

TWENTY-FIVE YEARS OF INFINITI



A New Level of Luxury

It's been an inspiring 25 years for Infiniti, but the brand is just getting started.

An expanded portfolio is in full swing and operations are rapidly expanding into China and Europe. The company's range of premium automobiles is currently being built in manufacturing facilities in Japan and the United States, but international demand has accelerated Infiniti's growth plan.

Yes, it is a good time to be affiliated with Infiniti and its ever-progressing trajectory as the brand builds upon a quarter century of premium, forward-thinking design.

HISTORY

Back in 1989, Nissan was looking to branch out from its mainstream image of quality, basic designs.

Its decision to enter the premium vehicle segment turned out to be a brilliant one. Although faced with competition from rivals Toyota (Lexus) and Honda (Acura), Nissan carved out a niche for the Infiniti that was penetrated by buyers – United States buyers in particular – who became lifetime supporters and purchasers of the Infiniti brand.

MODEL SHAKEUP

Infiniti decided to reposition its brand with a new scheme to label all of its vehicles.

Announced in 2012, the change includes all sedans and coupes falling under the Q designation, while all crossovers and SUVs will carry a QX prefix.

A number will reflect the models' place within the brand lineup. All models – set to transition in the 2014 line – will carry these new designations as Infiniti positions itself for another 25 years of success.

MOTORSPORTS

Like many other automobile companies, the professional racing industry offers the perfect opportunity to promote brands, capture attention and attract new buyers.

In 1996, Nissan made its entrance into professional racing by launching an effort to compete in the Indy Racing League with the Infiniti brand.

Through various re-brandings and sponsorship efforts, Infiniti is now Red Bull's title sponsor, with Formula One World Champion Sebastian Vettel as its first global ambassador.



Q45: The First Infiniti

Forever the catalyst of Nissan's entrance into luxury, the Infiniti Q45 continues to hold a special place in the hearts of the brand's loyal followers.

The first-generation Q45 came to market in 1989 as a 1990 model, impressing reviewers and drivers alike.

Its high performance, unique design and some unconventional interior features set Infiniti's flagship model apart from aggressive market competition – of which there was plenty.

The Q45 was Nissan's answer to models by Toyota and Honda and marked the start of a back-and-forth rivalry that is still occurring today.

PERFORMANCE

The Q45 came in three models – the base, Q45t and Q45a. The non-base variations featured multi-link suspension at the front and rear wheels, as well as forged alloy wheels and four-wheel steering.

Early tests showed the Q45 reaching a 0-to-60 acceleration time of 6.7 seconds. This impressed reviewers and car magazines covering Nissan's launch into the luxury segment.

INTERIOR FEATURES

Infiniti designed the Q45 interior with the driver in mind.



From the leather seating to the padded surfaces throughout the vehicle, the inside was created to appeal to the touch. The interior also featured distinctive color contrasts between the leather upholstery, interior door panels and carpeting.

The one-touch power win-

dows, digital climate control and keyless entry system were ahead of their time and helped showcase Nissan's future-focused approach.

FOLLOW-UPS

The Q45 underwent numerous changes throughout the

years as Nissan has responded to feedback and suggestions from its leaders, engineers, buyers and reviewers.

The 1996 version of the Q45 had a smaller engine and weaker performance, but was more tuned for comfort and customization.

Conversely the 2000 anni-

versary edition offered enhanced performance, heated seats and other luxurious features that buyers could add on to the standard model. The 2002 redesign featured a new 340-horsepower, 4.5-liter engine and sharper styling, both inside and out.

Engineering Changes

Like any great product, Infiniti continues to evolve. This chart highlights the gradual, yet extensive changes to the Infiniti brand and the technology that drives its popularity.

THEN



NOW



ENGINE TECHNOLOGY

OLD: The Q45 boasted a 4.5 liter V8 engine rated at 278 horsepower.

NEW: The 2014 Q50 allows drivers the choice between a 3.7 liter V6 (328 horsepower) and 3.5-liter hybrid (360 total horsepower) engines.

TRANSMISSION TECHNOLOGY

OLD: Four-speed automatic transmission.

NEW: Seven-speed, electronically controlled, shifttable automatic.

EXTERIOR DESIGN

OLD: The Q45 was a four-door sedan featuring a three-box design that was popular at the time.

NEW: The 2014 Q50 is a sleek, lightweight model with eight premium colors, ranging from Chestnut Bronze to Moonlight White. It has a distinctive "double arch" grille.

Major Milestones

When thinking about Infiniti's major milestones, a few come to mind immediately. The brand's launch in 1989 was a landmark industry moment. But what about the milestones that may have flown under the radar? The list below highlights the best and brightest moments from Infiniti's luxurious history.



THE 1980s

1989: Nissan launches its Infiniti division with 51 dealers, as the Q45 and M30 hit the market

THE 1990s

1994: Annual sales for Infiniti's growing roster of models surpasses 50,000 units

1995: New Infiniti I30 luxury sedan goes on sale to rave reviews

1999: Infiniti division celebrates 10th anniversary and hits 500,000-unit mark

THE 2000s

2003: Infiniti FX45 premium crossover production model debuts at North American International Auto Show

2004: Brand announces plans for major global expansion, hits 1 millionth worldwide sale

2008: Infiniti begins offering models in Europe

THE 2010s

2011: Infiniti announces return of front-wheel drive to its lineup with JX

2012: Infiniti announces aggressive rebranding and renaming phase to begin with 2014 models

2014: Infiniti celebrates 25th anniversary

Today's Innovations

It's all in a name for Infiniti as the powerful brand switches up its nomenclature for the 2014 model year.

