

1996 NISSAN CARS AND TRUCKS

BEYOND [EXPECTATIONS]



[*why Nissan?*]

When you choose a Nissan, you're getting

more than a fine automobile.

You're getting an example of the kind of company

we are. So it seems right that

before we ask you to invest in us, we tell you

just how we go about building great vehicles.

And, in turn, your solid trust.



ownership] *experience*

It begins with a welcoming environment in which

you can make decisions comfortably and are always treated like an honored guest. And should you

choose a Nissan, you're assured not only of an innovative product of the highest quality, but of ser-

vice from professionals whose priority is your satisfaction – throughout all your years of ownership.



Nearly 100,000 people are part of our North American network. Each of them makes a contribution to ensuring that your ownership experience is the best ever.




From state-of-the-art computer diagnostics to the strategic distribution of Genuine Nissan Parts, every aspect of service is designed to maximize quality and efficiency.

One measure of the confidence Nissan has in its own vehicles is the warranty protection we back them with, including one of the longest powertrain warranties in the industry. This level of protection is perhaps why so many Nissan owners remain just that, year after year.

A good ownership experience means even more when the miles start to add up. For example, we heard from Jim Dale at Streeter Imports in Reno, NV about a 1991 Sentra with 550,000 miles on it. The owners operate a courier service that delivers medical supplies to



remote areas, so they drive virtually nonstop from the mines to the mountains. And when it came time to buy a new car for such punishing mileage? Another Sentra, of course. According to Jim, "It was an easy sale. When a car proves itself so completely, you aren't about to buy anything else."



Elko 275

The diversity of consumer needs is always on our mind – whether it's a new vehicle we're developing or an innovative way to finance your purchase of one. That's why we offer a variety of attractive financing rates and terms, as well as the convenience of quick loan approvals.

In fact, most loans may be



approved while you're still at your dealership. Through your dealer, Nissan Motor Acceptance Corporation (NMAC) also offers competitive leases that can make it easy for you to drive the Nissan you most desire. For details, ask your dealer for a free copy of the Nissan Leasing Guide.

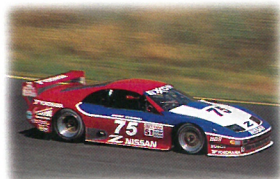
design] *engineering*

At Nissan Research and Development (just outside

Detroit), designers, engineers, prototype builders and manufacturing specialists work together every step of the way. This unusual, simultaneous approach puts form and function in sync even in the very early stages. The result? Vehicles that meet real human needs in an unexpectedly satisfying way.



Nissan's Electronic Concentrated Control System monitors over 50 factors – from throttle position to outside temperature – then modifies engine response for optimum performance.



Yes, our renowned motorsports heritage has brought us fame. But, more important, it's given us valuable insight into building safer, more road-worthy cars for our customers.

To increase corrosion protection, we developed our own DURASTEEL®, which is used in every Nissan. Plated on both sides with a zinc-nickel alloy, it provides substantially more corrosion resistance than conventional galvanized steel. It also allows for higher-quality welds. Most important, it means we can offer a 5-year/unlimited mileage corrosion warranty.

The team at Nissan Design International (NDI) in San Diego concentrates on creating exceptional cars – including the Nissan Altima® and Quest® – but no one could accuse them of having tunnel vision. After all, their list of credits also includes a line of golf clubs, as well as a high-speed yacht. These forays into other disciplines provide



renewed inspiration when the team returns to the business of cars. This may explain projects like the FEV-II (shown at right), a concept car that exemplifies Nissan's role in the search for practical electric vehicles.



Opened in 1979, Nissan Design International helps put us directly in touch with the needs of American drivers. According to NDI's President, Jerry



Hirshberg, "We talk to people, we watch them, we drive their cars. In effect, we method act. As a result, we design a vehicle that suits our needs as customers, not as designers." For an example, just consider the day two NDI designers happened to see a couple struggling to remove a row of seats from their minivan. What they witnessed inspired the Quest's ingenious 3rd-row seat, which slides on its own track.

testing] *manufacturing*

Testing is a relentless process that goes on before,

during and after the creation of a Nissan. For example, when a new model is added to the lineup, plant

managers personally test-drive most of the vehicles manufactured during initial production. They even

check up on these vehicles once they're in the hands of owners – for they're the toughest inspectors of all.



