



Innovation
that excites

(2227:TT)

Yulon Nissan Motor Co., Ltd.

May. 20th, 2020

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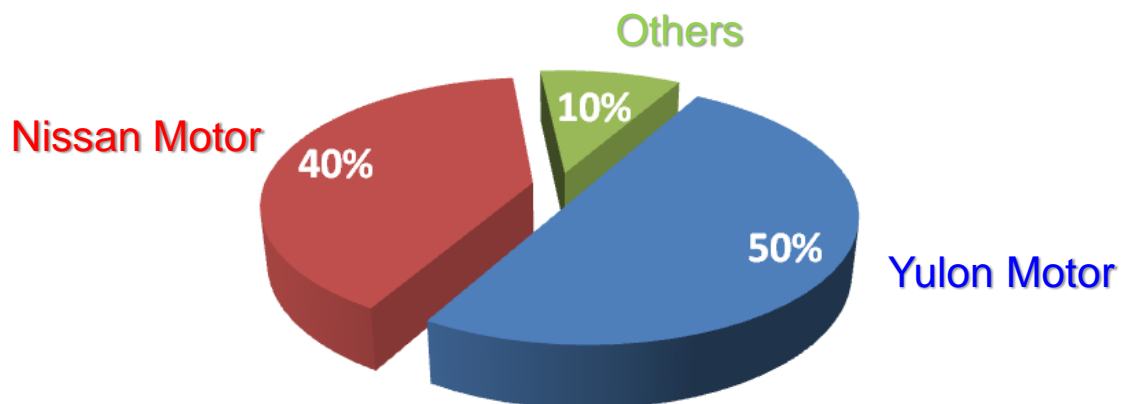
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Company Profile



Yulon-Nissan Motor profile

- **Company name : Yulon-Nissan Motor Co., Ltd.**
- **Establishment date : Oct. 22nd , 2003**
- **Chairman : Yen Chen, Li Lien**
- **President : Leman, C.C. Lee**
- **Capital : 3 billion NTD**
- **Employee Number : 410 (2020/04/30)**
- **Shareholder structure :**



