



Nov. 6, 2019

Nissan reports October sales results for China

*Nissan China, passenger vehicle sales continue to outperform market;
DFN posts best ever year-to-date sales*

BEIJING (Nov. 6, 2019) – Nissan’s vehicle sales continued to outperform the market in China in October and the January-October period.

Despite a rebound from September, October was another challenging month for China’s auto industry, which has seen sluggish demand for the past 15 months.

Sales by Nissan China fell 2.1% from a year earlier to 139,064 vehicles in October. The company’s passenger vehicle businesses – Dongfeng Nissan and Dongfeng Venucia – increased sales 0.6% to 118,729. Both Nissan China and its passenger vehicle sales increased from the previous month. The light commercial vehicle businesses – Dongfeng Automobile Co., Ltd. (DFAC) and Zhengzhou Nissan (ZNA) – sold 16,523 vehicles in September, a 15.7% decrease.

Based on total industry volume figures for September, and preliminary predictions for October, Nissan China and its passenger vehicle businesses will have continued to outperform the market in October.

- Dongfeng Nissan sales rose 1.0% from a year earlier to 108,026 vehicles in October. DFN also recorded its best-ever year-to-date sales, which grew 0.5% to 926,225. Key models such as the new Nissan Altima, new Sylphy, X-Trail, Qashqai, Kicks, and the company’s SUV series continued to drive growth.
- Dongfeng Venucia sold 10,703 vehicles in October and 97,697 vehicles year-to-date, mainly driven by the Venucia D60.
- Overall light commercial vehicle sales in the first 10 months of 2019 rose 3.0% to 174,573. DFAC posted an increase of 8.4% to 130,927 and ZNA sold 43,646.

Nissan China’s sales totaled 1,230,047 vehicles in the first 10 months of this year. While this is a 0.6% decrease from a year earlier, the company continues to outperform the market.

Nissan scope (PV + LCV + CBU)			
October	vs CY 2018	CY 2019 YTD	vs 2018
139,064	-2.1%	1,230,047	-0.6%*

DFL-PV (Dongfeng Nissan + Dongfeng Venucia)			
October	vs CY 2018	CY 2019 YTD	vs 2018
118,729	0.6%	1,023,922	-0.8%**

DFL LCV (DFAC + ZNA)			
October	vs CY 2018	CY 2019 YTD	vs 2018
16,523	-15.7%	174,573	3.0%***

Note: Nissan announces rounded flash results to the media.

Nissan performance vs. industry, Jan-Sep. 2019

Industry totals per China Association of Automotive Manufacturers (CAAM):

* PV + LCV (Nissan scope), 17,281,969; -10.7%

**PV (DFN, DFV, DFI), 1,900,132, 14,963,424; -11.6%

***LCV (DFAC, ZNA), 2,318,545; -4.8%

"We witnessed a slight rebound in October," said Makoto Uchida, Senior Vice President of Nissan, chairman of the Management Committee for China and president of Dongfeng Motor Ltd. (DFL). "Despite an expected lingering decline in both October and year-to-date sales, Nissan China and our passenger vehicle business continued to outperform the market. This was driven by the strong performance of our passenger vehicles, led by the new Nissan Altima and Sylphy, and other key models including the X-Trail, Qashqai and Kicks, and the Venucia D60.

"We will continue to monitor the market's performance in the last two months of the year and remain focused on gaining market share, quality of sales and a strong partnership for the rest of 2019 and beyond."

1/Highlights

< Nissan scope (PV + LCV + CBU) >

- October sales under the Nissan scope decreased 2.1% from a year earlier to **139,064 vehicles**, while increasing from the previous month.
- **Cumulative sales volume** for the Nissan scope from January-October decreased 0.6% to **1,230,047 vehicles**. Nissan is expected to have outperformed the China market for October.

< DFL-PV (Dongfeng Nissan + Dongfeng Venucia): part of Nissan scope >

- DFL-PV sales in October **increased 0.6%** from a year earlier to **118,729 vehicles, which also represents an increase from September**.
 - Dongfeng Nissan (including CBU) sold 108,026 vehicles in October and 926,225 during the January-October period, representing increases from a year earlier of 1.0% and 0.5%, respectively.
 - Sales of Venucia-brand vehicles in October increased from the previous month to 10,703 vehicles. January-October sales totaled 97,697.
- **DFL-PV's sales volume** for January-October of 2019 was 1,023,922 vehicles.

< Nissan's LCV (Dongfeng Automobile Co. Ltd and Zhengzhou Nissan): part of Nissan scope >

- Sales at Nissan's LCV business in China declined 15.7% from a year earlier to 16,523 vehicles in October. Sales in the first 10 months of the year rose 3.0% to 174,573.

2/Product topics

- **Dongfeng Nissan's** performance in October was driven by both its sedan and SUV series. As for sedans, sales of the all-new Nissan Altima increased 3.0% from a year earlier to 10,130 vehicles in October. Sylphy sales rose 6.3% to 42,568. Sales of the Tiida increased 31.0% to 7,645.
As for SUVs, October sales of the Qashqai increased 9.3% to 18,406. X-Trail sales totaled 17,907 and Kicks totaled 4,002.
The Nissan Qashqai saw its best October sales.
- **Dongfeng Venucia's** October sales were boosted mainly by the Venucia D60, which saw an increase of 15.2% from a year earlier to 6,343 vehicles. The T60 (2,021), T70 (1,255) and T90 (871) also contributed to growth.
- Steady growth at **DFAC** in October and year-to-date was driven mainly by its light-duty truck series, including cumulative sales of the Duolika (57,391 vehicles), Tuyi (9,089), Xiaobawang (8,905) and Furuika (6,775) models.
- **Zhengzhou Nissan's** October sales continued to be driven by the Nissan Navara (1,828 vehicles) and the Dongfeng Rich-brand pickup series (1,158).

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