



Innovation
that excites

(2227:TT)

Yulon Nissan Motor Co., Ltd.

May. 29th, 2018

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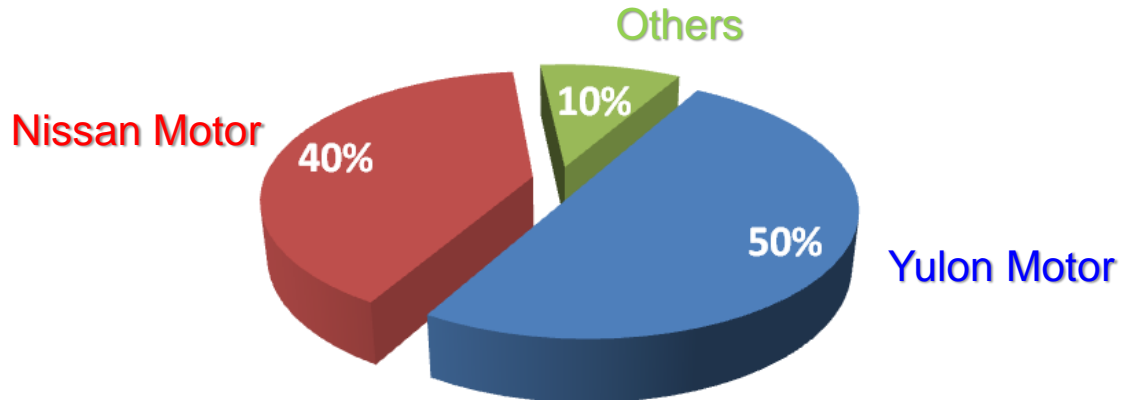
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Company Profile



Yulon-Nissan Motor profile

- **Company name : Yulon-Nissan Motor Co., Ltd.**
- **Establishment date : Oct. 22nd , 2003**
- **Chairman : Kenneth, K.T. Yen**
- **President : Leman, C.C. Lee**
- **Capital : 3 billion NTD**
- **Employee Number : 431 (2018/04)**
- **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



QX30



Q50



QX50



Q60



QX60



Q70



QX70

NISSAN- Imported Models



JUKE



370 Z

貝)