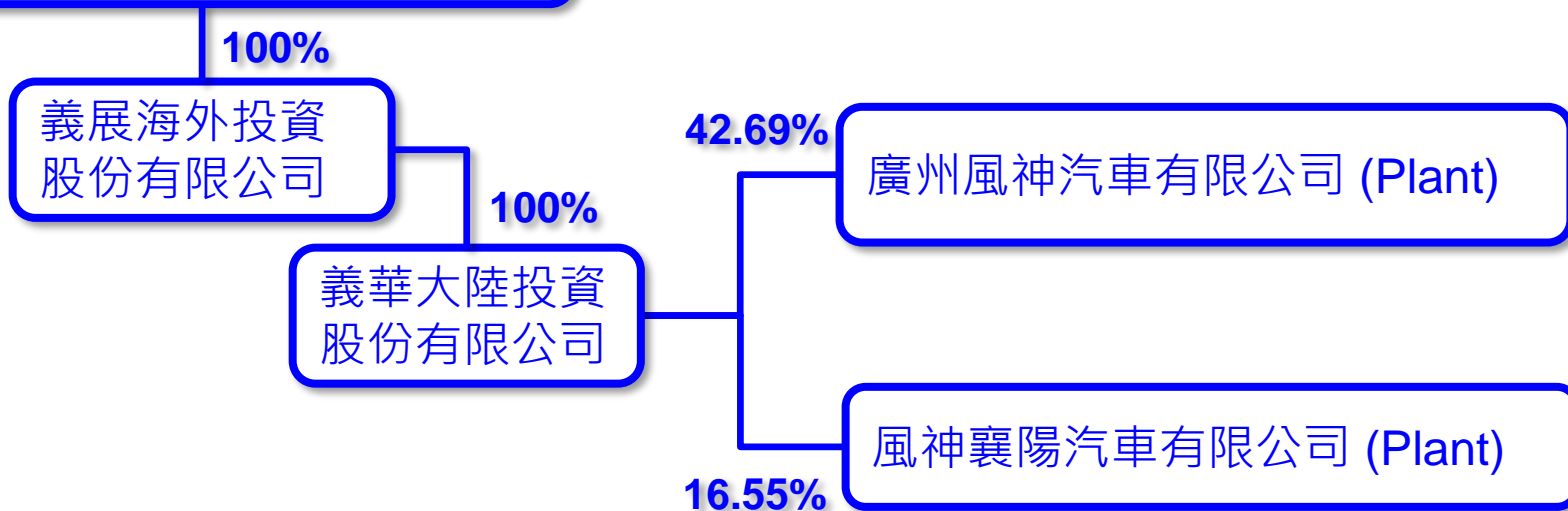
Operation Scope

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



Corporate Vision

Become the benchmark company of “Product Innovation” & “Service Innovation” in the Cross-strait Auto Industry

INFINITI- Imported Luxury Models



Q50



QX50



Q60



QX60

NISSAN- Imported Models



ALTIMA



LEAF



GTR



JUKE



370Z

NISSAN- Domestic Models



X-TRAIL



KICKS



TIIDA



SENTRA



LIVINA

2

New Model Launch



INFINITI – QX50 2020 Model Year



INFINITI – Q50 2020 Model Year



NISSAN – ALTIMA 2020 Model Year



國際大獎加冕
傲視同級

- 2020 WardsAuto年度最佳十大引擎之一
- 2020 IIHS超視距防撞系統評級獎項
- 2019 IIHS配備LED近光大燈頂級安全獎
- 2019 AutoPacific同級最佳中型車
- 2019 Autotrader最佳新車之一
- 2019 AutoMobile全方位車款

NISSAN – LEAF

全球電動車銷售冠軍

LEAF

開啟駕駛新篇章



NISSAN – KICKS 2020 Model Year

KICKS

跨界休旅
絕佳首選

本月入主享
高額零利率+萬元配件金



NISSAN – X-TRAIL 2020 Model Year



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X-TRAIL

NISSAN INTELLIGENT MOBILITY



十項全能 是我本能 20年式 重磅登場 / **94.9** 萬起
政府補助換新

NISSAN – SENTRA 2020 Model Year

SENTRA

初春心動優惠

全方位環景版
心動價

69.5萬



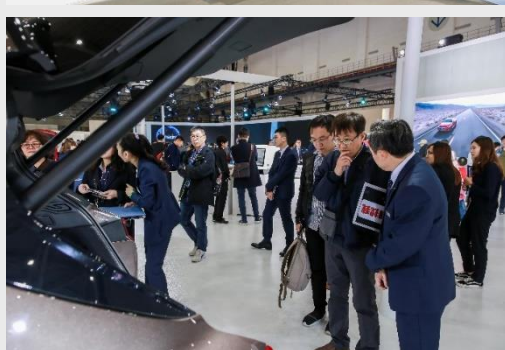
NISSAN – TIIDA NSS 360



INFINITI – The Newest Marketing Program



INFINITI 前瞻首演
純電概念休旅QX inspiration 開啟電能新紀元



NISSAN – The Newest Marketing Program

傳奇之作 再造巔峰
GT-R 50週年紀念版
霸氣登場



NISSAN – The Newest Marketing Program



車型網 預約試乘

X-TRAIL

安心自駕版 | 限時優惠 **79,9** 萬元 (含稅) (含保險及車牌)
加贈丙式車體險



KICKS #給病毒一腳

本月入主送 NISSAN 防疫大禮包
優惠總價值最高 **14** 萬





車型網 TIIDA / SENTRA 預約試駕 TIIDA / SENTRA

不需群聚, 獨響樂趣

TIIDA · SENTRA 響樂特仕車



升級 JBL 揚聲器

NISSAN CAN HELP

購車享 防疫大禮包

NISSAN 與您齊心抗疫



- 1** NISSAN HELP 基金 **3** 萬
- 2** PM2.5 負離子 空氣濾網 | 臭氧負離子 空氣清淨器 | 免費臭氧殺菌服務
- 3** 丙式車體險 | **4** 萬元低頭款開回家 (高額分期零利率)
- 5** 6大系統 **8**年無限里程保固

