



Nissan: Market Analysis & Strategic Recommendations

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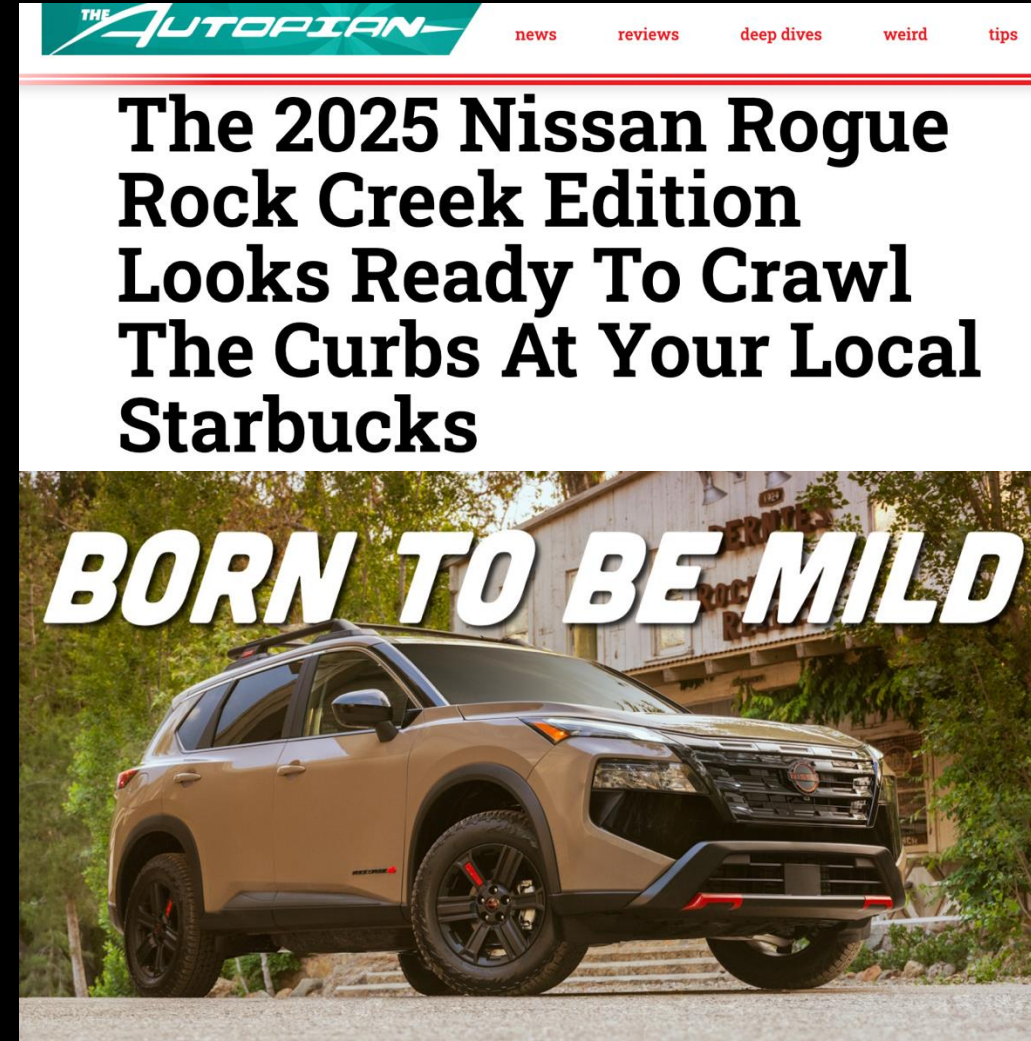
The Problem with Nissan

- Weak brand perception, seen as boring and uninspiring

"Nissan didn't feel as luxurious as other cars on the market"

-Alanna Martines (22), a previous Nissan Owner

- Lack of market differentiation and identity
- CVT transmission and quality concerns
- Weak hybrid/EV offerings vs. competitors
- No strong presence in key market segments



Industry Overview

- Consumers prioritize **affordability**, **reliability**, and **fuel efficiency**
- Increasing demand for hybrid and electric vehicles
- Strong competition from Toyota, Honda, and Subaru
- Performance enthusiasts prefer **older Nissan models**
- Opportunities in affordable sports cars and hybrid SUVs

“Warner finds the new Nissan Z(400Z) to have decent performance but considers it overpriced and visually unappealing,”

-**Liam Wolfe**, after interviewing OSU Car Club Member Warner Greenbaum

Nissan Rogue

VS

The Competition

Subaru Forester
Toyota RAV4
Honda CR-V





Sarah Thompson

Marketing
Coordinator

Age	28
Gender	Female
Location	Portland, OR
status:	Married, 1 kid

Bio

Sarah is a busy working young adult who balances her career and family life, often juggling work meetings and her baby. She is looking for a car that can keep up with her busy life and that will be a trusted partner in her daily routine, while also still feeling modern and exciting.

