

INFINITI MOTOR COMPANY LIMITED

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MEDIA INFORMATION

MARCH 12, 2019

INFINITI to Restructure Operations to Drive Profitable Growth in North America and China *Brand to withdraw from Western Europe in 2020*

Hong Kong – INFINITI Motor Company has today announced a restructuring plan that will focus the brand on its largest growth markets, specifically North America and China, while withdrawing from Western Europe.

This restructuring plan will have no impact on INFINITI's ongoing operations in Eastern Europe, Middle East and, Asia, which continue to grow.

As part of the plan, INFINITI will electrify its portfolio from 2021 onward, discontinue diesel offerings and focus its resources on its biggest opportunities. The Company will place more focus on its SUV lineup in North America, bring five new vehicles to China over the next five years, work to improve quality of sales and residual value, and realize more synergies with Nissan Motor Company. This is all part of INFINITI's vision to become a top challenger brand in the premium segment.

Withdrawal from Western Europe

In anticipation of its planned withdrawal from Western Europe in early 2020, the Company is working to find alternative opportunities for any employees who would be affected, consulting with employee representatives where necessary and identifying opportunities for transition and training support where appropriate. Once this is complete, INFINITI will work with its retailers to conclude end of



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franchise agreements, providing the support and services necessary to ensure a smooth transition.

INFINITI retail operations are to remain operational until a tailored transition plan is put in place for continued aftersales services, including vehicle servicing, maintenance and warranty repairs. For additional information, customers can contact their local INFINITI customer services center (see below) or visit the ownership section of the [INFINITI website http://www.infiniti.eu/](http://www.infiniti.eu/).

As a result of this restructuring plan, production of the Q30 and QX30 is to cease by mid-2019 at the manufacturing location in Sunderland, UK. Plant management will discuss any impact on the plant with employees and their representatives.

INFINITI and Nissan Motor Corporation are confident in this restructuring plan for the long-term vision and success of the brand, for its employees, customers and shareholders.

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Customer support contact information for INFINITI customers;

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Hungary	+36 (0)1 550 7945
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Customer support available Monday to Friday, 09:00 to 18:00

Customer support email - qualitycentre.eu@infiniti-customerexperience.com



About INFINITI:

INFINITI Motor Company Ltd. is headquartered in Hong Kong with representation in markets around the world, INFINITI will electrify its portfolio from 2021 onwards. The INFINITI brand was launched in 1989. Its range of premium automobiles is currently built in manufacturing facilities in Japan, North America and China. INFINITI design studios are located in Atsugi-Shi near Yokohama, London, San Diego and Beijing. INFINITI is in the middle of a major product offensive. The brand has been widely acclaimed for its daring design and innovative driver-assistance technologies. From the 2016 season, INFINITI is a technical partner of the Renault F1 Team, contributing its expertise in hybrid performance.

More information about INFINITI and its industry leading technologies can be found at www.INFINITI.com. You can also follow INFINITI on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#) and see all our latest videos on [YouTube](#).

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