優惠總價值
最 | 高 | 達

14

萬

NISSAN
Can Help

6 舊換新 **5** 萬元優先領

NISSAN CAN HELP

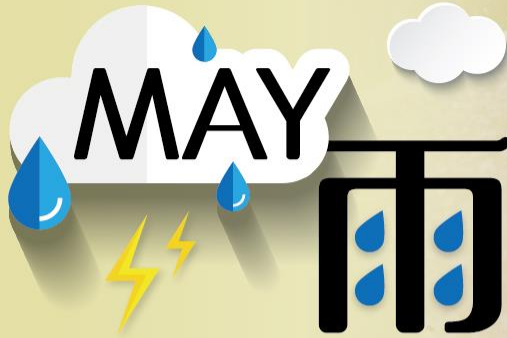
本月購車享 **14萬防疫大禮包** 齊心抗疫

14萬係指優惠最高總價值

NISSAN – The Newest Service Program



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that excites



2020/05/01 ▶ 05/31
行車健檢 · 守護您

雨季放心行

返廠消費滿額贈

消費100元以上
未滿5,000元

或

抗菌純水濕巾

一包



消費滿
5,000元

全效
抗菌液

一瓶



本一限贈
送消費金額擇一贈送

玉山聯名卡刷卡禮

凡持玉山NISSAN聯名卡於服務廠消費，即贈

高效除菌液一瓶



數量有限，送完為止



- 免費行車健檢
- 精選零配件優惠
- 越修越便宜優惠
- 紅利點數加價購

※越修越便宜優惠有其限制條件，詳情請參閱NISSAN官網或洽NISSAN服務廠人員 ※軍車/營業車/租賃車/公司車/出險鉅噴/保固補償等不適用本活動

※活動詳情與限制條件等，請參閱NISSAN官網<http://www.nissan.com.tw> ※以上活動裕隆日產保有取消、終止、暫停或更改本活動辦法及內容之權利

NISSAN – The Newest Service Program



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NISSAN 祝媽媽們

母親節快樂

NISSAN Care APP會員 APP預約定保履約送好禮

活動期間 2020/5/4~2020/5/9

以 NISSAN Care APP 預約於活動期間
即2020年5月4日至2020年5月9日返廠定保
且準時履約（限當日開單及結帳）者即贈



茶樹抗菌精油皂 乙份

- ※限定保自費車輛 ※月結帳款車輛不適用本活動
- ※每台車限領一份，數量有限，送完為止

裕隆日產汽車保有取消、終止、暫停或更改本活動辦法及內容之權利
並於NISSAN官網<http://www.nissan.com.tw>公告之

INFINITI – Preventive Action For COVID-19



- 汙染不入 入進行主動阻斷 主動空汙過濾系統**
 配備原廠PM2.5預濾器，對PM2.5等細顆粒進行過濾，阻隔外氣汙染源，減少PM2.5吸入量，提升車內空氣品質。
- 全球獨創 全域式空氣淨化 Plasma 離子除菌功能提升車內空氣品質**
 採用 Plasmacluster 負離子除菌淨化技術，能中和車內的人體電氣等負離子，有效殺菌除菌除味，並能中和車內空氣中的各種細菌、病毒、花粉等。
- 守護健康更昇華 高層多層防護 使用天時感應電解鎖**
 配備天時感應電解鎖功能，當車主接近車輛時，車門會自動解鎖，車主只需輕按車門把手，即可進入車內，有效減少接觸門把手，降低感染風險。

INFINITI 開創全域淨化空調系統，提供全方位車室空氣品質
 智能主動技術搭配人性化設計
 支撐健康生活，有效守護每一次呼吸



INFINITI 3月24日

INFINITI 安心禮遇活動 | 免費臭氧殺菌服務
 即日起至全台服務據點回廠保養，即贈《國安好心安高效除菌液》乙瓶，預約定保還可再享《車室臭氧殺菌》免費服務乙次。
 了解更多 <http://spr.ly/61881QUFp>
 INFINITI 與您一同安心面對路上的每一刻，歡迎洽詢各服務據點。

