



NISSAN MOTOR COMPANY, Ltd

Introduction

Nissan is one of the world's leading automakers, with annual production of 2.4 million units, which represented 4.9 percent of the global market. Domestically, the company sells 774,000 vehicles on an annual basis, placing it second behind Toyota Motor Corporation. About 35 percent of Nissan's vehicles are sold in Japan, 25 percent in the United States, and 20 percent in Europe. In the North American market, the company's top models include the Infiniti, Maxima, Altima, and Sentra passenger cars, the Quest minivan, the Frontier pickup truck, and the Pathfinder sport utility vehicle. Under the leadership of Carlos Ghosn, Nissan has successfully restructured, cutting costs and simplifying platforms, returning the highest profit margin in the industry. In 2004, it also re-took the second position of Japanese car makers from Honda.



History

In 1928, Yoshisuke Aikawa founded the holding company Nippon Sangyo (Japan Industries or Nippon Industries). "The name 'Nissan' originated during the 1930s as an abbreviation used on the Tokyo stock market for Nippon Sangyo. Nissan was the first automaker in Japan to receive the annual Deming Prize for engineering excellence in 1960. Nissan developed its first Experimental Safety Vehicle (ESV) in 1971 and has adopted a vast array of safety technologies in its production vehicles over the years since then.

Nissan has been working vigorously to address global environmental issues that have caused increasing concern in recent years. The company's environmental efforts include the development of clean power sources for vehicles and wide-ranging activities to promote the recycling of natural resources. Since 1997, Nissan has released one new model after another fitted with fuel-efficient direct-injection gasoline engines and direct-injection diesel engines.

Location



Discussion Topic:

- "Design of the Workplace: Workplace and Workflow"

<http://www.nissan.co.jp>