



Innovation
that excites

(2227:TT)

Yulon Nissan Motor Co., Ltd.

Nov. 22th, 2016

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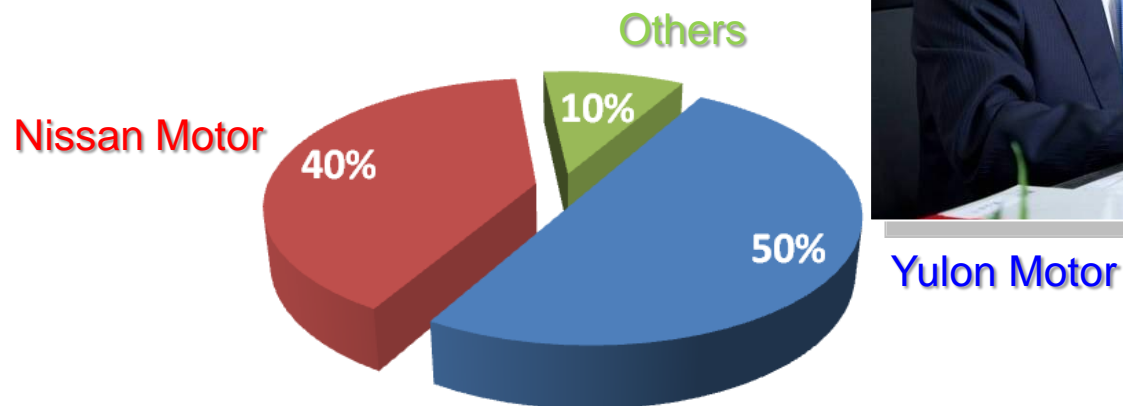
Company Profile



Yulon-Nissan Motor profile



- Company name : Yulon-Nissan Motor Co., Ltd.
- Establishment date : Oct. 22nd , 2003
- Chairman : Kenneth, K.T. Yen
- President : Steve, W.R. Tsay
- Capital : 3 billion NTD
- Shareholder structure :



Operation Scope

1. Full value chain operation of Nissan and Infiniti brand in Taiwan excluding manufacturing process
2. Joint cooperation with DongFeng Motor for PRC market development

1 Domestic Business

Full value chain operation of Nissan and Infiniti brand in Taiwan excluding manufacturing process

2 Overseas Investment

義展海外投資股份有限公司

義華大陸投資股份有限公司

40%

廣州風神汽車有限公司 (Plant)
(annual capacity 1250K units)

16.55%

風神襄陽汽車有限公司 (Plant)
(annual capacity 250K units)

33.12%

風神汽車有限公司 (Sales Co.)

45%

深圳聯友科技有限公司 (IT)

49%

東風裕隆舊車置換有限公司
(Used Car)

Corporate Vision

Become the **benchmark company** of

“Product Innovation” & “Service Innovation”

in the **Cross-strait Auto Industry**

INFINITI- Imported Luxury Models



Q30



Q50



Q70



QX50



QX60



QX70

NISSAN- Imported Models

图)



GT-R



JUKE



370 Z



MURANO

NISSAN- Domestic Models



SUPER SENTRA



BIG TIIDA



ALL NEW LIVINA



X-TRAIL



行政院環保署「2016年度環保車」

TIIDA



TEANA



行政院環保署「2016年度環保車」

NEW MARCH

2017 NISSAN GT-R New Model Campaign

A 565-hp, 3.8-L twin-turbo-charged V6. Hand-assembled by a single craftsman in a clean-room environment.

On-the-fly dynamic control for instant adjustment of transmission, suspension and stability control.

Full underbody aerodynamics that create downforce and cool key powertrain components.