GT-R

NISSAN- Domestic Models



SENTRA



X-TRAIL



TIIDA



ALL NEW LIVINA



NEW MARCH



ALL NEW TEANA

INFINITI -- QX30

QX30

BOLD DRIVE 越限 越無限

界限，是用來突破的。

更驍悍的208HP駕馭動力，更敏捷的AWD智慧型四輪驅動系統，
當挑戰未竟之地成為樂趣，當突破眼界是一種習慣，
放膽走出框限，世界就更大，無限可能就在眼前。

全新小型運動休旅，QX30 無懼登場。



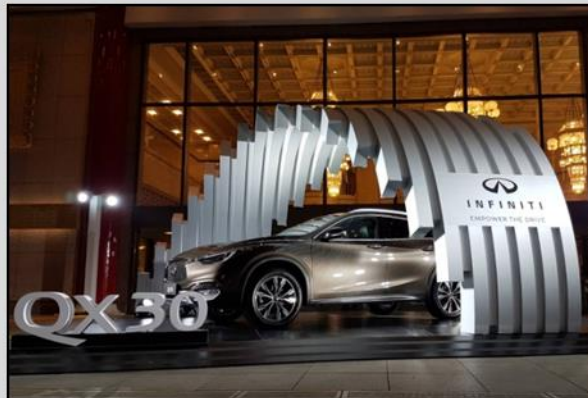
INFINITI

EMPOWER THE DRIVE

INFINITI The Newest Marketing Program QX30



QX30上市活動



QX30國家戲劇院展車



QX30媒體試駕



QX30店頭上市活動



車主活動：當代傳奇劇場欣賞



QX30巡迴外展

NISSAN -- X-TRAIL

X-TRAIL

有了安全 才能冒更大的險

全·新·上·市



NISSAN INTELLIGENT MOBILITY

NISSAN -- SENTRA



Innovation
that excites

SENTRA 為你設享的心舒適房車

「享受 為你構築的每一分感受」

— 國際建築師 行一建築 彭文苑 總監 Architect Director Wenyuan Peng



6 安限定版

禮享價 **76.9** 萬 · 限量 200 台

舒適進化

安全競化

造型靚化

影音智化

駕馭勁化

座艙靜化

55 生風
全車系優惠最高總價值 **12** 萬

1. 本廣告車輛列6安限定版外觀時有不同，請以實車為準。2. 「55生風」專案優惠僅限於活動期間2018/04/1-2018/04/30。*下訂NISSAN國產全車系及JLKE之新車並完成領牌程序者。公司法人、大宗批(發)售、租賃車、營業車、MURANO、370Z及GT-R等不適用之。3. 活動詳情及條件請參見NISSAN官網或洽顯示中心。4. 以上禮享價為新台幣售價。

NISSAN -- MARCH

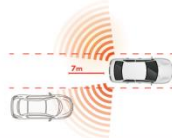


Innovation that excites

MARCH 新增
後方盲區偵測系統
都市叢林路上什麼都有
從今爾後,妳瞻前,我願顧後



【為安全訂製的
貼心配備】



BSW 盲點警示系統

車速達10km/h以上時, 隨時偵測視線死角車況, 並於同側A柱顯示警示燈或警示音(打方向燈時), 降低危險。



RCTA 後方車側警示系統

倒車時, 自動偵測車尾左右視線死角來車, 當有車輛駛入偵測區, 將發出警示燈和警示音提醒駕駛注意。



I-KEY



EPS 電子動力方向盤



自動收折後視鏡

NISSAN-The Newest Marketing Program

55 生日風

- 最高價值5萬元配件金
- 5次定保
- 5年竊盜險
- 5片PM2.5負離子空調濾網
- 5萬舊換新補助優先領
- 高額0利率
- 延長保固
- 百元以下維修零件免費
- 全車系優惠最高總價值12萬
- 錯過不再
- 本項優惠限本月領牌有效

TIIDA

NISSAN-The Newest Marketing Program



NISSAN-The Newest Service Program



NISSAN
Innovation that excites

雨 你一起
森 呼吸

雨季·行車健檢
2018/5/1-5/31

抽 PHILIPS 空氣清淨機

- 免費雙效健檢 空調及冷氣系統 / 視野及行車安全等35項檢查
- 為你設享 百元以下維修零件免費
- 越修越便宜 車齡三年以上專案車主享維修零件95-75折優惠
- 季節商品75折起 PM2.5空調濾網特價 / 輪胎電瓶超低價 / 精選季節套裝特惠
- 紅利點數加倍購 嚴選商品限量超值換購

詳情活動辦法請上 www.nissan.com.tw *以上活動均須另加辦法, 每場日本汽車保養學院, 服務與誠心禮待。



NISSAN-The Newest Service Program



感恩回饋

全車系百元以下

維修零件 **免** **費**

(如: I-Key電池 / 燈泡..)



感心服務

原廠輪胎

補胎 **免** **費**



詳情請見NISSAN官網

NISSAN-The Newest Service Program

紅利點數 大Fun送!



回廠消費金額 **1** 倍紅利回饋!



進廠前

官網會員

入會
1,000點

預約
1,000點

生日
1,000點

問卷
500點起

NISSAN CARE APP



立即下載登入

首次下載登入
1,000點

推播通知
早鳥預約
1,000點

APP預約
2,000點

定保套餐消費金額紅利加倍送

準時6個月
施作定保套餐

2 倍送
(0-2年)

5 倍送
(2-4年)

10 倍送
(4年以上)

消費金額紅利加倍送

延長保固會員

2 倍送

消費金額紅利加倍送

玉山聯名卡

2 倍送

消費金額紅利加倍送

大Fun送

1 倍送

進廠後



兌換

紅利點數兌換



準時6個月定保兌換

機油 或 **機油芯**

(1公升)

(1個)



紅利精品



牽送車服務

來回：優惠**325元**(或**15,000點**抵扣)

單趟：優惠**195元**(或**10,000點**抵扣)



洗車服務

優惠**130元**

(或**10,000點**抵扣)



