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ENJOY NISSAN ONBOARD WiFi CONNECTIVITY IN THREE EASY STEPS

1. Switch on "PWR" (power) button of the WiFi connectivity port.
2. Plug-in your USB broadband stick to the WiFi connectivity port. (The broadband stick LED indicator will blink from blue to green as it tries to get a connection. The LED will turn to a steady blue indicating that the broadband stick is connected.)
3. Connect your WiFi enabled devices (mobile phone, laptop, tablet, etc.) and enjoy surfing the Internet!

Nissan's broadband router allows you to connect up to four (4) devices simultaneously, so no matter what traffic conditions you may face or how long the road trip is, everyone in the car can enjoy wifi connectivity at the convenience of one WiFi broadband stick!

The router is compatible with the following 3G broadband providers: Globe Tattoo (postpaid and prepaid), Smartbro, Smart Gold Buddy and Sun Cellular (postpaid and prepaid).

Nissan vehicles fitted with on board WiFi routers include the Multimedia editions of the Nissan Urvan, Nissan Estate, the Nissan Navara TechXtreme, and the Nissan Patrol Super Safari.





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The Nissan Juke Gets Previewed at the 2012 Philippine International Motor Show

Car aficionados are in for a treat at the Nissan-Universal Motors Corporation (UMC) booth at the 2012 Philippine International Motor Show (PIMS) as they get the first peek at the Nissan Juke. The Nissan Juke is enjoying worldwide success as the vehicle of choice for those with a fun and urban active lifestyle.

“We see the motorshow as the perfect opportunity to get the sentiments of the vehicle buying public before we go to full-scale selling,” says Honey Mae A. Limjap, Assistant Vice President for Marketing and Sales.

To strengthen this position, Nissan has just announced its collaboration with the renowned Ministry of Sound to create a world class touring system in Europe using the Juke. Included in the tie up is the creation of the Juke Box which is the world’s most powerful sound system on the road producing up to 150 Db of sound louder than a jumbo jet during take-off.*

There have been various media reports about whether or not Nissan Juke will be sold locally, not to mention a lot of feelers from interested buyers. “Rest assured that UMC will do its best to give the Philippine market the vehicles they want and aspire for,” Limjap says.

But while waiting on when Nissan-UMC will finally release the much awaited Juke, their 2012 booth at the PIMS still had Nissan-lovers excited.

“We also brought in tried and tested favorites for this year’s motorshow—there’s one for every personality and every need,” adds Limjap.

The Navaras featured in the motorshow include a 4x4 Navara wrapped in black brushed-aluminum and orange, with matching black steptubes and massive 20-inch rims. The seats also take a modern and exciting twist decked in orange and black. Another showstopper was the Military Green body-wrapped Patrol Super Safari with massive 20-inch rims. **

“Unlike your traditional concept-vehicles that you can very rarely purchase, Nissan UMC chose to show the buying public—the full length of possibilities of our vehicles—they are proven to be durable but now, they can be fashionable and individualistic as well.” says Limjap.

*See related press release: Nissan announces collaboration... for more information

**See related press release: Luxury Meets Technology: What’s new with the Nissan Patrol Super Safari





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Six years ago amidst an unpredictable economy, Nissan-Universal Motors Corporation launched the very successful Ur Van, Ur Business Program—a platform that has proven to be very successful in encouraging the entrepreneurial spirit of Filipinos using the Urvan.

Which is why under a refreshed campaign, Nissan-UMC revealed a sneak peak at their “Vantrepneur Campaign” at the sidelines of the 2012 Philippine International Motorshow.

“If anything, the Ur Van Ur Business Campaign showed UMC that our vehicles can really make a positive economic impact on the lives of our customers,” says Honeymae A. Limjap, Assistant Vice President for Marketing and Sales. “This is the main reason why, dare I say, due to popular demand, we are revitalizing the position of the Urvan as the van of choice for business.”

In a transport-based business, CONFIGURATION is the key to success. Something the Nissan Urvan has a lot of options and space for. Apart from having a huge cabin,

the Nissan Urvan comes in several seating options. It comes in 12, 15, 18 and even a 21-seater configuration. And let’s not forget that when it comes to air conditioning the Urvan is robustly equipped with a Calsonic system that will keep every passenger in cool comfort.

The Nissan Urvan can also be configured to suit a multitude of cargo. So whether your purpose is to provide comfortable seating for a private shuttle-for-hire operation, maximum seating capacity for a public transport vehicle business or a reliable company delivery van, there is an Urvan for you.

Investing in a Nissan Urvan makes financial sense. When purchased as a business vehicle, the low barrier of ownership provided by a low-downpayment financing scheme can easily get you on your way. Coupled with proper planning and operational timing, the monthly amortization of your Urvan can be immediately shouldered by your business earnings from the vehicle. It’s a goal that many Urvan Vantrepneuers have already achieved.