The Arizona Test Center is a \$37-million facility devoted to proving reliability. Here, on one of the world's longest hot-weather tracks, Nissans pass tests most drivers never face.



To test aerodynamics and its impact on fuel efficiency and noise, Nissan built a multi-million-dollar wind tunnel so precise, Japan Rail used it to test its high-speed bullet train.

*Vision is turned into reality at Nissan's state-of-the-art manufacturing facility in Smyrna, TN. Since opening 15 years ago, more than three million vehicles have rolled off the line. This level of productivity isn't surprising when you consider that this plant has twice been listed in The 100 Best Companies to Work for in America.**

*R. Levering and M. Moskowitz, The 100 Best Companies to Work for in America, (Currency Doubleday, 1985 and 1993).

The cardinal rule of testing? Go for the worst-case scenario. To analyze the cabin's sound-proofing qualities, for example, we place a noise source outside the vehicle and then measure the transmission of noise to the driver's right ear. To study the sun's impact on paint, we leave

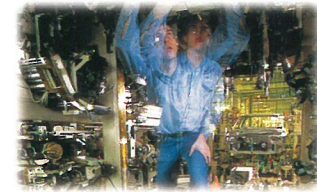


a car to bake on a desert mesa. Sometimes, we even resort to strong-arm tactics. Like when we inspect the welds of vehicles randomly pulled from the assembly line. Inspectors simply pick up a hammer and chisel and, with pure brute force, try to break the welds apart. Of course, we trust you'll go a little easier on your Nissan.



IBAS stands for Nissan's patented Intelligent Body Assembly System. The first of its kind in North America, this system takes accuracy to new levels.

For example, to avoid the shifting and moving that can compromise a precise fit, the vehicle body remains stationary



while all the main panels are welded into place. Fifty-one robots and 30 optical sensors help ensure a seam tolerance of 1.0 mm (4/100 of an inch).

The end result? A vehicle built to feel solid, quiet and reassuring on the road. From the moment you drive it off the lot through all your years of ownership.

heritage] *responsibility*

Nissan started building vehicles in North America

almost 30 years ago. Since then, we've invested more than \$2 billion in U.S.-based facilities; we also purchase materials from more than 500 domestic suppliers. Creating jobs for the U.S. workforce, along with protecting the planet and supporting local charities, is an investment worth making.



Nissan milestones include this 1960 pickup, the first compact truck sold in the U.S. In 1969, the legendary Z® car made its debut; last year marked its 25th anniversary.



Among the many nonprofit organizations we support are Habitat for Humanity; Historically Black Colleges and Universities; MADD; and the Safe Passage Foundation.

Nissan's Community Action Program provides paid time off for employees who are involved in community service. Says Ann Rangel, a volunteer swimming coach for the Special Olympics, "Everybody wins in a program like this."

Preservation of the planet is a global responsibility, and Nissan is committed to doing its part. We are a proud sponsor of the new "Earth 2U" project. This traveling exhibition, organized by the Smithsonian Institution and the National Geographic Society, teaches school kids the



connection between people, places and the environment. We have also been an industry leader in the development of alternative fuel vehicles. Our efforts have included the "Sun Favor" solar-electric vehicle. In the quest to perfect this technology, we accumulate the knowledge to build the vehicles of the future.



[which Nissan?]

[Pathfinder]

There are places you simply visit. Then there are places that,

because of the commitment it takes to get there, stay with you the rest of your life. Inspired by the latter destinations, Nissan

presents the all-new 1996 Pathfinder.[®] It's still the authentic

sport-utility, just better. (Three 4x4 and two 4x2 models.)