2

Operation Briefing



Consolidated Statements of Comprehensive Income

Currency:K\$NTD

	2013		2014		2016		2017		2018Q1	
Net Sales	31,486,050	100.0%	33,176,837	100.0%	34,860,446	100.0%	33,221,774	100.0%	8,358,448	100.0%
Gross Profit	5,448,850	17.3%	4,321,661	13.0%	5,061,230	14.5%	6,183,770	18.6%	1,661,383	19.9%
Operating Expenses	3,616,656	11.5%	3,536,563	10.7%	3,859,193	11.1%	4,108,082	12.4%	1,232,519	14.7%
Operating Income	1,832,179	5.8%	786,229	2.4%	1,202,037	3.4%	2,075,688	6.2%	428,864	5.1%
Income before Taxes	8,806,890	28.0%	8,026,677	24.2%	5,586,104	16.0%	8,003,421	24.1%	1,701,427	20.4%
Tax Expenses	1,506,893	4.8%	1,502,918	4.5%	955,489	2.7%	1,360,921	4.1%	590,400	7.1%
Income after Taxes	7,299,997	23.2%	6,523,759	19.7%	4,630,615	13.3%	6,642,500	20.0%	1,111,027	13.3%
Earnings Per Share	24.33	—	21.75	—	15.44	—	22.14	—	3.70	—
Cash Dividend (NTD)	19.47	—	30.00	—	22	—	21.0	—	—	—
Dividend Paid Out Ratio	80.0%	—	137.9%	—	142.5%	—	94.8%	—	—	—

Consolidated Balance Sheets

Currency:K\$NTD

	2012	2013	2014	2016	2017	2018Q1
Current Assets	14,954,714	18,135,802	16,262,960	12,843,955	8,783,713	9,023,783
Fund and Investment (Long-term Equity)	10,379,966	14,989,267	17,734,336	14,659,211	15,251,359	16,765,467
Property, Plant and Equipment	37,182	39,962	42,387	94,878	92,768	85,160
Other Assets	1,958,517	2,153,934	2,466,864	2,141,704	1,648,947	1,693,856
Total Assets	27,330,379	35,318,965	36,506,547	29,739,748	25,776,787	27,568,266
Current Liabilities	3,150,089	5,172,523	6,369,203	6,310,765	2,545,626	2,491,469
Other Liabilities	3,564,997	5,105,965	3,206,832	1,874,640	2,036,537	2,526,115
Total Liabilities	6,715,086	10,278,488	9,576,035	8,185,405	4,582,163	5,017,584
Capital Stock	3,000,000	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	6,129,405
Retained Earnings	12,389,954	15,700,634	16,384,208	12,387,086	12,440,237	13,559,312
Other Adjustments	-904,066	210,438	1,416,899	37,852	-375,018	-138,035
Total Shareholders' Equity	20,615,293	25,040,477	26,930,512	21,554,343	21,194,624	22,550,682
Book Value / Share	68.7	83.5	89.8	71.8	70.6	75.2

3

Core Strategy



MTP Strategic Framework

Sell More

Innovation-oriented sales growth strategy

Spend Wise

Win-Win-oriented lean cost strategy

Share with Hearts

Gung Ho-oriented corporate groundwork strategy

MTP

3S strategic framework

Strengthening Service Competitiveness

NREDI 2.1



NISSAN Care APP

愛車資訊
準時定保時間
抵用券
延長保固狀態
越修越便宜
圖資更新
保修記錄
修改車主資料

愛車服務
服務活動相關說明
準時定保/越修越便宜...