NISSAN New Model – MURANO



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that excites

MURANO 全新 HYBRID豪華跑旅

自信 是人生最強的動力



9月驚豔上市

NISSAN

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INFINITI New Model – Q30

BORN TO CHALLENGE
新世界·我作主

你不曾見過Q30，但肯定似曾相識。它成就了掀背與休旅之間的異級距，賦予鋼鐵披風般的線條；
它讓小車搭載僅見於旗艦的Nappa真皮座椅，並用科技建構新感官、重新定義駕馭樂趣。
它用嘗試挑戰常識，用意志粉碎抑制，用異議翻新意義——Q30就是你，生來就是要改變這個世界的。



INFINITI

EMPOWER THE DRIVE

NISSAN

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INFINITI New Model – QX60

QX60

全能王者 磅礴登場

- 以兼顧靜肅性的磅礴動能，讓力量更有品味。
- 以BOSE 5.1聲道劇院級環艙音響 / 雙扇式全景天窗，讓駕乘更富情趣。
- 以獨具的Multimode座位收移技術與座艙地面平整化，讓空間更加體貼。
- 以世界首創All Around SAFETY SHIELD，讓安全更值信賴。



INFINITI

EMPOWER THE DRIVE

規格配備以實車為主

INFINITI New Model – QX50

THE NEW QX50 精品跑旅

以獨具匠心，打造優雅精緻駕乘享受



2

Operation Briefing



Consolidated Statements of Comprehensive Income

Currency:K\$NTD

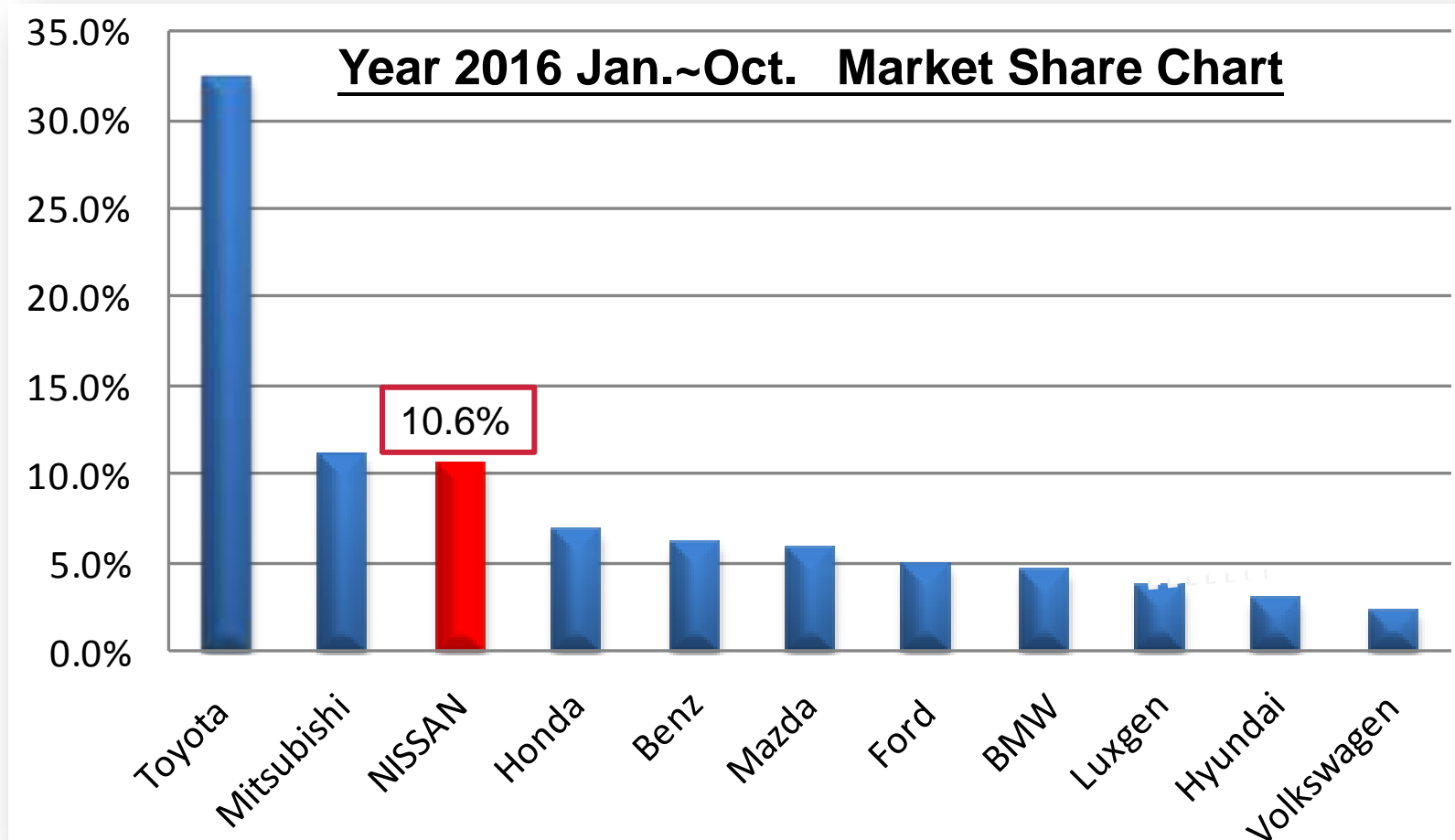
	2012		2013		2014		2015		2016Q3	
Net Sales	29,134,530	100.0%	31,486,050	100.0%	33,176,837	100.0%	33,218,394	100.0%	27,256,001	100.0%
Gross Profit	3,670,937	12.6%	5,448,850	17.3%	4,321,661	13.0%	5,303,727	16.0%	3,907,836	14.3%
Operating Expenses	3,158,729	10.8%	3,616,656	11.5%	3,536,563	10.7%	4,068,911	12.2%	2,877,063	10.6%
Operating Income	512,388	1.8%	1,832,179	5.8%	786,229	2.4%	1,234,816	3.7%	1,030,773	3.8%
Income before Taxes	6,101,134	20.9%	8,806,890	28.0%	8,026,677	24.2%	4,999,687	15.1%	4,026,668	14.8%
Tax Expenses	1,162,064	4.0%	1,506,893	4.8%	1,502,918	4.5%	833,786	2.5%	689,494	2.5%
Income after Taxes	4,939,070	17.0%	7,299,997	23.2%	6,523,759	19.7%	4,165,901	12.5%	3,337,174	12.2%
Earnings Per Share	16.46	—	24.33	—	21.75	—	13.89	—	11.12	—
Cash Dividend (NTD)	13.3	—	19.47	—	30.00	—	12.5	—	—	—
Dividend Paid Out Ratio	80.8%	—	80.0%	—	137.9%	—	90.0%	—	—	—

