

October 15, 2009

To: All Nissan Dealers

Subject: **40th Anniversary Z**

Forty years ago this month, the Z car made its introduction to the North American market. Delivering world-class performance, the original Datsun 240Z was stylish and affordable – with a purchase price of just \$3,626. The Z has changed throughout the years, and through its six generations it has solidified itself as an iconic sports car. And its value formula, strengthened by its unmatched performance, style and segment leadership, remains stronger than ever.

To honor the original 240Z and commemorate the outstanding heritage of the Z, Nissan is proud to announce the introduction of a 40th Anniversary Z. Available in spring of 2010, the 40th Z will be a limited edition model of 1,000 units. The objectives of celebrating the 40th anniversary of the Z with this special edition are to:

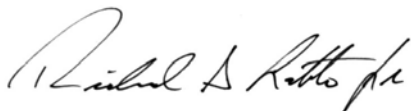
- reinforce Nissan's historical commitment to performance, design and value
- appeal to enthusiasts who appreciate the strong heritage of the Z
- create demand and "pride of ownership" through a unique spec offering

The 40th Anniversary model will be a single spec model based on the Touring 6M/T trim with Sport Package, and it will include the following unique features:

- exterior: premium and unique exterior color (40th Graphite), premium smoke wheel finish, red brake calipers and 40th badging on the rear deck lid
- interior: red leather seats with 40th logo embossed, red door panel inserts, red stitching on console, smooth leather-wrapped steering wheel with red stitching, premium quality floor mats embroidered with the 40th logo and 40th Anniversary plaques located on the interior of the vehicle and on the strut tower brace in the engine compartment
- customer amenities: special fitted car cover with 40th Anniversary embroidery, congratulatory letter from NNA executive and professional portfolio to display a certificate of ownership

40th Anniversary edition pricing will be announced at a time closer to start of sales. Allocation of the 40th will be based strictly on twelve month Z coupe and roadster sales ending October '09; dealers should begin to see their allocation volumes in November '09. The anniversary models will be built in January '10 and should be available for retail sale in the spring of 2010.

Here's to the 40th,



Rich Latek
Director, CMM