INFINITI 與您一同 安心面對 路上的每一刻

安心禮遇活動
 2020.3.18-2020.4.30

- 進廠保養即贈「國安好心安離身消毒防菌液」
 (優惠限一次，數量有限，送完即止)
- 預約定保加贈「車室臭氧殺菌」免費服務

INFINITI
 EMPOWER THE DRIVE

INFINITI 3月13日

INFINITI 與您一同防疫 | 賞車、保養贈高效除菌液
 3/14 起至全台展示中心試乘賞車或 3/18 起回廠保養，即贈《國安好心安高效除菌液》乙瓶，99.9% 消毒除菌，即刻預約試乘 <http://spr.ly/61881bRDA>
 INFINITI 貼心獻禮帶給您多層防護，歡迎洽各服務據點。



NISSAN – Preventive Action For COVID-19

NISSAN 防疫5要點 讓您賞車最安心

1. 展間所有服務人員每日進行測量體溫及使用酒精消毒。



2. 展間桌椅環境每日定時以酒精消毒。



3. 展車及試乘車每日定時進行消毒。



4. 來賓進入展間亦須配合體溫測量，並酒精消毒雙手。



5. 全場域使用免洗紙杯及單包裝點心，降低重複接觸感染風險



NISSAN – Preventive Action For COVID-19



Innovation that excites

請返廠車主配合 保持社交距離並建議



配戴口罩



進廠請 協助配合



車輛酒精擦拭



體溫量測



消毒雙手



配戴口罩



方向盤



車內門把手



車外門把手

3

Operation Briefing



Consolidated Statements of Comprehensive Income

Currency:K\$NTD

	2016		2017		2018		2019		2020Q1	
Net Sales	34,860,446	100.0%	33,221,774	100.0%	31,257,730	100.0%	32,498,607	100.0%	7,360,633	100.0%
Gross Profit	5,061,230	14.5%	6,183,770	18.6%	5,326,727	17.0%	4,850,713	14.9%	1,058,628	14.4%
Operating Expenses	3,859,193	11.1%	4,108,082	12.4%	3,989,973	12.8%	3,486,224	10.7%	1,056,230	14.3%
Operating Income	1,202,037	3.4%	2,075,688	6.2%	1,336,754	4.3%	1,364,489	4.2%	2,398	0.0%
Income before Taxes	5,586,104	16.0%	8,003,421	24.1%	7,676,560	24.6%	9,112,267	28.0%	228,280	3.1%
Tax Expenses	955,489	2.7%	1,360,921	4.1%	1,786,514	5.7%	1,830,370	5.6%	49,694	0.7%
Income after Taxes	4,630,615	13.3%	6,642,500	20.0%	5,890,046	18.8%	7,281,897	22.4%	178,586	2.4%
Earnings Per Share	15.44	–	22.14	–	19.63	–	24.27	–	0.60	–
Cash Dividend (NTD)	22.00	–	21	–	17.7	–	21.27	–	–	–
Dividend Paid Out Ratio	142.5%	–	94.8%	–	90.0%	–	87.6%	–	–	–

Consolidated Balance Sheets

Currency:K\$NTD

	2016	2017	2018	2019	2020Q1
Current Assets	12,843,955	8,783,713	8,346,080	14,997,108	13,776,479
Fund and Investment (Long-term Equity)	14,659,211	15,251,359	15,629,726	10,708,207	10,949,639
Property, Plant and Equipment	94,878	92,768	85,284	139,203	133,871
Other Assets	2,141,704	1,648,947	2,038,657	2,726,888	2,666,002
Total Assets	29,739,748	25,776,787	26,099,747	28,571,406	27,525,991
Current Liabilities	6,310,765	2,545,626	3,323,171	3,705,175	2,493,528
Other Liabilities	1,874,640	2,036,537	2,319,542	3,292,907	3,301,388
Total Liabilities	8,185,405	4,582,163	5,642,713	6,998,082	5,794,916
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	5,988,698	5,988,968
Retained Earnings	12,387,086	12,440,237	12,059,784	13,855,188	14,040,304
Other Adjustments	37,852	-375,018	-732,155	-1,270,832	-1,298,197
Total Shareholders' Equity	21,554,343	21,194,624	20,457,034	21,573,054	21,731,075
Book Value / Share	71.8	70.6	68.2	71.9	72.4