Consolidated Balance Sheets

Currency:K\$NTD

	2012	2013	2014	2015	2016Q3
Current Assets	14,954,714	18,135,802	16,262,960	12,313,731	14,033,454
Fund and Investment (Long-term Equity)	10,379,966	14,989,267	17,734,336	16,353,618	13,343,838
Property, Plant and Equipment	37,182	39,962	42,387	95,288	102,968
Other Assets	1,958,517	2,153,934	2,466,864	2,416,398	1,955,500
Total Assets	27,330,379	35,318,965	36,506,547	31,179,035	29,435,760
Current Liabilities	3,150,089	5,172,523	6,369,203	6,989,699	6,516,553
Other Liabilities	3,564,997	5,105,965	3,206,832	2,234,158	2,639,017
Total Liabilities	6,715,086	10,278,488	9,576,035	9,223,857	9,155,570
Capital Stock	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
Capital Surplus	6,129,405	6,129,405	6,129,405	6,129,405	6,129,405
Retained Earnings	12,389,954	15,700,634	16,384,208	11,523,312	11,110,259
Other Adjustments	-904,066	210,438	1,416,899	1,302,461	40,526
Total Shareholders' Equity	20,615,293	25,040,477	26,930,512	21,955,178	20,280,190
Book Value / Share	68.7	83.5	89.8	73.2	67.6

Market Share Status



- Nissan Market share from Jan. to Oct. this year is 10.6%.