Personality

extrovert	●	introvert
sensing	●	intuition
feeling	●	thinking
judging	●	perceiving

Goals

- Ensure family safety
- Reliability & long-term value
- Stay within budget
- Simplify daily life
- Balance practicality & modern style
- Plan for the future

Motivation

Sarah's motivation for buying a car is driven by her desire to ensure her family's safety and comfort while managing a busy work-life balance. She needs an affordable vehicle with modern safety features and practical technology to handle daily commutes and family outings. Financial stability and low maintenance costs are key, while convenience features like Apple CarPlay and ample space help reduce daily stress. Sarah is interested in EV's, but isn't sure she wants to fully commit to one.

Values

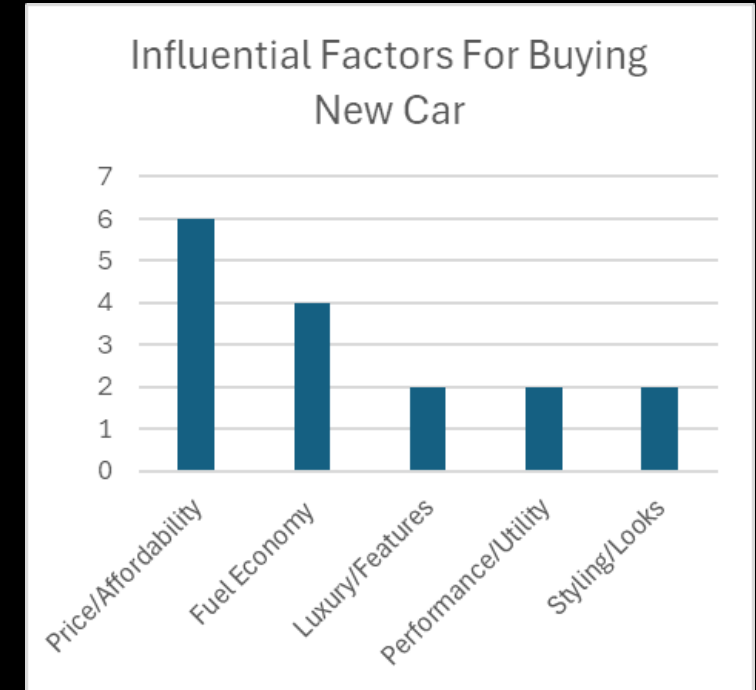
Safety	★★★★★★
Practicality	★★★★☆
Affordability	★★★★★★
Technology	★★★★☆
Sustainability	★★★★☆

Favorite Brands



Key Consumer Insights from Interviews

- Affordability & value are key decision factors
- Nissan's brand perception is **weak** and **lacks excitement**
- CVT transmission issues hurt reliability image
- **Hybrid vehicles preferred** over full EVs due to infrastructure and reliability concerns
 - Most were willing to consider hybrids, but weren't ready to commit to a full Electric vehicle
- Design and performance improvements needed



SWOT: Strengths & Weaknesses

Strengths

- Long history of affordable, purpose-driven vehicles
- Motorsports heritage & enthusiast culture

"I really lean towards old [Nissans]. I like 90's stuff"

- Warner Greenbaum

Warner finds the new Nissan Z to have decent performance but considers it overpriced and visually unappealing.

Weaknesses

- Outdated brand image and lack of strong identity
- Perceived quality issues and limited hybrid options

"[Nissan] is not known for anything; it's not known for having good gas mileage, it's not known for its offroad capabilities"

- Parker Johnson

Parker criticizes Nissan's car designs as being unattractive, bland, and lacking innovation, aiming to "blend in" rather than stand out.

