the rear tail-gate when opened (refer table of affected vehicles). Due to a non-conformity in design, the back door stay may weaken prematurely over time. As such, Nissan is recalling this part to ensure the safety of all owners. All labour and replacement parts for these recall campaigns will be at no cost.

BACK DOOR STAY RECALL:

MODEL	YEAR MANUFACTURED	AFFECTED UNITS
SERENA S-HYBRID C26 (CBU)	September 2012 - November 2013	4,001
SERENA S-HYBRID C26 (CKD)	February 2014 - March 2016	3,715
X-TRAIL T32	August 2014 - December 2015	8,756
NV200 M20	September 2011 - February 2016	5,701



NISSAN FOR YOUR IMMEDIATE **ATTENTION!**

YOUR SAFETY IS OUR UTMOST PRIORITY

For your safety & peace of mind ownership experience, we would like to draw your immediate attention on the airbag inflator & back door stay recall for Nissan vehicles.

CHECK NOW!







FREE OF CHARGE Labour & Replacement Part

THE OPPORTUNITY TO IMPROVE QUALITY OF LIFE FOR BILLIONS





The disruptive triangle of electrification, autonomous drive and connectivity technology is forcing the global auto industry to rethink how our cars will operate in the future, and how we will use them.

If we get it right, the technology being developed and tested today eventually will provide for a world in which people are able to move about more efficiently, more safely and more cleanly, at lower cost and in different ways. It could improve the quality of daily life for billions of people.

Three primary factors are driving this technological revolution:

Population growth: It's estimated that by 2030, 60 percent of the world's population will live in metropolitan areas, as the number of "megacities" – those with more than 10 million people – increases. That means more traffic jams, pollution and energy use.

Climate change: Combating climate change is the key mission of our

generation, particularly for those of us in the auto industry. More restrictive emissions standards are on the way to help fulfill the goals of the 2015 Paris climate accord, and advanced powertrains, in particular electric vehicles, can help mitigate the effects of climate change.

Rapid innovation: We are in an era of tremendous, rapid technological advancement, one that is disrupting old business models and forcing industries to change. The global auto industry is no exception; I expect it to see more changes in the next five years than it has in the last 20.

While disruptive, the three technological forces of electrification, autonomous drive and connectivity also pose tremendous opportunities.

Electric vehicles offer the most immediate, affordable way to reduce CO2 emissions and clean our air. We're at a turning point today, at which EVs are becoming a viable option to more and more drivers. The rapidly declining cost of batteries, improving driving range and an expanding charging infrastructure are all factors. In addition, more automakers plan to introduce EVs, which in turn will stimulate more interest and demand among consumers.

EV sales globally increased 60 percent last year, to nearly 450,000 units, up from 50,000 in 2011. While that's still a small percentage of total vehicle sales, it shows that further growth can be expected as more people recognize that a zero-emission EV can suit their needs.

In fact, a recent study by McKinsey & Co. and Bloomberg New Energy Finance predicts EVs will account for twothirds of all cars on the road by 2030 in the developed world's most densely populated, high-income cities. Cars are also becoming increasingly connected, intelligent and personal; virtually all new cars are expected to be connected to the Internet by 2025. Just as your mobile phone became a smartphone with its Internet connection, our cars are becoming smarter, too.



Many cars are already being equipped with danger-warning applications and active-safety features that depend on connectivity. And connectivity opens up a wide range of in-car services and features. For example, drivers will also be able to instantaneously pay for parking or tolls with a simple touch of their dashboard screen.

Likewise, autonomous drive features are starting to go into vehicles, a trend that will continue over the next several years. Nissan recently launched its new midsized minivan in Japan with an optional system for single-lane use on highways.

When activated, a sophisticated sensor system keeps the car centered in its lane by reading lane markers and controlling steering while it automatically manages the distance between your vehicle and the one ahead of you.

The feature has been popular: So far, 60 percent of the orders placed have opted for it, which will be expanded to other models in the Nissan lineup.

The Renault-Nissan Alliance has committed to launch 10 models with autonomous drive technology by 2020. The next steps include technology that allows for multilane highway driving with lane changes by 2018, and eventually autonomous driving in city traffic, including negotiating intersections, by 2020.

We are planning on providing this technology on a range of vehicles for the mass market, not just on premium cars. That's because autonomous drive technology promises to make driving far safer, given that the vast majority of traffic accidents involve driver error.