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Core Strategy





**NISSAN
POWER
88**

6-Year Midterm Plan (2011~2016)

Power
Brand & sales power

8%
Global market share by
FY16

8%
Sustainable COP

Brand Power

Pillar 1

Sales Power

Pillar 2

Enhancing
Quality

Pillar 3

Zero-Emission
Leadership

Pillar 4

Business
Expansion

Pillar 5

Cost
Leadership

Pillar 6

Operation Strategy

Operating Profit & Market Share

**Prospective
Product
Strategy**

**Smart
Marketing
Strategy**

**Customer
Satisfaction
Strategy**

**Profit
Enhancement
Strategy**

Excellent HR Strategy

Smart-Decision Support System(S-DSS)

Strengthening Service Competitiveness

蟬聯 SSI 新車滿意度
 CSI 售後滿意度
雙料冠軍
 2016 台灣非豪華品牌

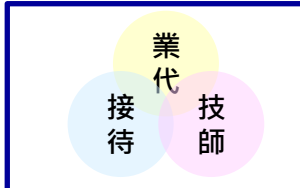
Elite sales



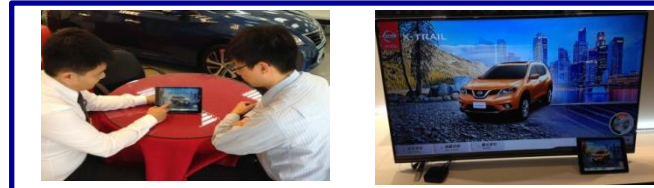
Test driving at your home



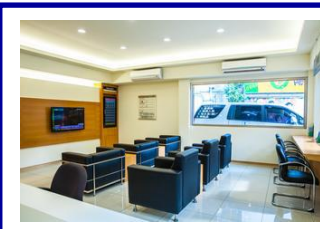
Service triangle



NISSAN PAD



Customer resting area upgrade



Female customer treatments



Smart-Dealer Management System



Interactive touch panel system



Corporate Social Responsibility

Environmental Education from Childhood



2016 NISSAN 大自然趣遊記
農場野餐趣 10.15 桃園埔心牧場
農場野餐趣 10.22 台南走馬瀨農場

超級大獎來就抽
 東京雙人來回機票

年年爆滿·精彩可期
 迎接大自然最繽紛的野餐派對

活動資訊

- 報名日期**
即日起至10月7日止
(農事場至10月14日止)
- 報名費用**
每人新台幣350元/場
- 活動場次**
1015(六) 桃園-埔心牧場
1022(六) 台南-走馬瀨農場
- 報名內容**
1. 價值500元野餐好禮二份
2. 價值350元車票人車票一張
3. 活動抽獎券一張
*自行車或特殊優惠
*現場抽獎券
- 活動時間**
下午13:00-17:00
(12:00開始入場)



CSR POLICY

Achieve Customer Satisfaction

CSR POLICY

Contribute to the welfare of society

Create prosperity for the corporation

ISO-14001 Certification



DNV-GL

MANAGEMENT SYSTEM CERTIFICATE

Certificate No: 2016/101-40-8023-04 Issue date: 2016 Valid until: 2018

This is to certify that the management system of

Yulon Nissan Motor Co., Ltd.

No. 39-2, Po Kung Keng, Shi Hu Tsuen, San Yi Shiang, Miao Li Hsien, Taiwan, R.O.C.

has been found to conform to the Environmental management system standard:

ISO 14001:2004

This certificate is valid for the following Scope:

Design and Sales of Automotive

Issue on Behalf:
 Taipei, 19 December, 2016

The Issuing Authority:
 DNV-GL - Business Assurance
 Hellerstr. 6, 2025 Hamburg, Germany
 Registration No.: 30000000000
 Manager: 201315, P.O. Box
 100, DE-20098 Hamburg

The Issuing Authority Representative:
 [Signature]

Use of additional certificates is not in line with the Certification Agreement nor under the Certificate No. 2016/101-40-8023-04