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The Choice to be an Urvan Vantrepneur is Yours

But this is just the beginning, to make your van business stand out, all Urvans now come fitted with broadband WiFi routers.

“From what initially was a promo-come on, all Nissan Urvans now come fitted with broadband wifi routers. Urvan passengers and owners have expressed again and again how this has changed their travel experience. For yuppies avoiding ‘bill-shock,’ or overspending because of mobile browsing, they check up on their work before stepping in the office. For students stuck in traffic, they can do homework and online research on the road with just 1 broadband stick,” adds Limjap.

“We were looking for an offering that would be a positive influence in the daily lives of the Urvan user, in step with what it has been doing for the last 6 years—and the WiFi router does that perfectly,” Limjap says.





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Luxury Meets Technology: What's new with the Nissan Patrol Super Safari?

The Nissan Patrol Super Safari is known for being the vehicle of choice of those who want it all—road-security, superb road handling and luxury—world leaders, movers and shakers in business and the “who’s who in all fields” have all turned to this iconic vehicle.

At the sidelines of the 2012 Philippine International Motorshow (PIMS), Nissan-Universal Motors Corporation formally revealed the new technology upgrades of the Nissan Patrol Super Safari. “We’ve seen the benefits of giving our customers Wi-Fi access on the road, it may be a simple upgrade, but it has proven to be very helpful to our loyal patrons. This is why we decided to add this and much more for our premium products like the Patrol Super Safari,” says Jonathan M. Aguilar, AVP for Product Planning and Sales and Distribution.

In Aguilar’s presentation at PIMS, he outlined three major changes in the Patrol Super Safari such as the integrated WiFi connectivity module compatible with all leading 3G broadband providers.

The New Patrol Super Safari also improved the user interface of the touchscreen central monitor, from its Tuner and DVD menus, to the QUICK-N Navigation System and Bluetooth connectivity modules, as well as the backing-up monitor, making it even more user-friendly and fun to use.

“In a nutshell, the QUICK-N plots the route to your destination and shows you the easiest way to get there, when you need to get there—this is something very helpful when you go on long trips or if you want to traverse the metro,” adds Aguilar. But what really separates the technological upgrade of the New Super Safari is its compatibility with the iPhone—simply plug in your iPhone into the hub and you can listen to podcasts or internet based-radio shows whether locally or anywhere in the world.

“World-class entertainment has finally entered the world-class Patrol Super Safari,” says Aguilar.

*Please see related press release: Nissan WiFi Connectivity in 3 Easy Steps; and the Nissan Patrol brochure for complete specs.





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NISSAN ANNOUNCES COLLABORATION WITH MINISTRY OF SOUND TO CREATE WORLD-CLASS TOURING SOUND SYSTEM

- Nissan crosses over into music with a long term brand partnership with Ministry of Sound
- Nissan and Ministry of Sound create the Juke Box – the world’s most powerful sound system on the road producing up to 150 Db
- Crowds captivated as Juke Box makes its world debut to fire-up the party spirit in Le Mans
- Nissan Juke Box embarks on ‘Summer Sessions’ tour across Europe which started at the Le Mans 24-hour endurance race
- Behind the Scenes on the Nissan Juke Box project: The first in a two part webisode series is released

Nissan’s innovation in the crossover segment continues as it partners with Ministry of Sound to create the world’s ultimate mobile sound system – the Juke Box. Louder than a jumbo jet in take-off, the technical know-how for the Juke Box comes from sound experts Martin Audio, who designed and built the current system in the infamous ‘Box’ – the main room in Ministry of Sound’s London home.

In 1991 Justin Berkmann, one of the clubs founders, alongside James Palumbo and Humphrey Waterhouse, created a club never seen before in Europe; where the music and sound system came first. The pair created the ultimate club sound system - ‘The Box’ - a 5 sided room within a room that was acoustically perfect, and is still considered today to be one of the best sound systems in the world.

Building on Ministry of Sound’s ethos of ‘creating the moments people live for’ Nissan and Ministry of Sound have turned to Martin Audio – makers of the current ‘Box’ system – to create a 150 Decibel, 18,900W sound system, which is completely self-sufficient in terms of power and production.

Thanks to its custom-built 19 Kilowatt rig the Juke Box’s sound system fits into a standard Juke. A set of custom made cabinets and enclosures housing two 18” powered sub units and the same Mid Hi enclosures that are used at Ministry of Sound enable exceptionally loud output without compromising on sound quality - one of Ministry of Sound’s key philosophies.

The Juke Box also features an integrated radio studio, allowing anything played on the system to be captured for broadcast via Ministry of Sound’s digital radio application.