服務據點

最新消息
車主快訊/品牌快訊
圖資更新/召修訊息

首頁
收件匣
活動訊息/個人訊息

行車幫手
中油油價
1968國道路況
e-tag查詢
儀表燈對照
呼叫道路救援

我的紅利
提供車主專屬紅利精
品展示、查詢累積紅
利點數

預約保修
即時預約選取時段、
服務廠、接待與技師

保修進度查詢
進度/預計交車時間

更多
服務專線/意見反應
中英名單/設定/相關網路平台

NISSAN Showroom



IREDI



INFINITI APP

活動訊息(輪播)
品牌訊息、車主活動、專屬優惠通知(閱讀給點)。

預約保修
即時預約選取時段、服務廠、指定技師、指定服務。

服務據點
依所在位置排序最近服務廠，且可立即撥打電話或顯示地圖。

儀表燈號 **國道路況**

愛車資訊
車輛行車曆、保修進度、保修記錄、保單內容及保養資訊。

自動推播
到期通知：定保、預約、保險、驗車、紅利。

紅利優惠
車主專屬紅利、精品展示、及持有抵用券。

行車幫手 **道路救援**

INFINITI Showroom



Intelligent Driving

零碰撞

主要包含兩大類功能

- 行車安全科技
- 自動駕駛



功能舉例：

MOD:移動物體偵測系統
Moving Object Detection

BSW:盲點警示系統
Blind Spot Warning

RCTA:後方車側警示系統
Rear Cross Traffic Alert

LDW:車道偏移警告系統
Lane Departure Warning

透過安全科技、自駕科技
帶來更自信的駕馭樂趣

Intelligent Power

零排放

- **HEV 系統**
油電混和系統，透過動能和電能轉換減少排碳
- **EV系統e-Power**
發展純電之電動車，更有效抑制碳排放

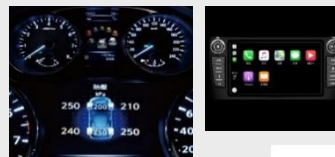


全電動車之動力配置，帶給駕駛創新、
興奮感受，更能帶來乾淨、更有效率
的用車環境

Intelligent Integration

整合

- **MID行車資訊整合**
汽車行駛狀況即時回報)
- **CAR PLAY**
汽車手機互聯
- **Vehicle to building**
汽車與建築物連結，包含充電、相關物聯網資訊更新等