Looking a bit further into the future, we will be able to produce cars that can operate safely with no driver at all. Imagine the potential driverless EVs would have for crowded cities, with socalled "robotaxis" providing mobility on demand in a way that is far cheaper, more efficient, safer and could, with ride-sharing, reduce the number of cars on city streets. Governments will have a critical role to play in paving the way for driverless cars, in setting consistent, clear regulations and testing procedures to ensure safety; the U.S. Government's recently published Federal Automated Vehicles Policy is a good start.

In preparing for this new future, the Renault-Nissan Alliance is taking part in conversations, forming partnerships, participating in trials and tests with technology companies, start-ups, traditional automotive suppliers, government agencies and other players involved in trying to make these future technologies a reality.

It's an exciting time for our industry. This disruptive triangle of technological forces represents a seismic shift in how we manage transportation, one that promises to improve the lives of billions of people around the world.

This is a LinkedIn Influencer post by Renault-Nissan Alliance CEO Carlos Ghosn offering his view on the future of the auto industry.

E-POWER DRIVES NISSAN FORWARD

issan's electrification strategy has taken yet another step forward with the introduction of **The benefits of e-POWER** the e-POWER technology that borrows from the EV technology perfected in the Nissan LEAF – the best-selling pure electric car in the world with more than 250,000 units sold. But unlike the LEAF, operates quietly, much like a full EV. e-POWER adds a small combustion engine to charge the high-output battery much less frequently, its fuel efficiency when necessary, eliminating the needs for external charging while offering the same output as the LEAF.

The technology of e-POWER

The e-POWER system features full electric-motor drive which means that the wheels are only powered by an electric motor. In conventional hybrid systems, the combustion engine drives the wheels when the high-output battery zero-emission, zero-fatality on the roads pack has insufficient charge or when traveling at high speeds. However, in the e-POWER system, the petrol engine is not connected to the wheels and its function is only to charge the highvoltage battery which in turn powers the into societies, all while staying focused electric motor.

Drive systems of this nature (otherwise known as a series hybrid) generally require a large motor because it is the only source that powers the wheels, making it a challenge for car manufacturers to mount the system in compact cars. However, Nissan has cracked the code and by minimizing and reducing the weight of the key components, by developing more responsive motor control methods and optimizing energy management. As a result, the e-POWER technology uses a smaller battery pack compared to the LEAF, yet it delivers the same satisfying

driving experience of a full EV.

e-POWER delivers massive torque instantly and that enhances drive response and results in smooth acceleration. Additionally, the system Because e-POWER relies on the engine is comparable to that of leading conventional hybrids, especially during city commutes. The e-POWER system allows the driver to enjoy all the benefits of an EV without having to worry about charging the battery.

Achieving the vision of Nissan **Intelligent** Mobility

Nissan is fully focused on achieving of the world through its EV program and autonomous drive technology. The Nissan Intelligent Mobility vision is anchored on how cars are powered, how cars are driven, and how cars integrate on creating more enjoyable driving experiences. And e-POWER is another step towards achieving that vision.

Through breakthroughs in energy management technologies, the integration of a power-generating engine, electric motor drive for compact car use, strengthening of the powertrain's rigidity and improvements in NVH levels, the innovative e-POWER drive system has now been implemented in the compact-car segment – the new Nissan Note e-POWER is the first of its kind to incorporate such an innovative technology, and is available today for consumers in Japan.

Yet progress is never-ending. Nissan is developing electric powertrains that different energy sources to cater to the different requirements of the world's markets. e-POWER is but one example of that quest and will strengthen Nissan's lineup of electric-powered cars. Nissan is also conducting research and development of the SOFC (Solid Oxide Fuel Cell) fuel-cell vehicle, and will continue to introduce innovative new products into various areas and promote the extensive use of EVs.

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12:25

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140

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Nissan is fully focused on achieving zero-emission, zerofatality on the roads of the world through its EV program and autonomous drive technology

NISSAN SAYS THANKS AT NISMO FESTIVAL







VISSAN

NISSAN





SRoad

Racing team

NISSAL

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NISSAN



N issan celebrated another successful motorsport season by saying thanks to thousands of Nissan and NISMO fans – both in Japan and across the world – at the NISMO Festival which was held at the magnificent Fuji Speedway in December 2016.

FAINER

More than 30,000 fans attended the grand finale that brought together the stars and cars of Nissan's motorsport activities from around the world, past and present.