The Juke Box made its debut at Le Mans this weekend, kicking off the festivities with its own pop-up party in the town’s main square on Friday. Within minutes of firing up the sound system, crowds of hundreds of race goers gathered to hear it in action. Over the three-day event the Nissan Juke Box toured Le Mans, appearing at the drivers’ parade and track side at the famous Dunlop Curves area of the circuit providing entertainment for music fans and motor sport enthusiasts alike.





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NISSAN ANNOUNCES COLLABORATION WITH MINISTRY OF SOUND TO CREATE WORLD-CLASS TOURING SOUND SYSTEM

Gareth Dunsmore, Marketing Communications Nissan in Europe said: "We have made a great product that we believe creates excitement through our innovative approach to the small car market; Ministry of Sound is the industry leader in creating the moments people live for through their bespoke sound systems. Together with Nissan Design Europe, RML and Ministry of Sound we wanted to challenge the establishment and make something truly unique."

The Nissan Juke Box transforms into a fully-functioning PA system, complete with DJ booth and ambient lighting making it the perfect touring party venue and proving that motor sport and music is a match made in heaven. The mobile festivities at Le Mans were hosted by some of Ministry of Sound's headline DJs; The Dixon Brothers and Joelle Atkins, running long into the night, and keeping race fans entertained.

A two-part webisode series has been released to coincide with the Juke's debut at Le Mans, showing a behind the scenes look at its invention through to realisation. The aim is to bring to life the twin values of design and performance that are the heartbeat of this concept.

In order to highlight the Juke Box's summer tour across Europe, a six month radio partnership has been launched. The first "Nissan Juke Box Sessions" show broadcasting all of the action from Le Mans went on-air on Ministry of Sound's Digital Radio channel on Monday 18th June. It will continue every fortnight on Mondays from

5pm to 7pm GMT.

Facebook fans can listen to the fortnightly shows via a bespoke widget embedded into the Nissan Juke Official Facebook page. It allows fans to request their favourite tracks, as well as tune in and catch up with the action. The shows are built around a series of exclusive DJ sets recorded at Juke Box events taking place across Europe throughout the summer.

ABOUT MINISTRY OF SOUND:

Ministry of Sound Group is a global youth entertainment business comprising recorded music including hit artists and compilations, nightclubs and bars, live events, consumer electronics and fashion. The iconic brands including Ministry of Sound and Hed Kandi drive a business with sales approaching £100 million.





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Nissan Heritage Online Museum Unveiled in Universal Motors Corporation's New Website

To keep in step with developments in cyberspace and to engage their customers more, Nissan-Universal Motors Corporation (UMC) launches its new, more interactive and exciting website at the sidelines of the 2012 Philippine International Motor Show.

"We know how crucial the internet is to communicate with our customer and clients, which is why we decided to update our cyberspace presence with our new website on www.nissanphilippines.com.ph," says Justine Santos-Sugay, Assistant Manager for Brand Marketing and Communications.

One of the key features of the site is a link to the Nissan Heritage Museum which features the evolution of your favourite Nissan vehicles as well as the vehicles stored in the Zama Heritage Car Garage in Japan. "This feature is sure to get the interest of 'automobile-philies' regardless of what brand they prefer," says Santos-Sugay.

But if Nissan is your brand of choice, or if you're thinking of getting one, the site offers everything you need and more—all the vehicles on the website offer a 360-degree view of the vehicles which you can use to view all possible angles of the vehicle, as well as online brochures ready for download. All the Nissan-UMC dealerships have also been plotted on the embedded Google Maps, so finding the nearest Nissan dealership is possible with just one click. "We wanted to offer our customers all the information they needed but we also wanted to provide all the possible sensory experiences capable on the internet," adds Santos-Sugay.



www.nissanphilippines.com.ph

www.nissanphilippines.com.ph is also on the Global Nissan Application. "This widens our reach to interact with more Nissan lovers and to aid the Overseas Filipino Workers in their purchasing decisions by offering a convenient way for them to know about our latest promos. However, the buck does not stop there as we are finalizing plans to reach out to our clients through whatever means possible—it just so happens that the internet is very convenient platform for them," Santos-Sugay says.

For more information and to experience the new Nissan-Universal Motors Corporation website, log on to www.nissanphilippines.com.ph.

 facebook.com/Nissan.Pilipinas

 youtube.com/nissanpilipinas



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Nissan Juke Box / Ministry of Sound Q&A

1.1. Juke Box CONCEPT

At a glance

- Nissan crosses over into music with a long term brand partnership with Ministry of Sound.
- Nissan and Ministry of Sound create the Juke Box – the world's most powerful sound system on the road producing up to 150 Db
- Nissan Juke Box embarks on 'Summer Sessions' tour across Europe starting on 15th June at Le Mans 24-hour endurance race
- Behind the Scenes on the Nissan Juke Box project: The first in a two part webisode series is released.

Q1: What is the Juke Box?