A 60/40 fold-down rear seat lets you carry skis as well as rear passengers. And with the spare tire mounted outside the vehicle, there's wide-open cargo space in back. (SE shown in optional Gray Leather.)*

CAPABILITY

- Shift-on-the fly 4-wheel drive (4x4 models)**
- Independent strut front/5-link coil-spring rear suspension
- Power rack-and-pinion steering
- Rigid MonoFrame[™] construction

POWER

- 168-hp 3.3-liter V6 with 196 ft-lbs of torque
- 5-speed manual transmission (XE, SE)
- 4-speed automatic over-drive transmission (LE; optional on XE, SE)
- Sequential multi-point fuel injection

LUXURY/UTILITY

- Compass; outside temperature gauge (LE; optional on SE)
- Leather seating surfaces with heated front seats***
- HomeLink[®] universal garage door opener (LE; optional on SE)

SAFETY

- Dual airbags
- 4-wheel Anti-lock Braking System (ABS)
- Side-door guard beams
- Hood buckling creases and safety stops
- Remote keyless entry/vehicle security system (SE, LE; opt. on XE)

* Cargo shown for display purposes only. Nissan recommends that all loose items be secured when transported.

** At speeds up to 50 mph.

*** Heated front seats on 4x4 models only.

® HomeLink is a registered trademark of the Prince Corporation.



Pathfinder SE 4x4 shown in Rain Forest Green Pearl with optional equipment.

[*Altima*]

Considering its spacious cabin, available leather seating surfaces

and the way it can sprint by a \$30,000 Mercedes-Benz® C 220*, you may wonder what luxury qualification could be missing. Until

you look at the price tag. Presenting the Nissan Altima –

the affordable luxury sedan. (Available in four models.)



*IntelliChoice, Inc. named Altima a “Best Overall Value” in its class. In addition, the SE model (shown at left) was cited for the “Lowest Overall Maintenance Cost” in its class.***

LUXURY

- Available leather seating surfaces (SE, GLE)
- Woodgrain trim; power controls (GXE, SE, GLE)
- Automatic temperature control (GLE)
- 6-speaker CD sound system (GLE)

POWER

- 150-hp 2.4-liter DOHC 16-valve 4-cylinder engine
- 5-speed manual transmission (XE, GXE, SE)
- 4-speed automatic overdrive transmission (GLE; optional on XE, GXE, SE)

CONTROL

- Fully independent suspension with front and rear stabilizer bars
- Rear Super Toe Control™ suspension
- Power front disc brakes; 4-wheel disc brakes (SE)
- Power-assisted rack-and-pinion steering

SAFETY

- Dual airbags
- Optional Anti-lock Braking System (ABS)
- ALR/ELR seatbelt system
- Pipe-style steel side-door guard beams
- Crumple zones
- Child safety rear door locks

* AMCI, March 1995. 1/4-mile; 1995 Altima XE 5-speed vs. 1995 Mercedes-Benz C220 automatic.

** © 1995 The Complete Car Cost Guide, IntelliChoice, Inc. Campbell, CA. Internet address – <http://www.intellichoice.com>



Altima GLE shown in Super Black with optional leather seating surfaces.

[300ZX]

It's been some 25 years since the Z burst onto the scene, marking

a milestone in sports car evolution. Available today in a Turbo model and normally aspirated 2-Seater, T-Roof 2-Seater, 2+2

and Convertible models, it continues to make history: this

marks year seven on *Car and Driver's* Ten Best list.*



*"...a 155-mph sports car that a hard-core enthusiast can drive effortlessly as a daily commuter."***

(300ZX Convertible shown at left.)

RESPONSE

- Twin turbo or normally aspirated 3.0-liter DOHC 24-valve V6
- Direct ignition system
- 5-speed manual over-drive transmission
- Optional 4-speed automatic with lockup torque converter

HANDLING

- Electronically controlled speed-sensitive power rack-and-pinion steering
- Super HICAS® 4-wheel steering (Turbo only)
- 4-wheel independent multi-link suspension
- Driver-adjustable shock absorbers (Turbo only)

AMENITIES

- Bose® audio system (not avail. on Convertible)
- 6-way power-adjustable driver's seat with adjustable lumbar support***
- Available leather seating surfaces
- Remote keyless entry/vehicle security system

SAFETY

- Dual airbags
- Power 4-wheel vented disc brakes
- Anti-lock Braking System (ABS)
- Viscous limited-slip differential
- Side-door guard beams
- Crumple zones

*Car and Driver, January issues, 1990-1996.