透過感應器、衛星、大數據整合行車路
況於未來達到完全自動駕駛輔助之境界

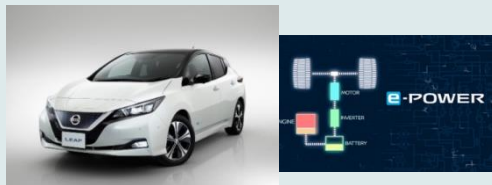
NISSAN INTELLIGENT MOBILITY

Future

Now



BSW、RCTA、FEB、LDP、
ICC等多項高端安全科技



全自動車及E-Power等創新
引擎科技



透過感應器、衛星、大數據整合
行車路況，於未來達到**完全
自動駕駛**之境界。



MOD、AVM、LDW及X-TRAIL
的3A全時防護系統等



最新之節能引擎及CVT造就
出一級油耗



車機與手機之整合，APPLE
CAR PLAY

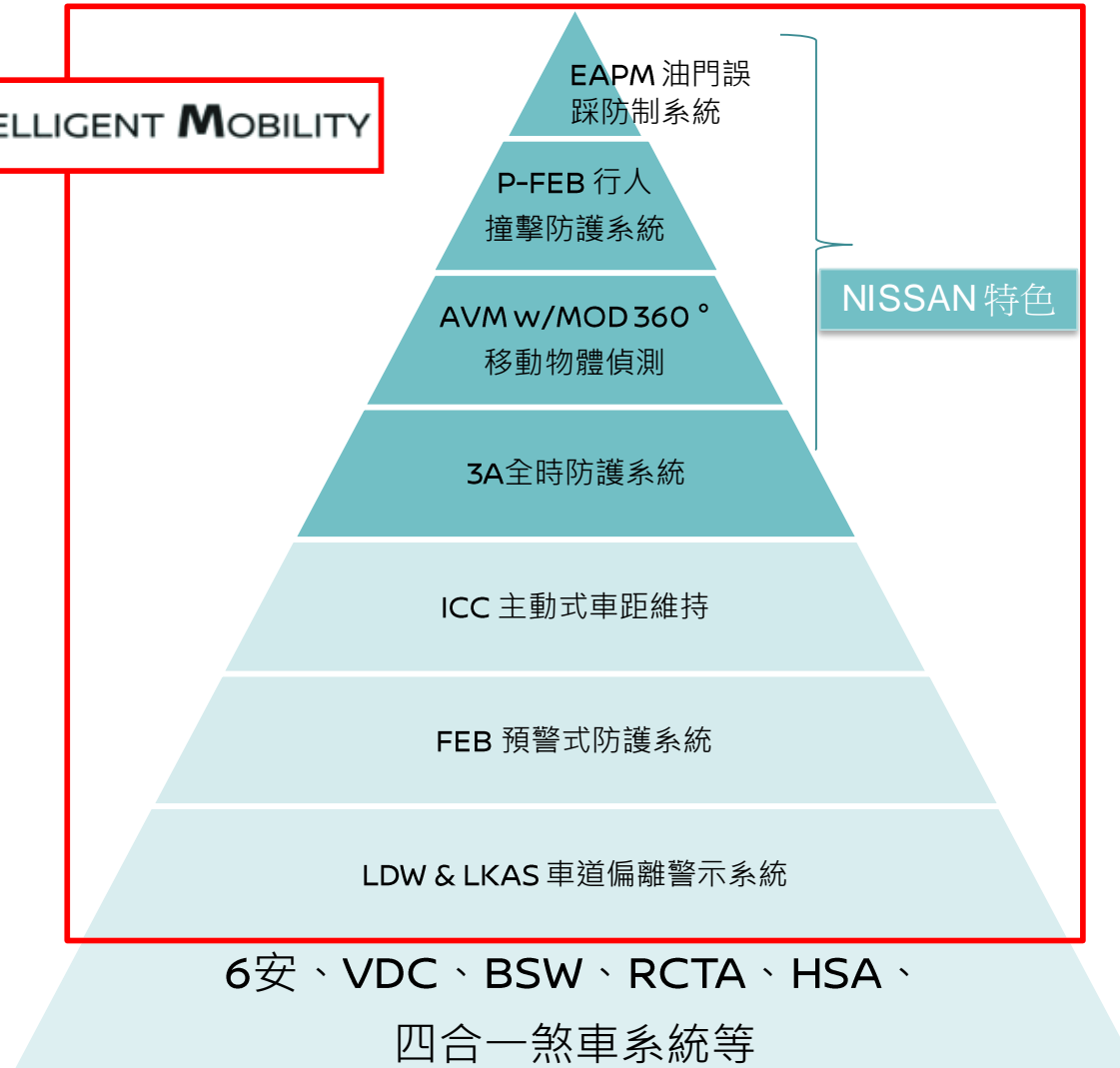
Intelligent Driving

Intelligent Power

Intelligent Integration

NISSAN INTELLIGENT MOBILITY

NISSAN INTELLIGENT MOBILITY



