



Nissan Proves Best-Ever Middle East Motor Show from A to Z

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Dubai ([PRWEB](#)) December 17, 2003 --Nissan has claimed the Dubai Motor Show to be the best-ever as it moves to continue its winning formula at the Jeddah Motor Show next week.

Thousands of people daily flocked to the Nissan stand in Hall 6 of the 7th Middle East International Motor Show.

The Dubai Motor Show opening day was indisputably a Nissan day as its opening Las Vegas performance act became the talk of the town. The activities started at Nissan stand through a breath-taking acrobatic and performance show to inaugurate the stand and launch the equally talked about 350Z and reveal the totally new Altima to an impressive crowd of media, VIPs and visitors.

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Following the launch event, Nissan Middle East held a press conference at Emirates towers hotel. The conference was hosted by Mr. Jean-Jacques Le Goff, Senior Vice President of Nissan Motor Co. Ltd., (NML), who flew specially from Tokyo to attend the Dubai Motor Show. Mr. Le Goff who was accompanied by a delegation from NML, updated the media community about Nissan plans for the region under the three year plan, Nissan 180.

A special lunch was organized to provide media post press conference to discuss with Nissan executives various topics related to the automotive issues in the region, and Nissan's plans and performance.

Mr. S. Tsubaki, Managing Director, for Nissan's Middle East operations commented on the importance of the Gulf States to Nissan's commitment to add 1 million additional units to its global sales by the end of 2005. "10 new products is a significant investment showing our commitment to meeting customer needs. And we are confident that our dealers will be prepared to meet the challenge of delivering not only exciting world class products, but also world-class customer service."

Nissan's participation at Dubai Motor Show this year is characterized by an addition of a new category, The Nissan Motor Sports division, through the display of the 2004 Pick Up that is planned to participate in the famous Rally Dakar early January of Next year. The display of the new sports Pick Up is a clear manifestation of Nissan's strong come back to the motoring sports arena. Nissan promises delightful surprises to all motor sports enthusiasts, and has already started to show impressive results.



Thousands of visitors headed towards Nissan stand on daily basis at the Dubai Motor Show. The Stand, attracted spectators and car enthusiasts due to the variety of attractions Nissan is offered during this year's show.

Nissan invited visitors of Dubai Motor Show to take the 4X4 Challenge and test-drive any of Nissan's 4X4 models. A Nissan hospitality tent, manned by Nissan staff, and driving instructors welcomed all those who wanted to get a real feel of the 4X4 driving thrill. Everybody who test-drove a Nissan 4X4 was entitled to enter in a raffle draw for winning an X-Trail.

However, Nissan's stand at Dubai Motor Show was not about vehicles only. Nissan surprised visitors of Dubai Motor Show by organizing a spectacular show brought specially from Las Vegas to launch Nissan models and entertain visitors of the stand.

The Las Vegas Show performance troupe performed their colorful, daring and space-age routine to showcase the stunning line-up of Nissan 4x4 and sedans including the newly launched 350Z sports car.

The show, that became the talk of the town, is internationally acclaimed and has performed all over the world including at the Olympics and other key global events.

Eight performers offered variety of shows at the Nissan stand, starting with Mr. Silver who performed an outstanding robot act next to the Nissan Altima became a great attraction at the show. 'King Limbo', the very famous gymnast created a lot of buzz next to Nissan's motor sports pick up as well. The troop included two acrobat ladies who performed in the air stunning movements and added unique flavor to the show. Two jugglers highlighted the beauty of Nissan Patrol and Pathfinder by performing breath-taking moves. All these exciting performances were crowned by the Z launch act, the Siegfried look-alike performed a cheerful act next to the Z and revealed the car in an artistic and magic style.

Mr. Tsubaki concluded, 'Our participation at Dubai Motor Show this year is of strategic importance to our company, it does not only coincide with our 70th anniversary, but it also takes place just after announcing record financial results in the history of the company. All these achievements are happening in synergy with our three-year plan, Nissan 180, which set its objectives to complete the revival process of Nissan and to achieve continuous profitable growth'.

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