



Datsun Gives Hints of Possible Way Ahead with Datsun redi-GO CONCEPT

- **Datsun's new concept hints at an exciting future**
- **Datsun redi-GO CONCEPT designed to capture the imagination of India's rising generation**
- **Refreshing crossover of hatchback bodystyle and SUV cues in a concept that imagines a new style of vehicle for India**
- **Datsun redi-GO CONCEPT reflects Datsun's key values of modernity, quality and inventive-thinking**

DELHI, India, 05 February 2014 – A look into Datsun's possible future is revealed by a dramatic new concept being given its world premiere at the 12th Delhi Auto Expo 2014 – the Datsun redi-GO CONCEPT.

The name reflects the car's character. It is ready to support potential customers to explore a new day, to challenge new things and to build a way ahead. It also expresses the excitement of "ready to go" before people start their day's journey.

Shiro Nakamura, SVP and Chief Creative Officer, said: "Although Datsun redi-GO CONCEPT is just that – a concept – it shows clearly the way we are thinking. It's an ambitious styling exploration but, being a Datsun, it is a logical design, too".

Datsun redi-GO CONCEPT builds on Datsun's design language, being modern and distinctive, clear and robust, vigorous and positive. Combining five-door hatchback practicality with a rugged SUV stance, the Datsun redi-GO CONCEPT previews a potential small crossover for the Indian market.

"When we were creating redi-GO CONCEPT we had a few keywords in mind. We wanted a modern and solid design that, at the same time, appeared contemporary and substantial. We feel we have managed to combine these apparent contradictions in the concept," said Koji Nagano, Executive Design Director, who leads the entire Datsun design project.

With its short overhangs and crossover-style raised body, the compact concept has dynamic rising twin character lines running from front to rear which create the solid and strong boned side profile to the car, emphasizing its agility and robustness.

The modern headlights incorporate distinctive, narrow daytime running lights while the rear LED taillights feature an idiosyncratic twist of light to give Datsun redi-GO CONCEPT a unique visual signature when on the move. LED fog lights strips are fully integrated into the front bumper.

The dynamic movement, strong shoulder line, the shapes of the side windows and the grille with gently curving corners framing a large central area echo the style to be introduced at all Datsun models, namely 'D-cut grille'.

Fully integrated bumpers front and rear underscore Datsun redi-GO CONCEPT's robust design which is accentuated by large wheel arches filled by stylish dark chrome 15-inch alloy wheels. The body is finished in a flamboyant lime green, an active and bold colour reflecting the freshness. The lime green contrasts with matte aluminium-look grey finish for the sills, wheels arches, and bumper inserts reinforcing its crossover concept aspects.

The roof is finished in matt black, patterned with a distinctive tessellated formation, showcasing a future personalization opportunity, and giving the impression that the windscreen extends over the cabin and finishes in an extended spoiler.

With a wheelbase of 2,350 mm and high ground clearance Datsun redi-GO CONCEPT offers ample interior space. Aimed at young risers the Datsun redi-GO CONCEPT is seen as the perfect partner for people with an active lifestyle: stylish, smart and comfortable.

There are practical benefits of the crossover styling, too. The raised body and large wheel arches offer greater ground clearance allowing the car to cope better with challenging road surfaces, while the commanding driving position gives drivers an enhanced – and therefore safer – view over the traffic ahead.

Although the concept remains a styling study at this stage, were it to be put into production it would be priced to target established compact hatchbacks delivering a compelling mix of modernity, quality and innovation.

"If we were to make a car like Datsun redi-GO CONCEPT it would be a segment creator in India, an aspirational car that at the same time is attainable, a car that would be within reach of the first time buyer. This concept shows how serious we are about reinvigorating the market by catering for the needs of a growing class of Indians who have the chance to own a family car that will enable them to enjoy a new sense of independence. Despite its long and glorious history, Datsun is a young brand ready to make a positive impact in the market, offering buyers a refreshing alternative to existing products and brands" said Vincent Cobee, Global Head of Datsun.

"The Datsun redi-GO CONCEPT represents a statement about our ambitions for the future. We are taking our first steps on a long road that will lead Datsun to a significant presence in this fast-moving market. Datsun will meet the needs of Indian's rising generation thanks to its modern thinking, dedication to quality and outstanding products. It's an exciting time for India and also for Datsun. The Datsun redi-GO CONCEPT reflects that excitement."

About Datsun

Nissan Motor Co., Ltd. announced the return of the Datsun brand, Nissan's third global brand, alongside Nissan and Infiniti, in March 2012. Datsun will provide a sustainable motoring experience to optimistic up-and-coming customers in high-growth markets. Datsun represents 80 years of accumulated Japanese car-making expertise and is an important part of Nissan's DNA. Datsun vehicles will start sales in India, Indonesia, Russia and South Africa from 2014.

Datsun History

Datsun originated in Japan as DAT-GO (the DAT-car) almost a century ago in 1914. The word DAT means 'lightning-fast' in Japanese but is also a reference to the first letters of family names of the three financiers who supported the business at the time: Den, Aoyama and Takeuchi. Using the same logic, it was promoted as Durable, Attractive and Trustworthy, or DAT for short.

In 1933, Nissan's founding father Yoshisuke Aikawa took over the business with a vision of "mobility for all". The introduction of a light-weight, economical yet resilient car to meet the aspirations of young Japanese people in the early 1930s was named the 'son of DAT' – Datson - which later changed to Datsun. Local engineering and mass-production made the founder's dream a reality.

About Nissan and Datsun in India

Nissan Motor India Private Ltd. (NMIPL) is a 100% subsidiary of Nissan Motor Co. Ltd. Japan. The company was incorporated in 2005 and offers innovative and exciting products across hatchback, MUV, SUV and sedan segments in India. Nissan together with its global alliance partner Renault set up a manufacturing plant and a Research & Development Centre near Chennai.

Nissan in India has a portfolio of two brands, NISSAN and DATSUN. Nissan has partnered Hover Automotive India Pvt. Ltd. for the distribution, sales and service of vehicles under NISSAN brand. While Nissan Motor in India will be responsible for distribution, sales and service of vehicle under the DATSUN brand. NMIPL registered sales of 36,975 units in FY 2012. For more information, visit www.nissan.in.

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