

## Nissan Heritage



### Nissan Heritage

Since 1933, Nissan has been creating the kinds of cars that move people's hearts. In our pursuit of this ideal, we have always challenged the limits of what is possible by rejecting assumptions and turning conventional wisdom on its head. Our history has seen us take on an endless series of challenges. Looking back over those years, one can see that the challenges we have taken on have centered on four main areas.

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enable each household to own their car by creating Japan's first mass-produced automobile, and these cars are now symbolic of that age. With the Nissan Z-car series we also made owning a sports car something everyone could achieve.

## Diversity

Learning from engineers from overseas, collaborating with companies with differing areas of strength, and increasing Nissan's organizational and cultural diversity have all contributed greatly to our auto manufacturing capabilities. More than 80 years have passed since our founding, a time when we were striving hard to learn from the cutting-edge technologies of companies outside Japan as quickly as we could. Today, we have R&D bases located around the globe and are therefore able to reflect the culture and preferences of local people in the cars we create.

## Passion

We are passionate about driving, not only with cars like the Skyline and GT-R, but with all of the cars we produce. This passion grows more intense with the passing of time. Through our long years of experience in motorsports, we have learned a great deal about making cars that are faster, more beautiful, safer, more responsive, and simply more fun to drive. Our passion is to create better cars for our customers. We will continue to refuse to be beholden to conventional wisdom. We are driven by the goal of moving people, moving their hearts, and changing history; we will never cease in these efforts.

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## "Nissan Legends"

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*Life and Times of Mr. K, Yutaka Katayama, Part 1*

### Life & Times of Mr K, Yutaka Katayama (Part 2) 日本初のモ...



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into the lives of these people to shed light on Nissan's roots based on their extensive interviews and insights in the auto industry. (All info in the "Nissan Legends" is accurate as of 2013 when it was written.)

[Read "Nissan Legends" here.](#)

## Nissan Heritage in Photos, Videos and Catalogs

Nissan Heritage Gallery contains photos, videos and catalogs filled with Nissan history. The content in this section is organized by content type (photo, video, catalog), period (1930s to 2000s), car model, and other topics. Below are two looks at Nissan's past:

[Visit the gallery here.](#)

DATSUN 製造工程 1935年



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DATSUN Bluebird 310 New Model Premiere (1959)

## Nissan Heritage Stories

Since Nissan was founded, we have given our all to manufacture the best automobiles. Through the years, Nissan has strived to inspire people, move hearts and enrich lives. We question assumptions, upset conventional wisdom and attempt the impossible. Looking back on this manufacturing excellence that continues today, there are many stories. "Nissan Stories" shares some of these episodes, as we look back at the history – and future of – the automobile.

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*Beauty that is the envy of Hollywood: In 1937, when it was still rare for even Hollywood movies to be in full color, Nissan used full color movie film to shoot its product advertisements. That was an extremely innovative and unrivaled for the time.*

## Nissan Heritage Collection at Zama

The Nissan Heritage Collection contains hundreds of heritage vehicles stored at Zama Heritage Car Garage in Japan. Here, we preserve the representative vehicles in our long history – innovative, epic and victorious cars that are our priceless assets and living archives.

[Nissan Heritage Collection at Zama Image Gallery](#)

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Visit the Nissan  
Heritage  
Collection  
(Japanese) here.



Datsun 12 Phaeton

## Nissan Heritage Production Models



CABALL



CABLIGHT



CABSTAR



CARAVAN



CEDRIC



CEFIRO



CHERRY



CHERRY CAB



CIMA



CIVILIAN



CLIPPER



CLIPPER RIO

## Electric Vehicles



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the European and Japanese markets.

In September 2017, the second-generation Nissan LEAF was announced and was introduced in Japan, North America, Europe and subsequently in additional regions including Asia and Oceania and Latin America.

[Learn more about Nissan EV heritage and leadership here.](#)