4

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

NISSAN INTELLIGENT MOBILITY

智 行 科 技

TIIDA



升級 NSS 360°
智能安全科技



前方 安全警示

FCW碰撞預警、PDW行人偵測、
LDW車道偏離

側邊 安全警示

BSW盲點偵測、
DOA車門開啟警示

後方 安全警示

RCTA後方車側警示

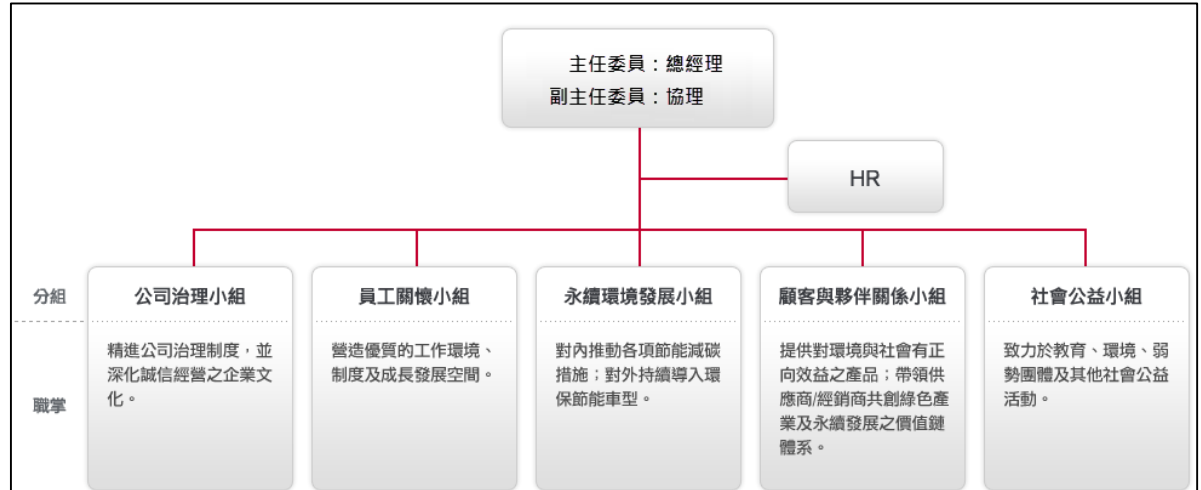
環景 安全監控

AVM360° 環景影像監控

Corporate Social Responsibility



連續三年
前50大殊榮



2019年企業社會責任重點績效

公司治理與經濟面

董事會運作 召開董事會6次	董事會績效評估 董事成員自評4.82分 董事會績效自評4.92分	財務績效表現 成車銷售37,821台 營業收入325.0億元 稅前盈餘91.1億元 稅後每股盈餘24.27元
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環境面

整車回收與再利用 回收率達92.1%以上 回收再利用率達95%以上	服務廠環境永續行動 減少180萬個機油瓶使用
節能減碳 2019年為1176.0公噸CO ₂ e/年， 與2018年相較下降幅度為5%	綠色供應商 完成52家重點廠商碳量盤點 台廠重點供應商全取得ISO 14001認證 2019年減碳實績為2%(政府規範1%)