The colourful and vocal fans from the 'Nissan Supporters Association' of the Super GT series were also in attendance, with many seen waving Nissan flags in support. Throughout the festival, an exhibition was set up to detail the 20-year history of the famous cheering squad. NISMO CEO



Takao Katagiri presented squad leader Takeshi Kurosawa with a certificate of appreciation along with a video containing personal messages from the drivers and team directors.

As part of the event's closing ceremony, the championship-winning effort of the Threebond Nissan Technical College GT-R team in Super Taikyu was showcased along with Nissan and Super GT driver Ronnie Quintarelli's fundraising efforts for the "Pray for Italy" earthquake relief fund.

Nissan enjoyed another highly successful season in 2016 on the global motorsport stage by winning five out of eight races in Japan's Super GT. It also bid farewell to LM P2 prototype racing with championship wins in the FIA World Endurance Championship and European Le Mans Series as well as taking race victories in major championships in both Australia and the United States.

"We have shared many ups and downs this year," said Katagiri. "And we would like to thank all our fans for their unwavering support. We will do our utmost and continue to strive for victory so that Nissan stays as the No. I in motorsports and road cars."

The final event of the festival – the NISMO Grand Prix – was won by the No. 12 GT500 Calsonic Impul GT-R race car driven by JP de Oliveira and Hironobu Yasuda, with Kazuki Hoshino bagging first place in the GT300 class.



issan's new GT500 challenger, of weight distribution. which aims to battle for championship success in 2017, has been revealed recently. The Nissan GT-R NISMO GT500 was unveiled at Twin Ring Motegi along with entries from rivals Lexus and Honda.

New regulations for 2017 include a 25 percent reduction in total downforce



in all GT500 machines. NISMO has round competing against the new also incorporated enhancements Lexus and Honda machines." with endurance and reliability, while The 2017-spec GT500 GT-R was also further advances were achieved in power output.The car's dynamics were previewed by fans at the NISMO also improved through a lowered Festival in Japan which happened at centre of gravity and an optimisation Fuji International Speedway.



"We will make further development improvements during off-season tests and aim to create a race car that will shine brilliantly within the history of motorsports," said president and CEO of NISMO, Takao Katagiri. "We hope to thrill fans with a fast, more appealing GT-R that will excite fans as it lines up on the grid for the opening

NISSAN RECOGNISED AS ONE OF THE WORLD'S TOP BRANDS

or the fifth straight year, Nissan ✓ has been recognised as one of the world's most valuable brands according to the prestigious Best Global Brands Study by Interbrand, the world-leading brand consultancy. For 2016, Nissan was ranked as the 43rd most valuable brand in the world - an increase over 2015's ranking of 49th. Nissan now has a brand value of over \$11 billion. This year's ranking puts Nissan as the fourth fastest growing brand in the world.

"Brand Power has been a consistent focus across the company for the last five years and it is very encouraging that all our efforts continue to be recognised by this influential brand ranking," said Roel de Vries, corporate vice president and the global head of marketing and

brand strategy for Nissan. "The fact that we remain the fastest growing automotive brand is also further proof that the story around our products and our vision for the future of driving is continuing to resonate."

This recognition reflects Nissan's continuing efforts to drive solid business results by increasing brand visibility. Nissan has become more proactive in building excitement for the brand in part by telling the story of the company's Intelligent Mobility blueprint for making driving safer, more exciting, and more sustainable. During the past year, Nissan has also raised brand awareness through several highprofile sponsorships, from the 2016 **Rio Olympics to the UEFA Champions** League.

4th FASTEST

RISING BRAND

The report cited several reasons for this year's jump in brand rankings, including:

• Nissan's long-term vision for increasing brand awareness through strategic use of digital platforms and technologies;

• Forging new partnerships such as the recent global agreement with Microsoft, focused on vehicle connectivity and connected services;

• Launching innovative new products from the Serena with ProPilot technology to the GT-R NISMO;

• Maintaining a strong commitment to customer satisfaction; and

• Nissan's success in creating modern new expressions of the brand, as seen through the recent opening of Nissan Crossing in the Ginza district of Tokyo.

The Best Global Brands study is Interbrand's annual report on the world's most valuable brands. Interbrand's method looks at the ongoing investment and management of the brand as a business asset, taking into account financial performance, the role of brand in the purchase decision process and the strength of the brand.



