

NISSAN FASTEST RISING AUTOMOTIVE BRAND

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Nissan has been named one of the world's most valuable brands for 2015, according to Interbrand, the world-leading brand consultancy. In the Best Global Brands Study, released today by Interbrand, Nissan ranked 49, up from 56 in 2014 and 90 with a brand valuation of \$3.819B from the company's inaugural appearance on the list in 2011. Nissan is the fastest-rising automotive brand in this year's study.

"Nissan's rapid ascent in five short years from place 90 to now 49 shows we're playing in the right spaces and engaging with consumers while always remaining authentic", said Roel de Vries, Nissan Corporate Vice President and global head of Marketing and Brand Strategy. "Growing a global brand that's exciting and innovative is an integral part of our company's success."

The study cited the strength of Nissan's engagement with Millennials, effective sponsorship opportunities and customization offerings among the drivers of the company's brand health and again named them a "Top Riser." The value of the Nissan brand was estimated at \$9.082 billion, an increase by 19% from last year's estimated value of more than \$7.6 billion.

The study also applauded Nissan tapping into sponsorship opportunities to reach younger audiences, including the UEFA Champions League activation in 2015 and NBC's "The Voice." It also highlighted the company's customization and personalization of products, citing the new US Juke Color Studio and innovative new ownership schemes for LEAF buyers in Europe as relevant ways to connect with today's consumer.

The Best Global Brands study is Interbrand's annual report on the world's most valuable brands. Interbrand's method looks at the ongoing investment and management of the brand as a business asset, taking into account financial performance, the role of brand in the purchase decision process, and the strength of the brand.

For more information about Interbrand's 2015 Best Global Brand Study, please visit: <http://www.bestglobalbrands.com/>

About Nissan Motor Co., Ltd.

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 247,500 employees globally, Nissan sold almost 5.32 million vehicles and generated revenue of 11.38 trillion yen (USD 103.6 billion) in fiscal 2014. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. Nissan leads the world in zero-emission mobility, dominated by sales of the LEAF, the first mass-market, pure-electric vehicle and the best-selling EV in history.

For more information on our products, services and commitment to sustainable mobility, visit our website at <http://www.nissan-global.com/EN/>

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