社會面

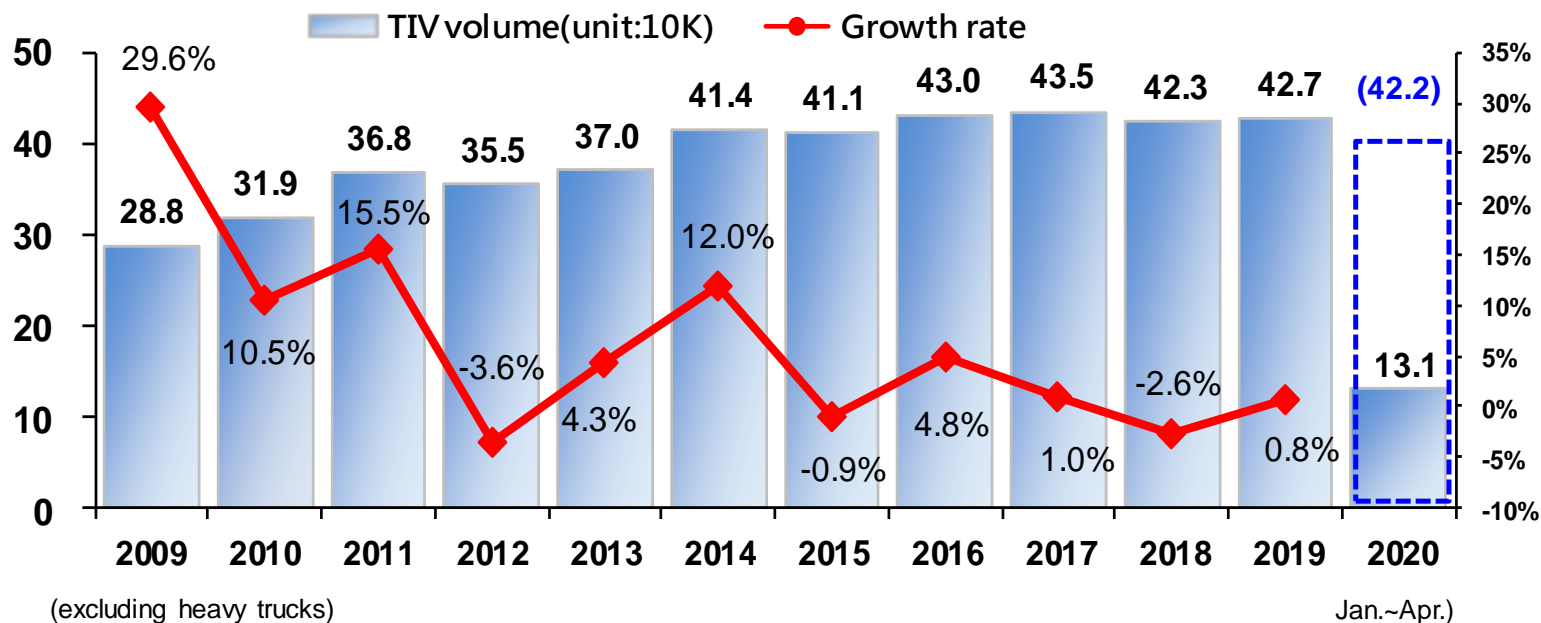
供應商的管理與評估 已有49家供應商鑑別為A級(共52家重點廠商) 零工安事件發生 勞檢違規事件數降低至5件(2019年) 未使用衝突礦石	在地採購 國內零件採購占總零件採購金額51%
雇用狀況 女性員工比例達26.7% 雇用在地居民達78.95%	社會關懷 舉辦「2019-2020 裕隆日產汽車創新風雲賞」競賽活動，累計高達22,000人次參與活動 參與學界培養人才 舉辦「NISSAN小戰神任務」參訪活動 舉辦「INFINITI車主高爾夫聯誼賽」 長期關懷環保局市民臨時工 舉辦「大自然嬉遊記」活動 舉辦「INFINITI賽車工程學院亞洲及大洋洲區總決賽」
員工關懷 育嬰留停期滿後實際復職的員工比例達100% 舉辦2場生活講座 每名員工接受訓練的平均時數達63.4小時	

