

05.05.2009

Contact: Darryll Harrison (Media Inquires only)
615-725-5644 (office)
Darryll.harrison@nissan-usa.com

John Schilling
615-725-5264 (office)
john.schilling@nissan-usa.com

All-New 2009 Nissan cube[®] On Sale Now

– Innovative Marketing Launch Drives Consumers to “cube[®] Mobile Hub” for Information, Videos, Music, Wallpapers and Multi-Player iPhone[®] App –

FRANKLIN, Tenn. - The all-new 2009 Nissan cube[®] goes on sale today at Nissan dealers nationwide, sporting an engaging asymmetrical exterior design, socially oriented lounge-style interior, a powerful and fuel-efficient 1.8-liter engine, six standard air bags, a full catalog of innovative accessories, a starting Manufacturer’s Suggested Retail Price (MSRP)* of \$13,990 and one other thing – an innovative marketing campaign centered around a downloadable-content-rich “cube[®] Mobile Hub.”

“A vehicle as unique as the new Nissan cube[®] deserves an equally breakthrough launch,” said Christian Meunier, vice president, Nissan Marketing, NNA. “We envision owners using their cubes[®] as one of their essential mobile devices, connecting with friends, sharing music and sharing fun. It’s a natural extension to have our marketing be just as involving – giving owners and prospective buyers alike a variety of ways to interact with and learn more about this unique new vehicle.”

Access to the “cube[®] Mobile Hub” will be available (beginning May 15) through a shortcode or “text to” number incorporated into the traditional marketing media mix, including television, print, direct mail and interactive. Once at the Mobile Hub, users will have the opportunity to download unique content, such as wallpapers, videos, music, ringtones and a link to the nissanusa.com mobile site.

The iPhone[®] app, “cube[®] Party Roundup,” is scheduled to go live on June 15 and will be available for play in single-player and multi-player modes (up to eight friends). The personalizable, mission-based driving app sends the player around a city picking up friends, ice, music and other items before a party.

Additional levels allow the player to pick up dates, go to concerts and other activities, all the while navigating around various obstacles to complete the mission. A Facebook version of “cube Party Roundup,” where users will be able to share their progress with friends, will go live in early July.

In addition to the “cube[®] Mobile Hub,” customers can research information on the new cube[®], read product reviews, locate local Nissan dealers and even order custom cube[®] t-shirts at www.NissanUSA.com/cube.

2009 Nissan cube Pricing

The dramatically styled Nissan cube[®] has a starting MSRP of \$13,990 for the cube[®] 1.8 equipped with a 6-speed manual transmission. Three other models are also offered: cube[®] 1.8 S, priced at \$14,690 with the 6-speed manual and \$15,690 with the Xtronic CVT[®] (Continuously Variable Transmission); cube[®] 1.8 SL, priced at \$16,790; and the cube[®] 1.8 Krōm specialty vehicle, priced at \$19,370. Both the cube[®] 1.8 SL and cube[®] 1.8 Krōm come with standard Xtronic CVT[®].

In addition, cube[®] is available with more than 40 individual accessories, ranging from a unique 20-color interior illumination kit and “shag dash topper” to aerodynamic body kits and custom 16-inch aluminum-alloy wheels – allowing cube[®] owners to personalize their vehicles to reflect their own tastes and personalities.

About the 2009 Nissan cube[®]

The 2009 Nissan cube[®] is designed to meet the practical needs of today’s active, environmentally aware drivers, providing a small footprint with a large interior space. The front-wheel drive cube[®] is built on Nissan’s proven B-platform and is available with a standard 1.8-liter DOHC 4-cylinder engine and a choice of Nissan’s advanced, smooth shifting Xtronic CVT[®] (Continuously Variable Transmission) or 6-speed manual transmission.

Cube[®]’s long list of standard safety features includes the Nissan Advanced Air Bag System (AABS), seat-mounted driver and front-passenger side-impact supplemental air bags, and roof-mounted curtain side-impact supplemental air bags for front and rear-seat outboard occupant head protection.

Cube[®] also offers standard front-seat Active Head Restraints, Tire Pressure Monitoring System (TPMS) and Vehicle Dynamic Control (VDC) with Traction Control System (TCS), along with an Anti-lock Braking System (ABS), Electronic Brake force Distribution (EBD) and Brake Assist (BA).

Along with the long list of standard features on the cube[®] 1.8, the cube[®] 1.8 S adds body-colored outside mirrors, premium grade fabric, cruise control, cargo area cover and more. The cube[®] 1.8 SL adds standard CVT, 16-inch aluminum-alloy wheels, auto on/off headlights, Automatic Temperature Control, Interface System for iPod[®], six speakers and more. The uniquely equipped cube[®] 1.8 Krōm includes an exclusive integrated body design, Krōm 16-inch aluminum-alloy wheels, sporty interior treatment, Rockford Fosgate subwoofer, Xtronic CVT[®] and much more.

Available cube[®] technology includes the Nissan Intelligent Key™ with Push Button Ignition, Bluetooth[®] Hands-free Phone System, Rockford Fosgate subwoofer with six upgraded speakers, XM[®] Satellite Radio (XM[®] subscription required, sold separately) and Interface System for iPod[®].

About Nissan North America

In North America, Nissan’s operations include automotive styling, engineering, consumer and

corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program 2010, whose key priorities are reducing CO2 emissions, cutting other emissions and increasing recycling. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at www.NissanUSA.com and www.infiniti.com.

-###-

Additional information and news from Nissan is available at <http://www.nissannews.com>