Corporate Social Responsibility

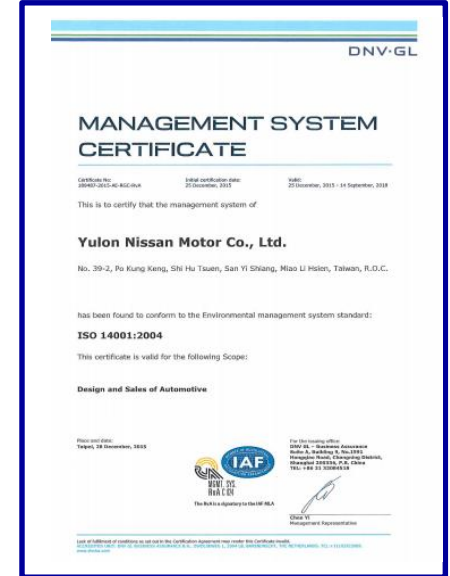
Work Life Balance Award



CSR Award



ISO-14001 Certification



Automobile Design Contest for College Students



Environmental Education from Childhood



Blood Donation



ELLE Style Run

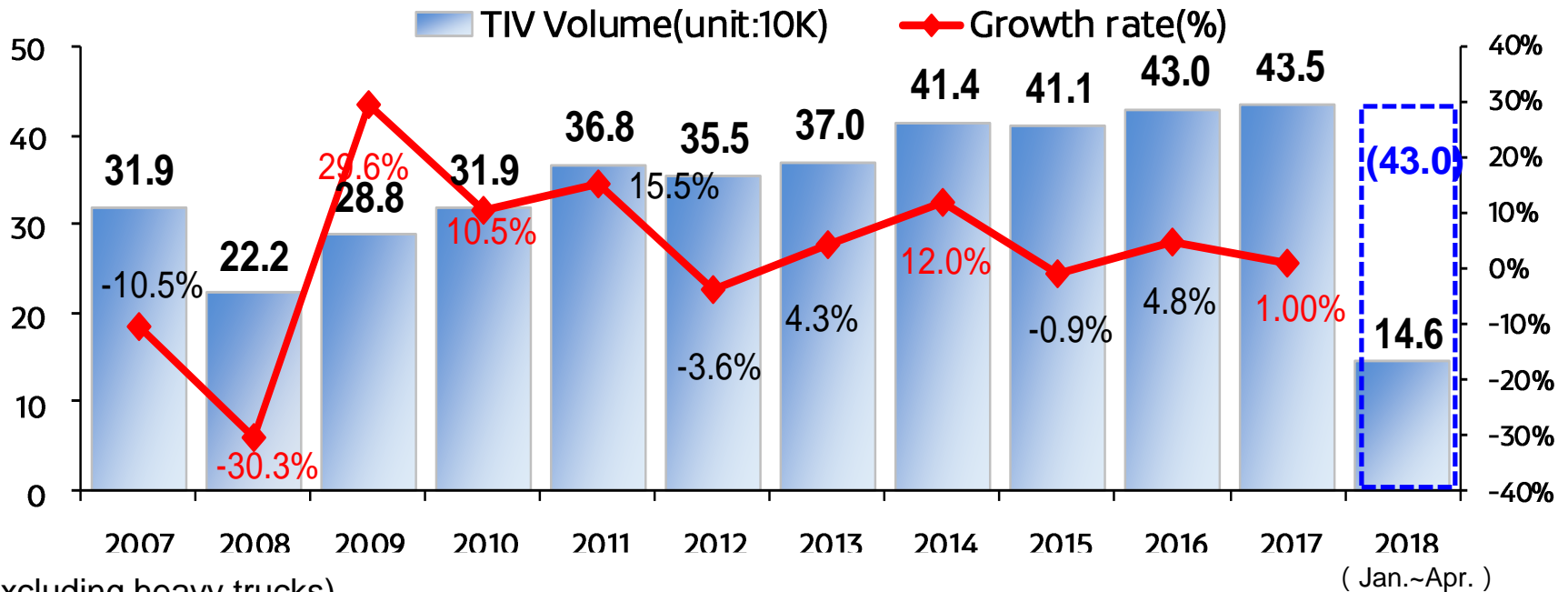


4

Cross-strait Market Forecast



Taiwan automobile market status



(excluding heavy trucks)

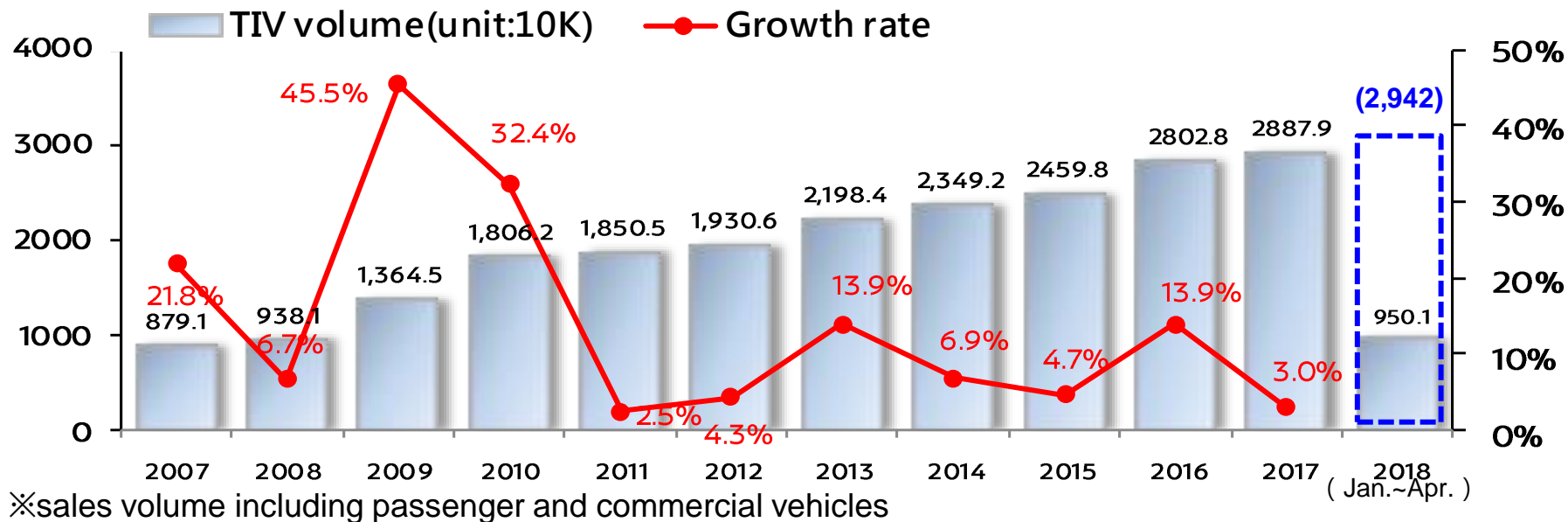
(Jan.-Apr.)