Automobile Design Contest for College Students



裕隆日產汽車

創新風雲賞

2015-2016 DESIGN the future

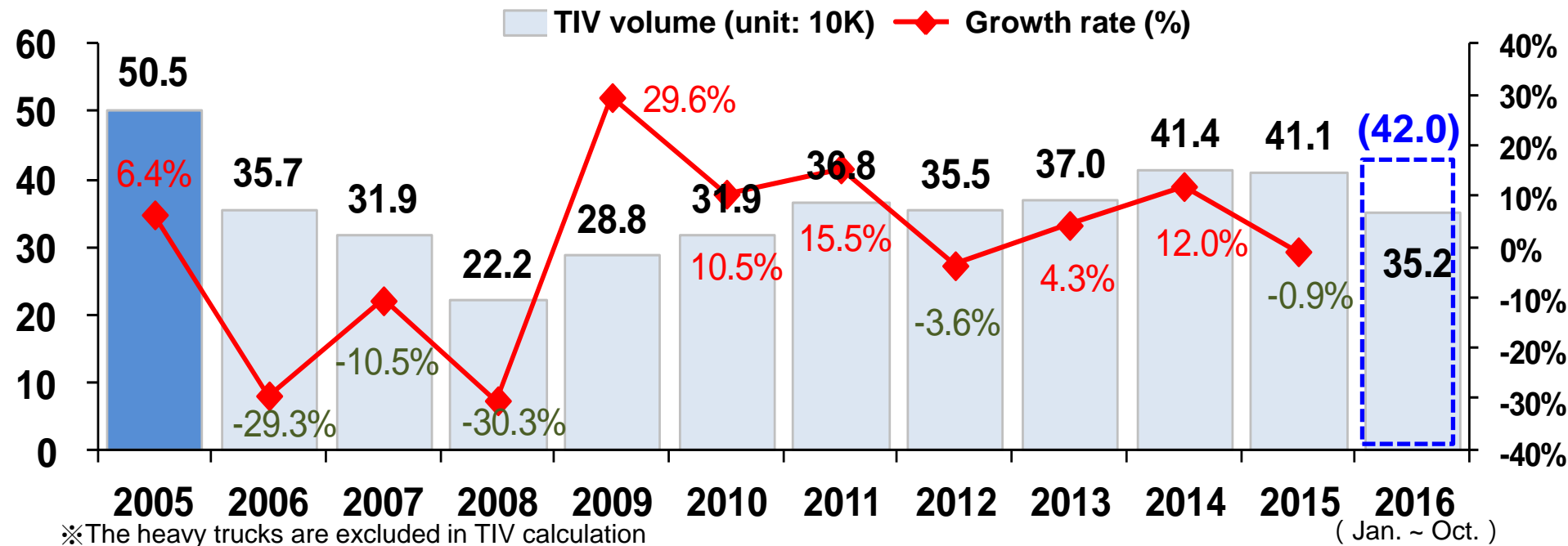


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Cross-strait Market Forecast