CHRIS FROSBERG WINS WITH HIS NISSAN 370Z

nder the smoke and lights of Irwindale Speedway in California, Chris Forsberg became the first three-time Formula Drift World Champion. This achievement comes after a recordsetting season, with Forsberg taking six consecutive podiums in his Nissan 370Z.

While Forsberg led the championship standings over 2015 Champion Fredric Aasbo coming into the deciding weekend at Irwindale Speedway, the Maryland native needed a strong performance to seal the deal. Spirits were high as Forsberg's 1000-hp VK56powered 370Z wailed in a cloud of smoke against underdog Pat Mordaunt. That all came to a grinding halt when a slight miscalculation sent Forsberg's car careening into the wall. The night was over for Forsberg after only one

battle of the Top 16 – potentially disastrous consequences for the 2016 Championship.

With Aasbo facing seasoned veteran Matt Field, Forsberg and team watched intently from the sidelines. An unforced error from Aasbo caused his car to tap Fields' and left Forsberg's team feeling hopeful, until Field's car had a mechanical issue at the end of his run. Using every second of the five-minute "Competition Time Out," Fields' crew fixed the car and got out to the start line just in time.

With a strong performance on his second pass, Field took the battle, sending Aasbo out of competition and officially crowning Forsberg as the 2016 Formula Drift World Champion. "It's an amazing feeling to win the



Interbrand

BEST GLOBAL BRANDS

²⁰¹⁶ 43rd

championship three times now, and also break our 2014 podium record," said Forsberg. "It just goes to show that consistency pays off. We may not have won a round this year, but we won the Championship, and that is our goal every year."

Forsberg credits his strong consistent performance to his team and the all-Nissan platform they have worked to master.

"The VK56 is just an insane engine," said Forsberg. "Our fully developed 370Z chassis is incredibly powerful and reliable. It's the reliability that it takes to win a Championship." Forsberg looks forward to chasing a fourth title in the 2017 Formula Drift Season that kicks off in Long Beach next spring.





DESIGNED TO PERFORM

The all-new INFINITI Q60 is a premium sports coupe that redefines expressive design with exhilarating performance and dynamics. Lower and wider than previous INFINITI coupes, the Q60's bold exterior expresses 'Powerful Elegance' – an INFINITI design language which gives the sports coupe a taut, athletic presence, confidently projecting a sense of motion and power.

Unifying features such as the doublearch grille and the crescent-cut C-pillars – which arc forward to emphasize the car's dynamic quality – ensure that the sports coupe is instantly recognisable as an INFINITI. LED headlights, employing 'light guide technology' to spread light evenly on the road ahead, are designed to emulate the shape of the human eye, providing an alluring face to the car. The deeper grille is inset from the body, communicating a stronger connection to the engine.

The Q60's striking silhouette assert its

50 is acredentials as a powerful sports coupe.thatIts aggressive stance gives a greateresign withimpression of stability and in-controld dynamics.driving potential, while its lower centerus INFINITIof gravity has a positive overall effector expresseson driving dynamics. It features newly-NITI designdesigned 19-inch aluminum alloy wheelsas standard, giving it a powerful stance.

Sophisticated craftsmanship characterises the beautifully appointed interiors across the INFINITI range, following the brand's 'driver-centric, passenger-minded' approach to advanced cabin architecture. INFINITI designers have used this architecture to give each occupant their own clearly defined space within the Q60 passenger compartment.

In the front of the cabin, the Q6o's design emphasizes the dashboard's focus on the driver, with the center console housing twin touchscreens as part of the InTouch central control system – the latest generation of the company's infotainment technology that minimizes buttons for a neat, uncluttered appearance.

Dynamic highlights include a high output yet fuel efficient powertrain and a suspension system that's specially developed to offer sporty performance and everyday drivability. As standard, power is channeled through the Q60's rear wheels for immediate dynamic response, delivering a truly engaging sports coupe experience with a balance of compliant ride and agile handling.

The all-new INFINITI Q60 is fully customisable through the Drive Mode Selector (DMS) – accessed through the eight-inch upper touchscreen. The system allows the drive mode to be selected to suit the preference of the driver and maximise driving satisfaction on different road conditions.

The INFINITI Q60 will go on sale in 2017. Please contact INFINITI Center Kuala Lumpur at +603 2162 3223 for further information.





INFINITI owners get to drive F1 cars!

In conjunction with the Malaysia Formula I Grand Prix held in October, 2016, INFINITI and Renault Sport Formula One teamed up to offer two lucky winners a chance of turning their dreams of driving a Formula One car into reality.

