

INFINITI ANNOUNCES \$36,450 USD INTRODUCTORY PRICE FOR ALL-NEW 2014 INFINITI Q50 SPORTS SEDAN

– Stunning New Design, Featuring Engaging Performance and Intuitive Technology, Goes on Sale in Summer 2013 –

NEW YORK (March 27, 2013) – Infiniti Motor Company Limited today announced an introductory pre-order Manufacturer's Suggested Retail Price* (M.S.R.P.) of \$36,450 USD for the all-new 2014 Infiniti Q50 sport sedan, which goes on sale in summer 2013 at Infiniti retailers in the United States. The special introductory pricing is \$900 lower than the 2013 Infiniti G37 Sedan starting M.S.R.P. The "popularly equipped" Q50 Premium model with an optional, advanced navigation system is introductory priced at \$40,700 USD.

The 2014 Infiniti Q50 is designed to stretch the boundaries of what a sports sedan can be – with such advanced features as the world's first Direct Adaptive Steering™ technology and Active Lane Control. The Q50 is offered with a choice of a 3.7-liter V6 or 3.5-liter Infiniti Direct Response Hybrid™ system in rear-wheel drive or all-wheel drive. "From world's first technologies to unmatched levels of connectivity and personalization, the 2014 Q50 sports sedan is a bold example of Infiniti's future brand direction," said Infiniti Americas Vice President Ben Poore.

Infiniti has also expanded the Q50 microsite, infiniti.com/all-new-Q50, so customers can not only learn more about the vehicle, they can now "configure and reserve" a Q50. Customers who reserve and ultimately purchase a vehicle for delivery during the program period will receive a complimentary iPad® mini.

Suggested M.S.R.P.s for the 2014 Infiniti Q50 sports sedan (3.7 V6) include:

Model Engine/Transmission/Drive MSRP

Q50 Sedan 3.7-liter V6 / 7AT/ RWD \$36,450 USD

Q50 AWD 3.7-liter V6 / 7AT/ AWD \$38,250 USD

Q50 Premium 3.7-liter V6 / 7AT / RWD \$39,300 USD

Q50 Premium AWD 3.7-liter V6 / 7AT /AWD \$41,100 USD

Q50 Sport 3.7-liter V6 / 7AT /RWD \$42,950 USD

Q50 Sport AWD 3.7-liter V6 / 7AT /AWD \$44,750 USD

Q50 Hybrid Premium 3.5-liter HEV / 7AT / RWD \$43,700 USD

Q50 Hybrid Premium AWD 3.5-liter HEV / 7AT / AWD \$45,500 USD

Q50 Hybrid Sport 3.5-liter HEV / 7AT / RWD \$46,100 USD

Q50 Hybrid Sport AWD 3.5-liter HEV / 7AT / AWD \$47,900 USD

Suggested M.S.R.P.s for the 2014 Infiniti Q50 Hybrid sports sedan include Destination and Handling \$905 USD.

About the 2014 Infiniti Q50

The 2014 Infiniti Q50 sports sedan brings distinctive design, engaging performance, world's first technologies and unmatched levels of connectivity and personalization to the roads of North America when it goes on sale in summer 2013. The all-new Q50 is designed for a new generation of young, premium customers seeking Infiniti's unique fusion of inspired performance and hospitality.

Taking many of its seductive styling cues from the Infiniti Essence concept, the Q50's tight, athletic appearance blends low, wide proportions with excellent interior roominess to a class marked by

unexciting design.

Inside, the Q50 interior offers a driver-centric cockpit with an array of premium comfort and convenience features. The new Infiniti InTouch™ communications system includes large dual touch-screen displays and puts communication with the outside world within easy reach, with integration of hands-free phone, moving map navigation, entertainment and smartphone apps in a way that is safe and easy-to-use while driving.

Infiniti's sports sedan performance leadership continues with the new Q50, which is available with a choice of a refined 328-horsepower 3.7-liter V6 or Q50 Hybrid featuring Infiniti's Direct Response Hybrid™ System with Intelligent Dual Clutch Control. All models come equipped with a refined 7-speed automatic transmission with available solid magnesium paddle shifters. The Infiniti Drive Mode Selector with a range of personal settings is also standard on all models, part of the advanced customizable digital environment system that allows drivers to create unique settings for engine, transmission, handling and steering settings.

Two new world's first production performance technologies make their debuts in the Q50 – Infiniti Direct Adaptive Steering™ technology and Active Lane Control. The new steering system allows advanced control of the Q50's steering effort and responsiveness, transmitting the driver's intentions to the wheels faster than a mechanical system. Four different steering settings are offered, allowing customization by driver preference or road conditions. The Active Lane Control uses a camera-based lane marker detection system to further enhance on-center driving capability and improve vehicle straightability.

The 2014 Infiniti Q50 3.7-liter V6 and 3.5-liter Hybrid models will be available with a choice of rear-wheel drive or Intelligent All-Wheel Drive, and in a range of well-equipped models, including versions with special sport appearance and performance features with sport brakes and sport suspension tuning.

About Infiniti

Infiniti, the premium automotive brand, reflects its brand promise "Inspired Performance" with a model lineup of sedans, coupes, SUVs and crossovers featuring exhilarating performance, emotive design and cutting edge technology. Infiniti continues to launch across the globe through a dedicated network of Infiniti Centers that share a commitment to exceptional hospitality throughout the entire period of ownership. More information about Infiniti and its Total Ownership Experience® can be found at InfinitiUSA.com.