### The roots of Nissan's leadership in Electric Vehicles



### **The roots of Nissan's leadership in electric vehicles**

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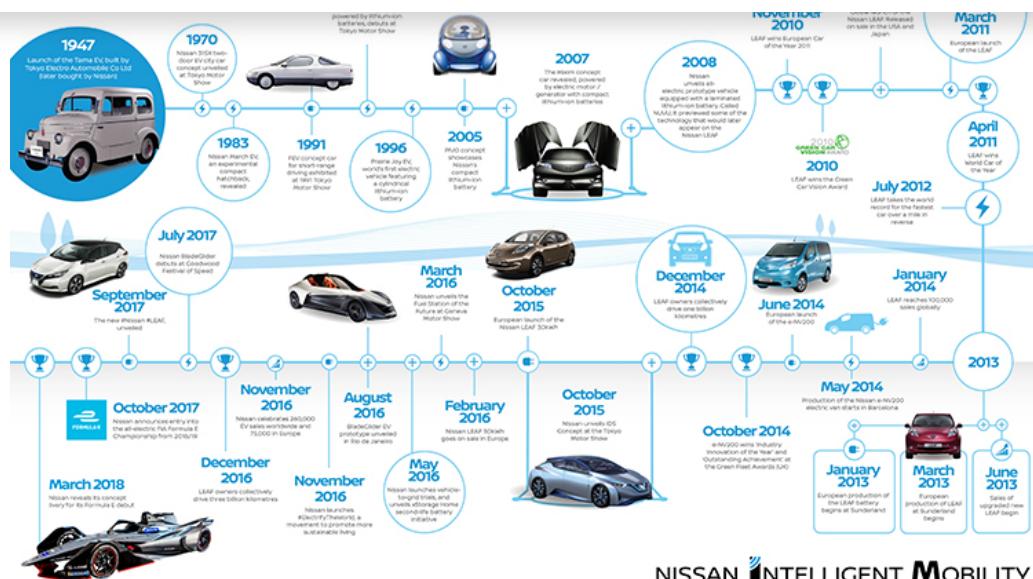
## Nissan Legend Hideaki Horie: EVs will accelerate the networking of energy

Horie joined Nissan in 1985 and went to work on catalyster development in the company's Materials Laboratory. This was when there was a huge wave of catalyster development taking place all around the world. Porsche and BMW were doing R&D on simple metal catalyzers, but Nissan developed and adopted catalysters ahead of all other automakers, using them in production vehicles like the Skyline and the Laurel. Horie was involved in this R&D.

"The truth is that chemistry wasn't my strongest suit, and I wasn't very comfortable at first, but I learned a lot from that experience. It gave me an opportunity to learn chemical engineering from scratch and that helped me a

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NISSAN INTELLIGENT MOBILITY

[Click image to enlarge](#)

### Nissan EV Heritage Gallery



Tama (1947)



Laurel (1984)



EV Guide-II (1985)

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[Hypermini \(1999\)](#)[Effis \(2003\)](#)[315X](#)

## The Birth of NISMO



NISMO was founded in September 1984 in Omori, Tokyo, Japan. NISMO, a full subsidiary of Nissan, decided to take over the equipment, buildings and overall motorsport business of the Nissan advertising department's third section, located

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*The beginning of the Skyline legend: For more than half a century, motor racing has drawn crowds in Japan. But for motorsports fans, one grand prix stands out: the 1964 meeting at Suzuka. An epic lap during the 1964 Japan Grand Prix sparked the imagination of motorsports fans across a nation and marked the birth of a legend. Read more about the Skyline legend [here](#).*

## Our Hearts are Racing - Nissan and NISMO Motorsports D...

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*Nissan Safari Rally: 1979-1981 Digest: To prove its advanced technology, Nissan continued to challenge the most severe race, the Safari Rally. Nissan achieved four championship titles from 1979 to 1982.*

### [MS HISTORY] Nissan Safari Rally 9/9



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academic accomplishments and worked in a factory, where he developed casting skill. He established Tobata Casting Co., Ltd., after his return to Japan.

In 1911, Kwaishinsha Motor Car Works was established. Masuiro Hashimoto led by establishing Kwaishinsha. The factory embarked on domestic automobile production, which became the forerunner of the domestic automobile industry.

In 1914, the DAT car was named by combining the initials of three men who invested in Kwaishinsha: Den, Aoyama and Takeuchi. The DAT car was entered in the Taisho Exposition held in the same year.

In 1931, DAT Jidosha Seizo Co., Ltd. became a subsidiary of Tobata Casting Co., Ltd., and developed its first 495cc compact size passenger vehicle. In the following year, 1932, the company changed its name to Datsun: DAT was taken from the initial letters of three men. The SON was changed to SUN, since the SON sounded the same as a word meaning "disadvantage" in Japanese.

Read more about the development of Nissan [here](#).

<p>Only foreign cars from Ford and GM (General Motors) were seen on Japan's roads in the Meiji and Taisho eras. At that time, men like Yoshisuke Aikawa had zealously begun manufacturing vehicles. They are the ones who</p>	 <p>(1911) Establishment of The Kwaishinsha Motor Car Works</p>	<p>Masuiro Hashimoto led by establishing Kwaishinsha. The factory embarked on domestic automobile production, which became the forerunner of the domestic automobile industry.</p>
		<p>(1918) Starts anew under the Kwaishinsha Motor Car</p>
		<p>The Kwaishinsha Motor Car 600 thousand yen in capital, They consolidated and released</p>

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