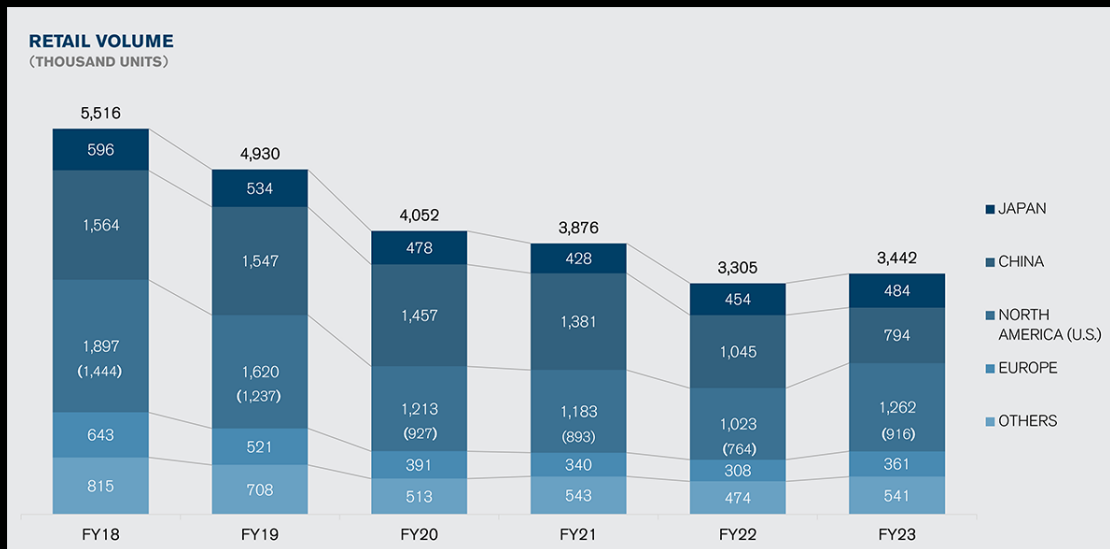
SWOT: Opportunities & Threats

Opportunities

- Leverage people's desire for nostalgia.
 - + Example: Ford Bronco's success
- Advancements in EV / battery technologies.
 - + Example: SK On and Nissan Partnership

Threats

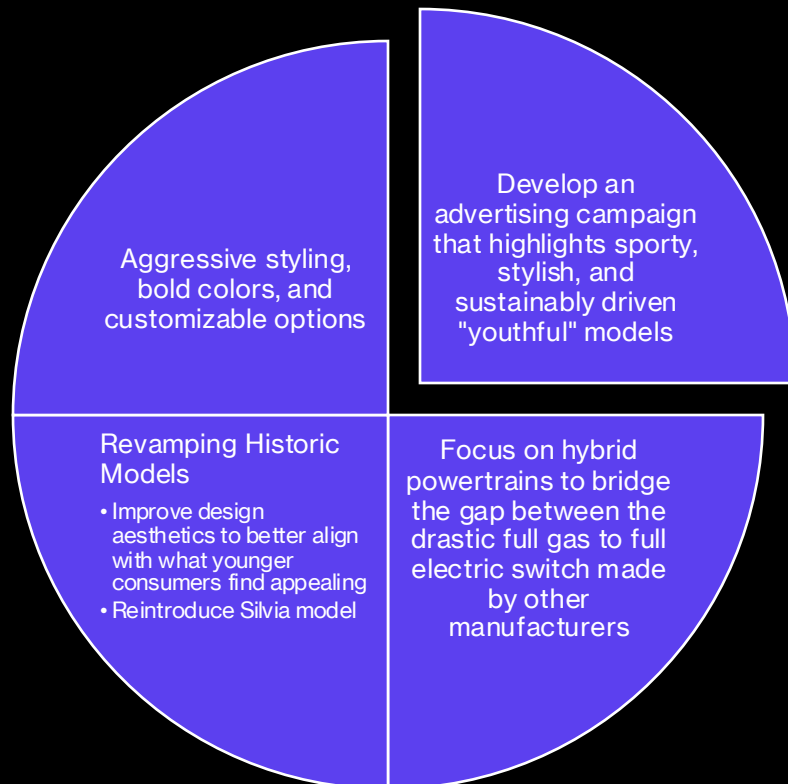
- Faces competition within each market they're tapped in to.
 - + Example: EV, Hybrid, Off-road, Economical Sedan
- Faces foreign competition.
 - + Example: -24% YoY sales decline from 2022 to 2023 in China, the largest EV market.



Nissan's global retail volume from 2018-2023, by country.

Recommended Marketing Strategy

Reposition Nissan as a **young, exciting, and affordable** brand



Expand Hybrid Lineup Before a Full EV Transition

- Develop a strong **hybrid lineup** with multiple models across key segments (SUVs, sedans, and compact cars).
- Focus marketing efforts on **hybrid technology** as a "steppingstone" toward full EV adoption.
- Offer **incentives for hybrid purchases**, such as extended warranties, lower financing rates, or trade-in bonuses for older gas-powered models.



Improve Brand Identity Through Bold Design & Innovation

- Redesign Nissan's brand image to feel more **modern, sleek, and youthful**
- Innovate vehicle designs with **more aggressive styling and modernized interiors**
- Invest in **cutting-edge technology**, such as advanced driver assistance systems (ADAS), infotainment improvements, and customizable in-car experiences.



Engage Younger Audiences Through Social Media & Influencers

- Partner with **automotive influencers, lifestyle YouTubers, and TikTok creators** to showcase Nissan's vehicles in a relatable way.
- Create **interactive digital campaigns** (e.g., VR test drives, live Q&A sessions with Nissan engineers and designers).
- Develop a **loyalty rewards program** that offers exclusive content, early vehicle previews, and Nissan-branded merchandise.



Tactical Action Plan

- Develop an affordable hybrid sports coupe (Silvia revival)
- Introduce hybrid versions of key models
- Launch a marketing campaign: 'Rediscover Nissan' to emphasize new look
- Partner with car influencers & social media personalities
- Improve dealership experiences & customer engagement



Conclusion

- Nissan has the potential to **reshape its brand image**
- Focus on **affordability, nostalgia, and hybrid innovation**
- Strengthen **hybrid** offerings before going fully electric
- Enhance design, marketing, and customer experience
- **Act now** before competitors solidify their dominance

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