



DATSUN NEWS FY2017#5

DATSUN WELCOMES 300000 MEMBERS OF ITS GLOBAL FAMILY

Datsun's global cumulative sales since March 2014 are expected to reach 300,000 vehicles by the end of the year. To celebrate the growing Datsun family and continue building awareness of the brand and its products, as well as attract more customers, Datsun global is launching the #Datsunlove Roadtrip campaign, starting in Indonesia. We will ask Datsun owners to invite prospective buyers, their friends and family members, to try a Datsun on the road and share their #Datsunlove stories on social media by creating a GIF using photographs from the trip. The most creative GIFs will win a prize.



100000 DATSUNS PRODUCED IN INDIA FOR INDIA



On November 9, 2017, Datsun India celebrated the production of its 100,000th car as the Datsun redi-GO 1.0L rolled out of the plant in Chennai. To commemorate the milestone, NMIPL's communication team initiated a weekly mailer series celebrating NMIPL employees' stories about owning a Datsun. The aim of the initiative is to highlight employees' strong bond with the brand, which has contributed to the Datsun India journey.

DATSUN on-DO AND DATSUN mi-DO WITH MORE POWERFUL ENGINES HIT THE ROADS



Datsun Russia introduced new versions of Datsun cars – both a sedan and a hatchback with 16V 106HP engines – to a group of 58 Russian media and bloggers. The 240-kilometer test drive on a variety of city, suburb, hilly and non-paved roads took place in Armenia, giving participants an enriching travel and driving experience.

Armenia, a landlocked country with Turkey to the west and Georgia to the north, has close traditional relations with Russia as a former USSR republic that became independent in 1991. With roots stretching back to 860 B.C., Armenia boasts a history longer than most European countries. Situated along the route of the Great Silk Road, it has fallen within the orbit of a number of cultural influences and empires and travel across the country has become a great discovery.

The smooth performance of a 16V engine (not previously available on Datsun cars), paired with manual transmission, good torque and acceleration as well as fuel efficiency, were positively evaluated by the media. Suspension tuning, size of the trunk and continuous product enhancement (such as the introduction of cruise control, white instrument panel lighting, audio system tuning etc.) got positive feedback as well. Braking performance (long brake-pedal travel), power steering tuning and NVH were mentioned as subjects for further improvement.

"In general, we should confirm that Datsun cars have been significantly improved in quality and become better equipped and more functional, and now they can drive faster and brake more effectively," reported by avtovzglyad.ru.



GET TO KNOW THE DATSUN TEAM – Peter Clissold, NMIPL VP, Nissan and Datsun marketing



Peter Clissold is navigating his way into one of the most dynamic auto markets in the world. Associated with Nissan since 2008, Peter has now taken on the role of vice president for Nissan and Datsun marketing in India, marking his first stint in the country. Having journeyed all the way from Nissan headquarters in Japan, he’s now focusing on decoding the mind of the Indian consumer. Before spending two years at NML as global CMM, Peter held leadership roles at Nissan Australia in Melbourne for three years and Nissan North America in Nashville for four years. He is now based out of the Gurgaon office of Nissan India. Here are his first impressions of the new role and India, and what he hopes to achieve.

Q: You’re working in India for the first time. How has your experience been so far?
Clissold: India is an exciting place! I’ve been especially impressed with the enthusiasm of the team in India. Although relatively new to Datsun, the team has a long and varied set of experiences that makes for many unique perspectives.

Q: You’ve worked in America, Australia and Japan. How is India different?
Clissold: The U.S. market, as well as those in Japan and Australia, is mature and stable. The market in India is anything but stable. The growth expected in coming years will leave India No. 3 in the global ranking of TIV. With that comes shifts in segmentation and volatility in how brands and models are performing.

Q: In terms of understanding the Indian market, what would you like to focus on first?
Clissold: As an expat with limited experience in-market, I need to focus on the customer. Who he and she is, what motivates them, and what they want are all critical in being able to offer the right products, position them in an effective way and communicate our message clearly.

Q: What are your observations about the diverse Indian market and the taste of Indian consumers? Where do you see the Nissan and Datsun brands fitting in?
Clissold: Both Nissan and Datsun are challenger brands in India. This puts us in the unique position of growing two brands simultaneously. A challenge, yes, but one the team is ready for.

Q: India is a young democracy, and “digital” is a buzzword. But that also brings in the problem of the digital space becoming overcrowded. How much of your marketing plans in coming months will focus on the digital space?
Clissold: This is the most exciting part of this new assignment for me. The power of targeted, addressable marketing will allow NMIPL to punch above its weight. We’ll be aggressively moving in this direction in the near term. Stay tuned!

Q: What’s the most interesting/amusing vehicle or mode of transport you’ve noticed in India?
Clissold: A family of four on a two-wheeler will never cease to amaze me.

DATSUN redi-GO is #3 in JD Power

Datsun redi-GO has been ranked third in the entry compact segment by J.D. Power 2017 India Initial Quality Study (IQS).
A study is done to measure issues experienced by new-vehicle owners during the first two to six months of ownership. Datsun redi-GO has achieved a rating of 107 /PP 100 while the entry compact segment average rating stood at 121 /PP 100, where (PP100) is number of problems reported per 100 vehicles by new car owners.

This study examines more than 200 issues in eight categories: engine / transmission; heating, ventilation and cooling (HVAC); driving experience; vehicle exterior; features, controls and displays; vehicle interior; audio, entertainment and navigation (AEN); and seats.

NEW ENGINE PLANT IN INDONESIA



Datsun started sales in Indonesia in May 2014, when our new plant was opened to produce Datsun models locally. The commitment to Indonesia did not stop there. In September 2016, construction began on a new engine machining plant. Built at existing facilities, it covers 3,000 square meters and is designed to produce high-quality new engines and transmission parts locally, with capacity of 96,000 units a year. Datsun Indonesia held an internal ceremony to start operation of the new plant. Employees gathered and made a commitment to safety, quality, cost and time targets.

KNOWING GEMBA IS KEY: JOSE ROMAN VISITED DATSUN DEALERS IN INDIA



During his trip to India in the end of November Jose Roman visited key dealerships in Delhi / National Capital Region to get a better understanding and insights on business in the market. He reviewed the entire Datsun range and appreciated the personal touch added by dealerships through accessories and customisation to widen the choice for customers. Jose also emphasised on the key strategic role India as a market plays for Datsun globally and the host of exciting new products / variants that dealers can expect in future.

SALES RESULTS
FY2017 YTD NOVEMBER

Retail	55281	89% vs BP	93% vs LY
Wholesale	54203	90% vs BP	86% vs LY