**Car and Driver, January 1995. (300ZX Turbo)

***Manually adjustable on 2-Seater.

® Bose is a registered trademark of the Bose Corporation.



300ZX Turbo shown in Platinum Metallic.

[240SX]

It slices through an S-curve with all the confidence of a true

sports car. It turns heads at the stoplight. Yet, with its quiet comfort and understated elegance, it will impress even your most

sophisticated company. The Nissan 240SX® – the authentic

sports car with civilized manners. (Available in two models.)



*"It's a car that makes you think up excuses to take the slightly longer route home."**

(SE interior shown with optional Leather & Security Package.)

RESPONSE

- 155-hp 2.4-liter DOHC 16-valve engine
- Sequential multi-point fuel injection
- 5-speed manual over-drive transmission
- Optional 4-speed automatic transmission

HANDLING

- Front engine/rear-wheel drive; near ideal 54/46 front/rear weight ratio
- Independent multi-link rear suspension
- 4-wheel disc brakes
- Available viscous limited-slip differential (SE)
- 16" V-rated tires (SE)

APPOINTMENTS

- Air conditioning; cruise control and reverse whitel/black gauges (SE)
- Power windows
- Optional leather seating surfaces (SE)
- Rear-seat fold-down center armrest with trunk pass-through

SAFETY

- Dual airbags
- ALR/ELR seatbelt system
- Optional Anti-lock Braking System (ABS)
- Pipe-style steel side-door guard beams
- Crumple zones
- Energy-absorbing steering column

*AutoWeek, March 28, 1994.



240SX SE Coupe shown in Champagne Gold.

[200SX]

If you think a sports car in your life is just a dream, think again.

Consider a rev-happy engine and nimble handling in a package that could stop traffic. Now throw in room for your friends (and all their gear) and a dream price. It's the Nissan 200SX™ – the sports car for today's world.™ (Available in three models.)



“Crawl into the back seat and you find enough room so that even passengers over six feet tall will have to whine about something else.” (SE-R interior shown.)*

POWER

- 140-hp 2.0-liter DOHC 16-valve 4-cylinder engine (SE-R)
- 115-hp 1.6-liter DOHC engine (200SX, SE)
- Sequential multi-point fuel injection
- 5-speed manual over-drive transmission

ROADHOLDING

- Rear Multi-Link Beam suspension
- Rear stabilizer bar
- Front stabilizer bar (SE, SE-R)
- 4-wheel disc brakes (SE-R)
- Viscous limited-slip differential (SE-R)

VERSATILITY

- Seating for four
- Split fold-down rear seatbacks; power windows and door locks; AM/FM/cassette; air conditioning (SE, SE-R)
- Remote keyless entry/vehicle security system (SE-R)
- Dual cup holders

SAFETY

- Dual airbags
- Optional Anti-lock Braking System (SE, SE-R)
- ALR/ELR seatbelt system
- Pipe-style steel side-door guard beams
- Front and rear crumple zones

*AutoWeek, May 1, 1995.

Cargo shown for display purposes only. Nissan recommends that all loose items be secured when transported.



200SX SE-R shown in Vivid Teal.

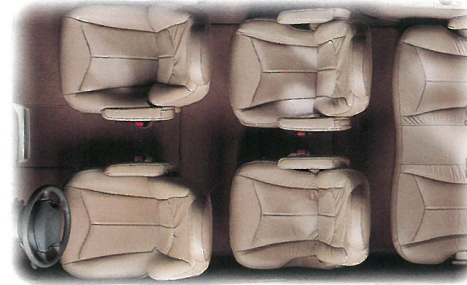
[Quest]

Growing pains? There are all kinds of prescriptions, but there's

only one as intelligently designed as the Nissan Quest. Consider its QUEST TRAC® seating system that adjusts up to 24 ways, stan-

dard dual airbags, as well as available integrated child seats and

in-dash 6-disc CD autochanger. (Available in two models.)