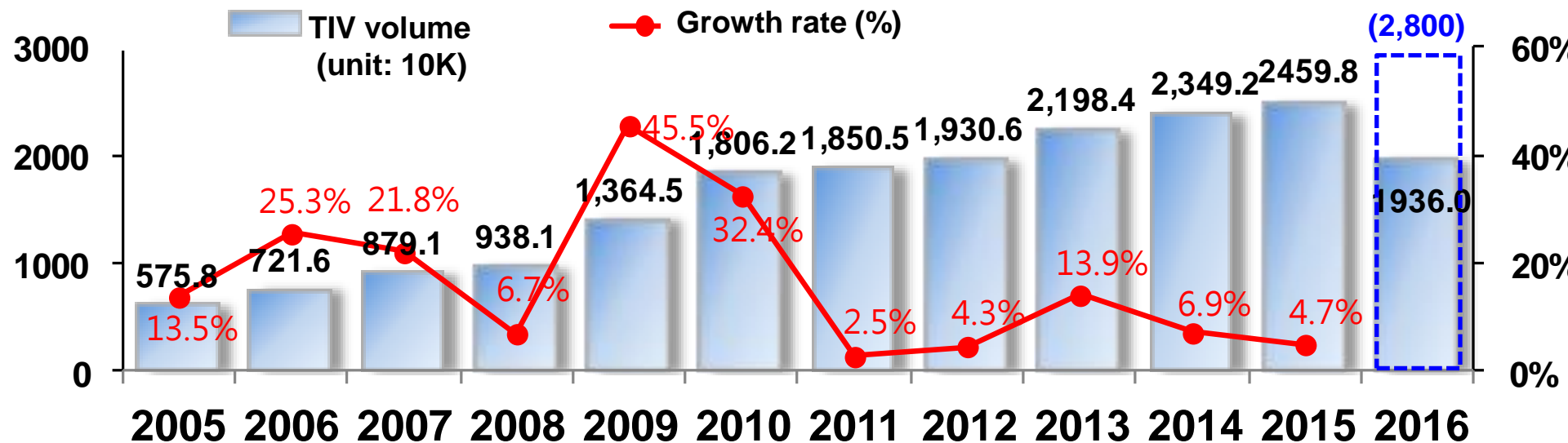


Taiwan automobile market status



Affected by the global economy, overall economic situation in Taiwan was not significantly improved. However, with the kick from the commodity tax support program by the government, the cumulative TIV (total industrial volume) reached 352,000 units for the first ten months, 4.8% up over the same period last year. Along with the help from on-going low fuel price, the annual TIV for 2016 is expected to reach 420,000 units (without heavy trucks).

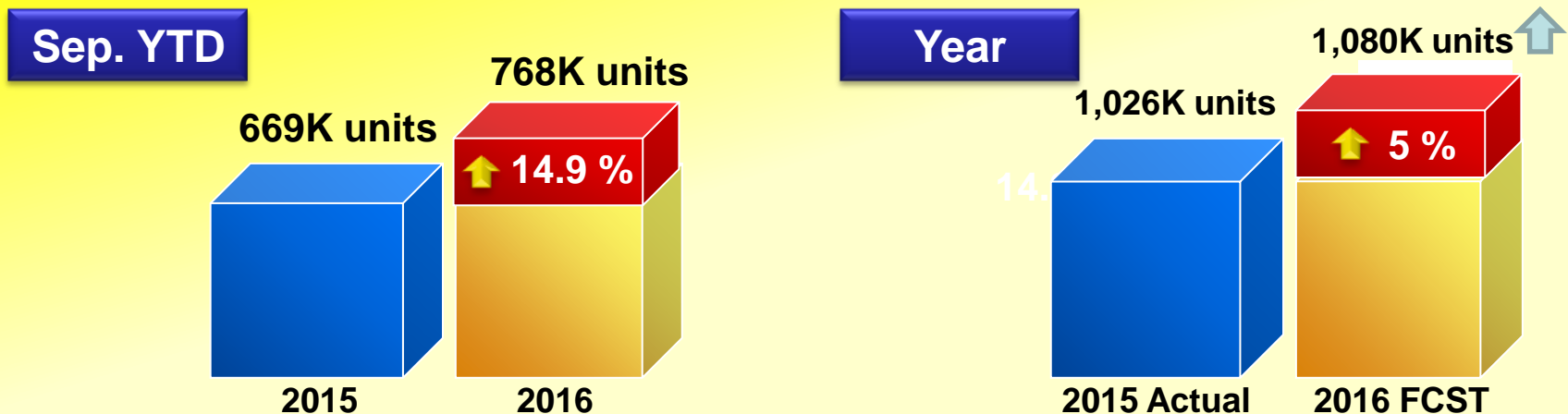
PRC automobile market status



※sales volume including passenger and commercial vehicles

(Jan.~Sep.)

Dongfeng Nissan Passenger Vehicle Company – Sales performance



THANK YOU FOR YOUR ATTENTION



Q & A