



Oct. 10, 2019

## **Nissan reports September sales results for China**

*Passenger and LCV sales continue to outperform market*

**BEIJING** (Oct. 10, 2019) – Nissan continued to outperform the market in China in September and the January-September period, amid worsening, sluggish automotive demand that has lingered for the past 14 months.

September is traditionally a good season for auto sales in China, but this wasn't the case last month. Reasons included, but were not limited to, uncertainty in investment markets, trade frictions and policy changes.

Sales by Nissan China and its passenger vehicle businesses – Dongfeng Nissan and Dongfeng Venucia – fell 4.6% and 3.7% from a year earlier to 134,713 and 113,239 vehicles, respectively, in September. The light commercial vehicle businesses – Dongfeng Automobile Co., Ltd. (DFAC) and Zhengzhou Nissan (ZNA) – sold 17,630 vehicles in September, a 9.8% decrease.

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

- Dongfeng Nissan sales in September totaled 103,021 vehicles. DFN also recorded its best-ever year-to-date sales, which grew 0.5% from a year earlier to 818,199 vehicles. 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 10,218 vehicles in September, a 1.1% increase, and 86,994 vehicles year-to-date, mainly driven by the Venucia D60.
- DFAC saw another month of solid growth in September, posting a 0.7% increase from a year earlier to 13,991 vehicles.
- Overall light commercial vehicle sales in the first nine months of 2019 rose 5.4% to 158,050 vehicles. DFAC posted an increase of 10.1% to 118,001 and ZNA sold 40,049.

Nissan China had cumulative sales of 1,090,983 vehicles in the first nine months of this year. While this is a 0.4% decrease from a year earlier, the company continues to outperform the market.

<b>Nissan scope (PV + LCV + CBU)</b>			
<b>September</b>	<b>vs CY 2018</b>	<b>CY 2019 YTD</b>	<b>vs 2018</b>
134,713	-4.6%	1,090,983	-0.4%*

<b>DFL-PV (Dongfeng Nissan + Dongfeng Venucia)</b>			
<b>September</b>	<b>vs CY 2018</b>	<b>CY 2019 YTD</b>	<b>vs 2018</b>
113,239	-3.7%	905,193	-1.0%**

<b>DFL LCV (DFAC + ZNA)</b>			
<b>September</b>	<b>vs CY 2018</b>	<b>CY 2019 YTD</b>	<b>vs 2018</b>
17,630	-9.8%	158,050	5.4%***

Note: Nissan announces rounded flash results to the media.

Nissan performance vs. industry, Jan-August 2019

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

\* 15,116,938 – PV+LCV (Nissan scope) -11.4%

\*\* 13,066,378 – PV (DFN, DFV, DFI) -12.2%

\*\*\* 2,050,560 – LCV (DFAC, ZNA) -5.8%

“Amid an ongoing sluggish market situation, and despite an expected decline in both September and year-to-date sales, Nissan China continued to outperform the market, driven by our strong performance in both the passenger vehicle and LCV businesses,” said Makoto Uchida, senior vice president of Nissan, chairman of the Management Committee for China and president of Dongfeng Motor Ltd. (DFL). “The performances of our new Nissan Altima and Sylphy have continued to exceed our expectations. Other key models, including the Nissan X-Trail, Qashqai and Kicks, and the Venucia D60, have maintained good momentum and outperformed last year. Also noteworthy is the turnaround performance of our DFV business in September.

“We will continue to focus on market share, quality of sales and a healthy profit level for the rest of fiscal year 2019.”

## **1/Highlights**

### **< Nissan scope (PV + LCV + CBU) >**

- September sales under the Nissan scope decreased 4.6% from a year earlier to **134,713 vehicles**.
- **Cumulative sales volume** for the Nissan scope from January-September decreased 0.4% to **1,090,983 vehicles**. Nissan is expected to continue to outperform the China market.

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

- DFL-PV sales in September **decreased 3.7%** from a year earlier to **113,239 vehicles**.
  - Dongfeng Nissan (including CBU) sold 103,021 vehicles in September, and 818,199 during the January-September period, representing a decrease from a year earlier of 4.1%, and a 0.5% increase, respectively.
  - Sales of Venucia-brand vehicles for the month of September increased 1.1% to 10,218. January-September sales totaled 86,994.
- **DFL-PV’s total sales volume** for January-September of 2019 was 905,193 vehicles.

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

- Nissan's LCV business in China saw a sales decline in September of 9.8% from a year earlier to 17,630 vehicles, while sales rose 5.4% to 158,050 for the first nine months of the year.

## 2/Product topics

- **Dongfeng Nissan's** performance in September was driven by both its sedan and SUV series. As for sedans, sales of the all-new Nissan Altima were 10,345 vehicles in September. Sylphy sales rose 16.2% from the previous month to 37,944 vehicles, including 15,876 of the all-new Sylphy. September sales of the Lannia and Tiida totaled 4,859 and 7,213 vehicles, respectively, representing increases of 25.5% and 25.1% year-over-year.

As for SUVs, September sales of the Kicks (4,103 vehicles) and Qashqai (18,328) increased by 22.4% and 8.2%, respectively. Both SUV models set sales records for September.

- **Dongfeng Venucia's** September sales were boosted mainly by the Venucia D60 (6,721 vehicles), a 37% increase from a year earlier. The T70 (1,269 vehicles) and T60 (1,274) and T90 (707) also contributed to growth. The newly launched D60EV has received 3,000 orders; about 200 vehicles were delivered in September.
- Steady growth at **DFAC** in September and year-to-date was driven mainly by its light-duty truck series, including cumulative sales of the Duolika (53,923 vehicles), Tuyi (7,857) and Furuika (12,126), models, representing increases of 23%, 38% and 12% year-over-year.
- **Zhengzhou Nissan's** September sales continued to be driven by the Nissan Navara (959 vehicles) and the Dongfeng Rich-brand pickup series (2,168).