Inside Automotives magazine (July 1995) recognized Quest with its Automotive Interior of the Year Award – van category. (GXE interior shown with optional Leather Trim Package.)

LUXURY

- 2nd-row captain's chairs (GXE)
- Power driver's seat and optional leather seating surfaces (GXE)
- Independent rear air conditioning and audio controls with headphone jacks (GXE; opt. on XE)

VERSATILITY

- 7-passenger seating
- 2nd- and 3rd-row tabletop surfaces
- Up to 13 cup holders
- Optional bench seat with integrated child safety seats
- Steering-wheel-mounted audio controls (GXE)

PERFORMANCE

- 151-hp 3.0-liter SOHC V6 engine
- Front-wheel drive
- 4-speed automatic over-drive transmission
- Independent front suspension
- Rear stabilizer bar (optional on GXE)

SAFETY

- Dual airbags
- Anti-lock Braking System (ABS) (GXE; optional on XE)
- Steel side-door guard beams
- Energy-absorbing steering column
- Child safety rear door lock



Quest GXE shown in Superior Blue Mist/Desert Silver with optional Luxury Package and two-tone paint.

[4x2 and 4x4 Trucks]

Since we introduced the first compact pickup to America over

35 years ago, Nissan Trucks have offered the power, durability and versatility to face most any challenge the day can bring. Little

wonder, then, that there are 2 million of these Nissans still

on the road.* (Available in four 4x2 and three 4x4 models.)



A variety of optional packages allow you to equip a Nissan Truck to suit your specific needs.

(1996 4x2 SE King Cab shown at left.)

PERFORMANCE

- 134-hp 2.4 liter SOHC 4-cylinder engine
- Multi-point fuel injection
- Independent front suspension
- Front stabilizer bar
- Limited-slip rear differential (4x4 SE)
- Power-assisted steering**

CAPACITY

- Double-wall cargo bed with removable tailgate
- Deepest cargo bed in its class***
- Bedliner (SE models)
- Standard 3500-lb. towing capacity
- Standard 1400-lb. payload capacity

COMFORT

- Reclining front bucket seats and rear jump seats (King Cab® models)
- Center console with dual cup holders (King Cab models)
- Air conditioning; cruise control; AM/FM/cassette stereo (SE models)

SAFETY

- Driver airbag†
- Rear-wheel anti-lock brakes (ABS)
- 3-point front seatbelts
- Energy-absorbing steering column
- Hood buckling creases
- Side-door guard beams
- Crumple zones

* R.L. Polk & Company.

** Power-assisted steering optional on 4x2 Standard model.

*** Based on 1995 model comparisons.

† Truck airbag can provide added protection when used with seatbelt.



4x4 XE King Cab shown in Platinum Gold with optional Value Truck Package and privacy glass.

[*Corporate Commitment*]

Our nationwide network of nearly 1,100 dealers will help you

select the Nissan that's right for you and provide a variety of financing and leasing options. For the name of your nearest Nissan

dealer or complete product brochures on any of the vehicles

in our lineup, call 1-800-NISSAN-3 toll-free.



This badge is a symbol of automotive excellence – made possible, in part, through the hard work of more than 10,400 Nissan employees in the U.S. and their commitment to quality and service.