The contest which ran from 1st October to 15th November saw two winners; Voon Chen Xian and Farish Husni Bin Abdullah Fahim who purchased INFINITI cars, earning the highest number of votes and thus were rewarded with an all-expense paid trip to the renowned Circuit Ricardo Tormo in Valencia, Spain (in December 2016) to have a money-can't-buy experience exclusively arranged by INFINITI Malaysia. The winners will get to fulfill their dreams and drive Formula One race cars.

"When I bought my INFINITI, I didn't expect to be the winner as I was attracted to the performance and the design of the car. I have never dreamt that I will have a chance to drive an FI car and I am truly thrilled!" said a happy Farish Husni.

INFINITI Malaysia congratulates the two winners and would like to thank all contestants who participated in the contest.







Daytime Running Lights



Driving Video Recorder (DVR)





Automatic Climate Control

INNOVATION REDEFINED

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compatible with all Nissan models offered in Malaysia, the new Driving Video Recorder features a 150-degree viewing angle with an advanced 6-layer coated filter lens. It's capable of capturing high-quality HD videos even in low light courtesy of its hyper sensitive image sensor for sharp and crisp recordings.

eveloped specifically to be

The DVR is designed to be easy to operate, and it comes with wireless smartphone connectivity (compatible with iOS or Android operating systems) through an application (TCAT DVR) that allows the driver to configure, stream, download and even share videos on the go. A 16GB memory comes standard with the DVR.

As it is made to fit Nissan vehicles, the DVR can be neatly mounted to the vehicle's rear view mirror while keeping a discreet and well-integrated look. When a car is started up, the DVR will automatically turn on and begin recording. Even when the DVR is switched off (such as when a car is parked), its built-in gravity sensor is able detect impact or strong vibrations and commence recording when needed.

The new DVR will trigger the recording mode whenever the car starts. It is also smart enough to 'lock' the recording in the event of collision, sharp turns or emergency braking. Additionally, it also has an automatic write protection feature to prevent emergency-related recordings (such as

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the footage of an accident) from being overwritten.

"ETCM recognises that many car owners are installing video recorders as a precautionary measure in the event of accidents to safeguard their interests. We believe that we can meet this demand with the introduction of the all-new DVR that is designed based on strict OEM requirements." said Tan Keng Meng, Director of Marketing and Product Planning at ETCM.

(The DVR is priced at RM999 and comes with a warranty of three years or 100,000km whichever comes first. Call 1800-88-3838 for details and the latest promotions)





PASSION REIGNITED

The legendary GT-R is the perfect embodiment of Nissan's passion towards motorsports, and the high-tech sports car was the centre of attention at the ETCM Jalan Raja Laut branch during the GT-R Heritage Exhibition which was held from 23rd November till 2nd October 2016 in conjunction with the 'Passion to Win' contest.

The highlight of the exhibition was the display of three motorsport legends – the Nissan Skyline GT-R R33, the R34, and the current generation R35 GT-R. The R34 GT-R put on show was in fact one of the only 250 units of the limited edition M-Spec Nur ever built in the world.

The 'Passion to Win' contest offered new Nissan car buyers the opportunity to

win an all-expense paid trip (for two) to watch the seventh leg of the 2016 Super GT race series at Buriram, Thailand. Kavitha A/P Rajamanikam, a new Nissan Almera 1.5E AT owner hailing from the central region, turned out to be the lucky winner for the month of September and she was presented with the prize by ETCM Executive Director, Dato' Dr Ang Bon Beng at the Jalan Raja Laut branch in conjunction with the exhibition.

"The decision to buy was recommended by my niece who owns an Almera. She finds the car reliable and good value for money. I did not expect to be one of the winners, now I'm going to Thailand to experience the Super GT race with my husband, all thanks to ETCM!" The contest offered five trips in total to watch the Super GT race, it included those who purchased and registered a Nissan in August, as well as one winner from the Nissan Facebook caption contest.

The other winners were Jefery Fernandez A/L Freddy, who bought an Almera 1.5E AT; Rossuriana Binti Busu, who purchased an X-Trail 2.0L; Wong Yun Kang, the Serena S-Hybrid; and Chua Yew Kwang, the Nissan X-Trail 2.5L, whilst Ong E-Laine won the Facebook "Passion to Win" caption contest.