The enterprise-wide shift in verbiage is being made in an effort to attract new customers, retain existing ones and reposition the Infiniti brand within the highly competitive luxury landscape.

Many additional products, drivetrains and customized features are also available in 2014, which will be a year that Infiniti hopes is the start to a rejuvenation in sales and international growth.

MODEL REPLACEMENTS

Infiniti will officially shift the branding of its models as shown below. The old model names are in parentheses, and the numeric designations distinguish each model's position within the overall lineup.

- Infiniti Q70 (Infiniti M)
- Infiniti Q60 Coupe (Infiniti G Coupe)
- Infiniti Q60 Convertible (Infiniti G Convertible)
- Q60 IPL Coupe (IPL G Coupe)
- Q60 IPL Convertible (IPL G Convertible)
- Infiniti Q50 (All-New Vehicle)
- Infiniti QX80 (Infiniti QX)
- Infiniti QX70 (Infiniti FX)
- Infiniti QX60 (Infiniti JX)
- Infiniti QX50 (Infiniti EX)



2014 Infiniti QX60

NOTABLE CHANGES

The new Q50 leads the latest changes to the Infiniti brand, as the sleek sports sedan features a 3.7-liter V6 or 3.5-liter hybrid powertrain along with industry-leading technologies.

Some of the innovative, high-tech originations

include Infiniti's trademarked Direct Adaptive Steering, Active Lane Control and Predictive Forward Collision Warning.

Also adding a new hybrid powertrain is the popular Infiniti QX60, formerly known as the JX. As Infiniti continues to lean toward hybrid options, its models will set the bar for fuel efficiency, emissions and

performance.

STEERING TECHNOLOGY

Unveiled in 2013 models, Infiniti continues to invest into its steer-by-wire technology that was inspired by the latest jet aircraft technology.

The steering system can be adjusted on a touch screen by

the driver, allowing for light driving for routine routes and firmer control for challenging roads.

The technology electronically transfers driver input to the front wheels, where a high-response actuator controls the steering rack. The system features several backups, ensuring optimum steering safety.

Infiniti Q50 Introduced



L leading the path of performance and luxury within Infiniti's new strategic direction is a unique, inspiring sports sedan.

The Q50 was designed to push the boundaries of driver customization and engagement – exactly what the market continues to call for from its luxury automakers.

Infiniti's sports sedans have consistently accomplished these objectives, and the Q50 adds a few new dimensions to take luxury to another level.

SMART FEATURES

The Q50's fully customiz-

able digital features offer seamless linking of driver preferences to the ever-popular Intelligent Key.

Its next-generation smart connectivity features include dual touch-screens and an assortment of advanced functions and custom applications.

It is all in an effort to combine Infiniti's long-standing tradition for innovative design with

industry-leading technological achievements.

DESIGN

The Q50 separates itself from traditional Infiniti models with its double-arch grille that works to accentuate the body sides' character lines.

These wavy features flow seamlessly into the shape of the unique rear LED combination lights.

Speaking of unique, the

Q50's heated outside mirrors come loaded with integrated LED turn signals. Most models feature a power sliding and tilting glass sunroof, as well.

The new body design also offers smooth airflow over and under the lower portions of the body.

PLENTY OF CHOICES

Buyers of the Q50 will have

the choice between a 3.7-liter V6 and 3.5-liter Hybrid powertrain.

And that's not all. Infiniti selected a specific color palette to accent the model's contours and surface, showing off its new design.

The eight premium colors are Chestnut Bronze, Malbec Black, Liquid Platinum, Graphite Shadow, Black Obsidian, Venetian Ruby, Moonlight White and Hagane Blue.

The Next 25 Years

If Infiniti's concept cars are any indication, the company will be revolutionizing the automobile industry for years to come.

The brand seeks to be truly innovative and intuitive in developing its future direction, evidenced by the integration of futuristic technology and customized features into its concept models.

Just as the way Infiniti's Intelligent Key impacted the industry by automatically lighting the inside and outside of the vehicle in dark environments, Nissan's luxury brand will continue to push the design envelope.

BUYER POWER

From unlimited styling options to more buyer control over the production process, drivers can express themselves through Infiniti's unique customer engagement strategies.

A countless number of paint options await Infiniti buyers, all of which are created specifically to match the models' sleek, unique body structures.

But amid all of the creativi-

ty, Infiniti promises to stay true to the principles that helped launch it into international popularity: sleek design, signature exterior features and high performance parts.

LE CONCEPT

In the not-so-distant future, Infiniti will unleash its innovative electric propulsion technology with zero emissions, organic styling and wireless charging.

The LE Concept is a luxury five-seat sedan, and its charging capabilities are made possible by its Intelligent Park Assist feature that guides the vehicle into the perfect position over its wireless charging pad.

This guarantees an effortless charge without all of the hassle of handling bulky plugs and cables.

Q30 CONCEPT

In an effort to meet the

needs of a new generation of buyers looking for compact premium cars, Infiniti is answering with a contemporary, lightweight model.

Like other Infiniti concepts, the Q30 is sleek, stylish and graceful. It serves as a pillar of the company's brand expansion and marks its first entry into the compact segment.

The model will also be influenced by Sebastian Vettel, three-time Formula One world champion from Infiniti Red Bull racing.