Benefited from the increasing of global raw material price and shipments of electronic product, export volume continued to expand. Meanwhile, private consumption maintained moderate growth. Taiwan's annual economic growth reached 2.86% in 2017.

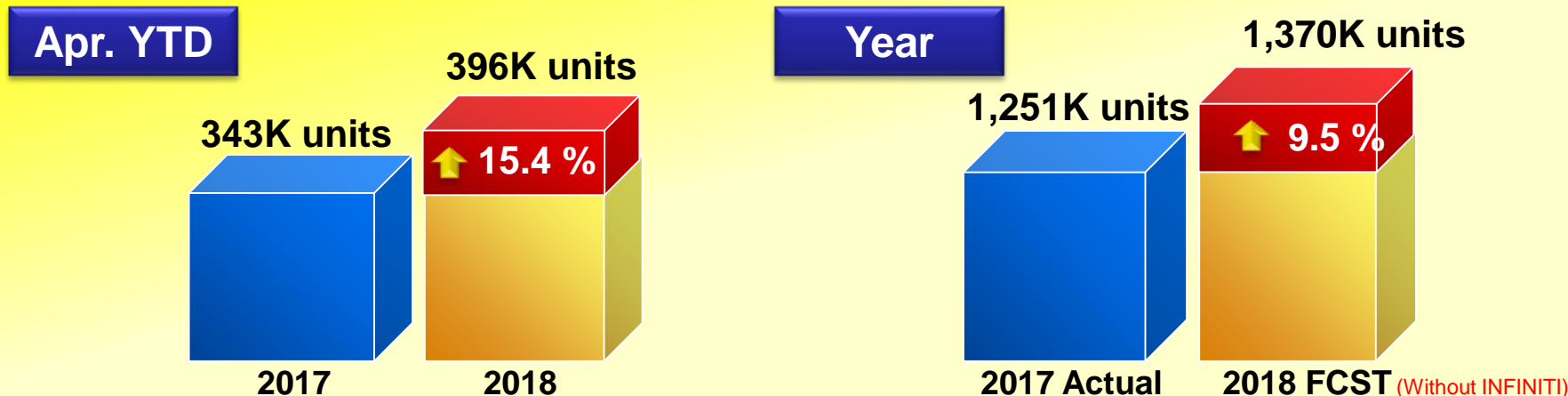
Driven by commodity tax support program and launches of new models by various brands, the annual TIV for 2017 reached 435K units.

Although the vehicle sales volume increased 5% in the first 4 months of 2018, the annual economic outlook is still forecasted to maintain similar performance as last year. Therefore, considering the mitigation of the commodity tax support program, the annual TIV for 2018 is expected conservatively to reach 430,000 units (excluding heavy trucks).

PRC automobile market status



Dongfeng Nissan Passenger Vehicle Company – Sales performance



THANK YOU FOR YOUR ATTENTION



Q & A