"On behalf of ETCM, I would like to thank all our customers for the support that they have given us. The great response we received in our August Campaign motivated us to hold the GT-R Heritage Exhibition. Keeping our customers happy is a priority for us, and we hope the winners will have a thrilling experience," said Dato' Dr. Ang.



UP CLOSE AND PERSONAL

ive lucky customers who purchased new Nissan vehicles won an allexpense paid trip (including partner) to witness Round 7 of the 2016 Super GT race held at the Chang International Circuit in Buriram Province, Thailand.

The five-day, four-night winning prize

included the priceless opportunity to meet Super GT champions and NISMO team drivers, Tsugio Matsuda and Ronnie Quintarelli in person, with an exclusive personal garage tour.

According to Tan Keng Meng, Director of Marketing and Product Planning of ETCM,





"We would like to express our gratitude to our loyal customers. We at ETCM are always looking for opportunities to reward them. This trip to experience the Super GT race in Thailand offers our customers the chance to experience the engineering and innovation of NISMO motorsports up close".

TCEAS EXPANDS ITS SERVICES

ronman 4x4 accessories – exclusively distributed by Rustcare Sdn Bhd – are now available at selected Tan Chong Ekspres Auto Servis (TCEAS) outlets, offering existing Navara owners the opportunity to enhance the performance, safety and aesthetics of their pick-up trucks.

Specially developed Ironman suspension upgrades for the Navara can be carried out at 38 TCEAS service centres, while the Ironman "Challenger Pack" and other accessories can be completed at 12 designated TCEAS outlets. The Ironman 4x4 range of accessories enhances the commanding look of the Nissan Navara, owners can choose from suspension kits, bull bars, side steps and rails, and the rear protection tow bar. Prices for the Challenger Pack, Challenger Pack PRO, Suspension Pack and Suspension Pack Pro ranges from RM5,000 to RM19,000.

In conjunction with the Ironman 4x4 Accessories Package introduction, TCEAS will be offering a special discount on all Ironman 4x4 packages inclusive of labour and accessories. On top of the



promotion, Ironman 4x4 accessories packages also come with 0% Easy Credit Payment Plan. Customers who purchase the Ironman accessories (suspension only) are entitled to three years or 60,000km product warranty, while other accessories come with one year warranty.

TCEAS has also announced the first SUPAGARD dealership in Malaysia - an in-house detailing service with 'air conditioned Glass-Mirror room' concept at the Nissan Glenmarie 4S centre, offering world class body and interior care to all Nissan customers. Additionally, Nissan Glenmarie 4S Centre is now providing maintenance service, repair and diagnostic to all Infiniti models with its new INFINITI Service Hub and Customer Lounge.



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 \mathbf{T} hen the winning car crosses the finish line of the 2017 Dakar Rally, chances are that it would have been powered by a diesel engine, as have many before it in recent years. But did you know that it the 1987 Nissan Patrol Paris-Dakar rally car was the first ever diesel-powered car to have finished in the top 10 of the infamous endurance race?

The story of the car's success in the 1987 Paris-Dakar rally started the year before when Nissan Motorsport devised a plan to take part in high-profile offroad endurance rallies. The base vehicle was the Patrol – Nissan's popular 4x4 vehicle - with the team at NTCE (Nissan Technical Center Europe) leading the project. Success came quickly, with

victories in the diesel class in three events during the 1986 season.

But the main target was the Paris-Dakar. It began on January 1, 1987, with 312 vehicles lining up at the start of the gruelling 13,000km race through Europe, Algeria, Niger, Mali, Mauritania and Senegal. The Nissan Fanta Limon team entered two vehicles: car 211 with Miguel Prieto and Ramon Termens as driver and co-driver, and car 212 crewed by brothers Jorge and Hansi Babler.

Things did not run smoothly. The team's support truck broke down on the second stage, leaving the pair without spares for the rest of the race. Car 212 was eventually forced to withdraw after rolling down a dune, but 211 battled on

bravely till the end and it was the first diesel-powered car to finish, rewarded with a history-making ninth place overall.

After spending 30 years in a museum, car 211 was lovingly restored to its former glory by a dedicated team of technicians at NTCE over a period of two years. Today, car 211 is running strong like it once did in 1987.

TECHNICAL SPECS

Engine: Fo	Four-cylinder turbodiesel		
Capacity:	2,800 cc		
Power:	146 hp		
Weight:	1,600 kg		
Top speed:	150 km/h		

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