5

Cross-strait Market Forecast



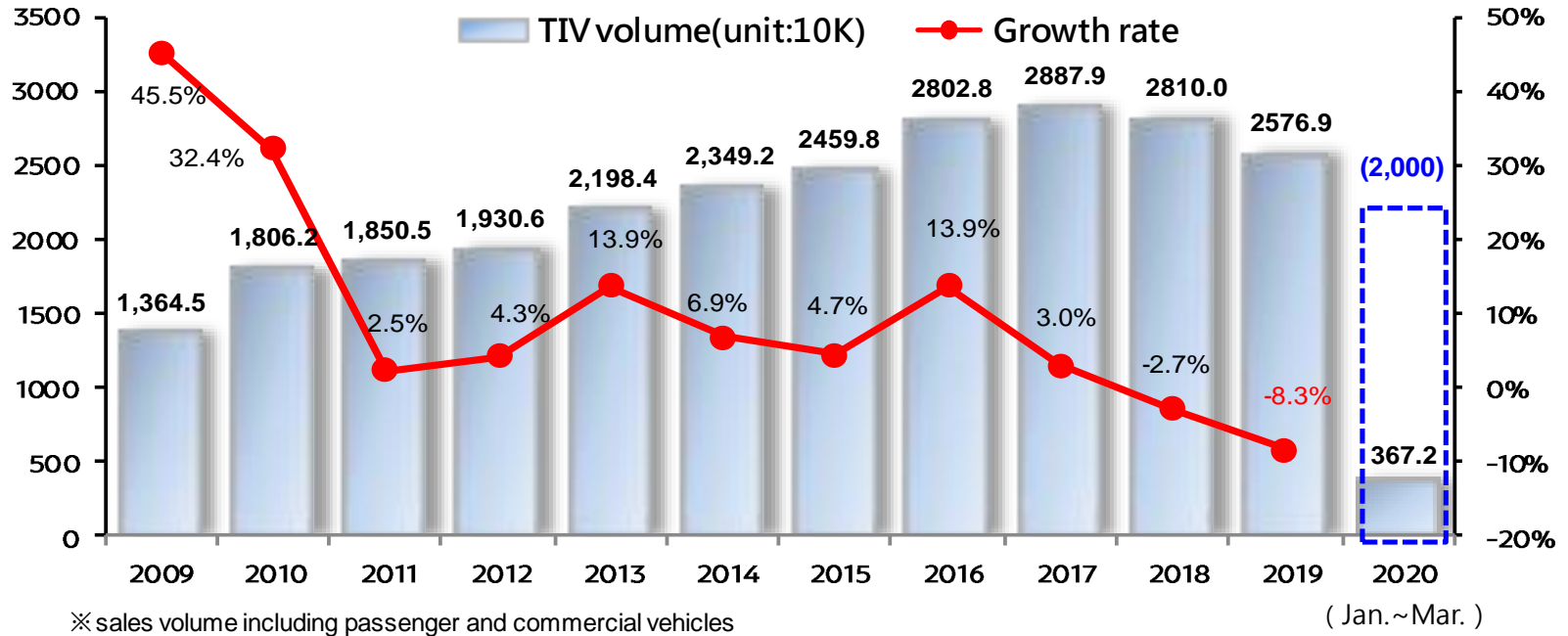
Taiwan automobile market status



From January to April this year, automobile sales increased by 3% compared with the same period last year, but April sales were the poorest month of the same period after 2014, indicating that the Taiwan auto market was severely affected by COVID-19 epidemic crisis, which also led to the raising of market uncertainty.

After global supply chain gradually started to resume production, and considering that this is the last year for government's commodity tax rebate program, we would like to keep Taiwan automobile market sales forecast of 422,000 units (excluding heavy trucks).

P.R.C. automobile market status



Dongfeng Nissan Passenger Vehicle Company – Sales performance

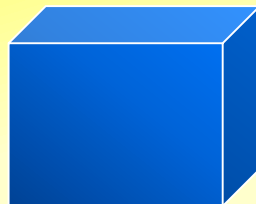
Mar. Year-to-date

291K units



2019

161K units



2020

The mainland China automobile market declined by about 40% from January to March compared with the same period last year. It is estimated that the COVID-19 epidemic crisis will continue its impact for 6 months. The mainland China automobile market is expected to start recovery in second half year. Annual sales volume is estimated to be around 20 million units.

THANK YOU FOR YOUR ATTENTION