- Juke Box is a custom sound system developed by Nissan and Ministry of Sound.
- Working with Martin Audio Nissan and Ministry of Sound have developed the ultimate portable PA system
- 2 custom engineered Juke's have been stripped out, and rebuilt to house custom Martin Audio cabinets and driver units capable of producing almost 20 KW of audio power
- By pairing these 2 unique vehicles with a custom DJ booth and stage set up Nissan and Ministry of Sound have designed the ultimate portable DJ sound system
- The Juke Box sound system will be touring events across Europe this summer

Q2: What is the idea behind the Nissan Juke Box?

- The Juke Box was designed to see if by pairing Nissan's passion for innovation and excitement with Ministry of Sounds expertise and experience in delivering great music led experiences Nissan could transform Motorsports events into more thrilling and exciting entertainment experiences.
- Based on the success of what we have seen over the development process we are hugely confident in the Juke Box sound systems capabilities and will be rolling out across a broad range of events not only motorsports fixtures, but also more traditional live music events.





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Nissan Juke Box / Ministry of Sound Q&A

Q3: Why a partnership with Ministry of Sound?

- Ministry of Sound is one of the world's most well known brands in terms of Electronic Dance Music
- For the last 21 years Ministry of Sound has consistently been at the forefront on Dance Music, consistently innovating around the best music and the best music led experiences.
- Throughout this 21 year history Ministry has consistently remained true to its core values, protecting and nurturing the club and the sound system at the heart of the business.
- In terms of a like-minded partner with whom an idea like the Juke Box sound system could be developed, Ministry of Sound is without rival. Since the club opened in London in 1991, the Box sound system has remained one of the best in the world and Ministry of Sound's consistent innovation, particularly in digital radio, online and social networking, will help us stretch our ambitions for this project into new channels and media.

Q4: Why did you choose the Nissan Juke for such a partnership?

- The Juke product is focused on 2 core propositions, performance and design
- With Juke-R we were able to demonstrate just what is possible in terms of performance
- With Juke Box we hope to demonstrate just what is possible in terms of design, and how by applying our philosophy of Innovation for Excitement alongside our design credentials we can create ground-breaking products.

Q5: What are the 'summer sessions'? Which countries will you visit on the tour?

- The summer sessions is a European tour which takes Juke Box on the road visiting various Nissan and Ministry of Sound events. Full line-up of Ministry of Sound DJs and countries visited on the tour will be announced in the coming weeks.
- Ministry of Sound will broadcast a fortnightly radio show called the 'Juke Box Sessions' which will broadcast highlights and music from the tour.





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The Nissan-Universal Motors Corporation Fight Against Automotive Piracy

“BEWARE: Fake automotive products may damage your vehicle.” Vehicle manufacturers have been warning their patrons about the hazards of using pirated or fake products for their vehicles. The question is though, “How can consumers be sure that they are buying the real thing?” as fakes become more and more savvy in mimicking originals to near perfection.

“One solution to this is by considering the source—which means you must purchase automotive products and parts from reliable companies with good corporate records,” says Universal Motors Corporation’s (UMC) Assistant Vice President for Administration and Spare Parts, Marcel Chiu.

Banking on their track record of almost 60 years in the Philippine automotive industry, Nissan-UMC stepped up to the challenge of providing customers with a manufacturer-guaranteed safe Automotive-Care House-Brand Line.

At the sidelines of the much awaited 2012 Philippine International Motor Show (PIMS), Nissan-UMC formally launched its house-branded automotive-care products such as windshield washer fluid, radiator flush, brake cleaner, and engine flush. All these products carry the Nissan-UMC Casaffordable seal of approval which testifies to superb product quality and compatibility with Nissan-UMC vehicles like the Murano, Patrol Super Safari, Patrol Royale, Urvan, Navara,

and Frontier Bravado.

“At UMC, we believe that purchasing our vehicles is only the beginning of a long partnership with our customers. To further this relationship, we give our customers the choice of using our house-brand line of automotive-care products to ensure them that they are getting the best and authentic products in the market. These products coupled with the technical capabilities of our certified Nissan Technicians, furthers our quest to only have 100-percent satisfied Nissan customers,” says Chiu.

“We only use the best for our house-brand line. These products are made and tested in Germany and carefully selected to work perfectly with original Nissan Parts and vehicles. We encourage our customers to visit the nearest Nissan Service Centers for assistance in how to go about using these products.” adds Chiu.

The Casaffordable automotive product line is available for viewing at the Nissan UMC PIMS Booth and is for sale in all Nissan-UMC dealerships nationwide.





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Nissan-Universal Motors Corporation Fights Against Automotive Piracy

Nissan Casaffordable Service Products

Description	Market Retail Price
Windshield Washer Fluid	P 120.00
Brake Cleaner	P 330.00
Radiator Flush	P 680.00
Engine Flush	P 590.00
Diesel Purge	P 800.00