WARRANTIES

- 3-year/36,000-mile "bumper-to-bumper" limited warranty
- 5-year/60,000-mile limited powertrain warranty
- Security+Plus® Vehicle Protection Plan extended service agreement

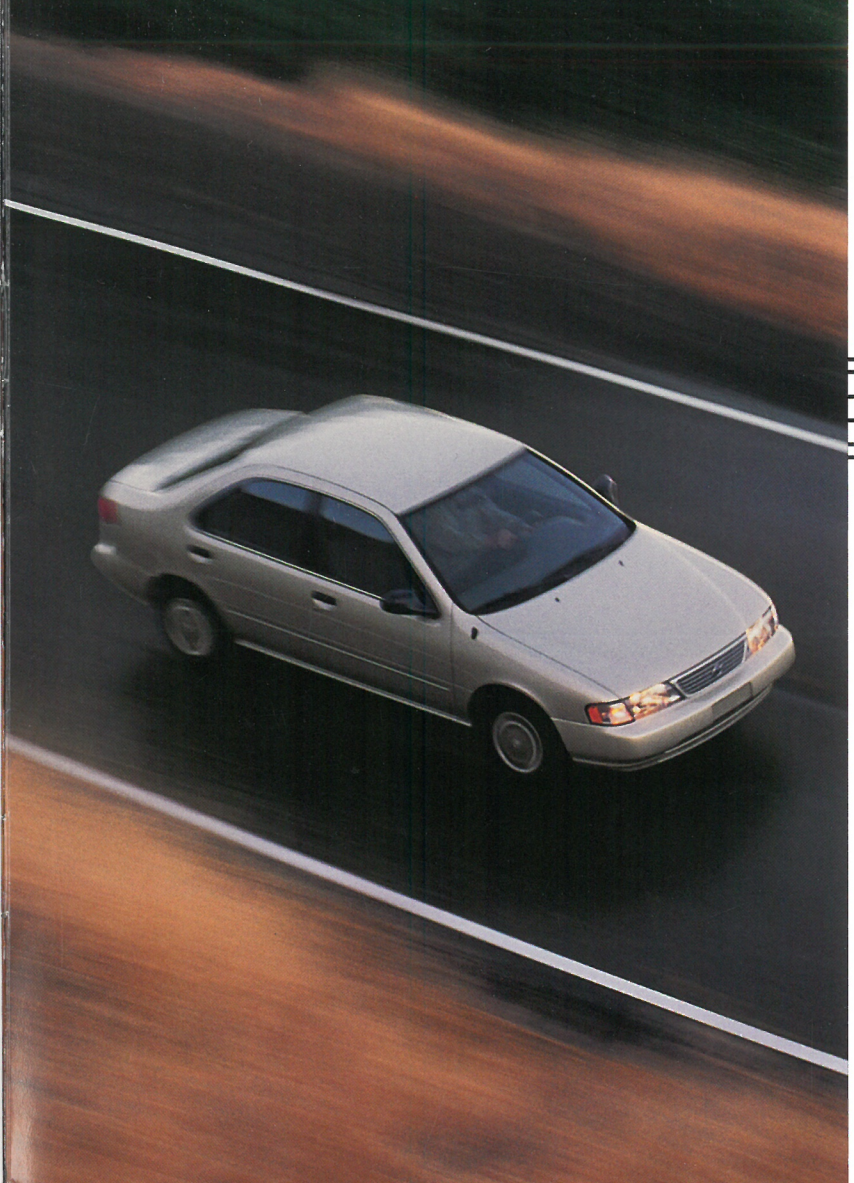
U.S. OPERATIONS

- More than 65% of the Nissan vehicles sold in the U.S. are built here as well.
- Design, testing, manufacturing and research facilities are located in Tennessee, California, Michigan and Arizona.

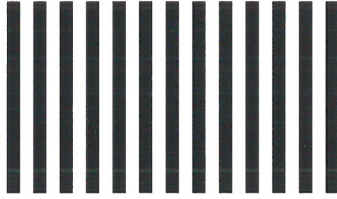
FINANCING

- Nissan Motor Acceptance Corporation (NMAC) offers attractive financing rates and terms, the convenience of a fast loan approval, as well as a complete range of highly competitive leases.

One of our primary concerns is – and has always been – a commitment to your safety. While an airbag is included on every 1996 Nissan, keep in mind that airbags are a supplemental restraint system designed to work with your seatbelt.



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240SX®



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Trucks



200SX™



It's time to expect more from a car company.™

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