

**NISSAN GROUP
OF AFRICA**



Nissan sponsors global cricket events in major ICC partnership deal

- Nissan becomes a global ICC sponsor through 2023 including ICC Cricket World Cup and World Twenty20 -

MUMBAI, India (October 14, 2015) – Nissan has agreed to a major eight-year deal with the International Cricket Council (ICC) that further strengthens its ties with global sport.

The agreement, which runs through 2023, confirms Nissan as a global sponsor of cricket's international tournaments, including the ICC Cricket World Cup, ICC Champions Trophy and ICC World Twenty20, as well as Under 19 and Women's Cricket and qualifying events.

The ICC partnership is a significant expansion of Nissan's ongoing international sports sponsorship strategy. It allows the Japanese carmaker to bring its innovative and fan-focused approach to sport to millions of cricket-lovers around the world.

"Innovation that excites is what Nissan does," said Roel de Vries, corporate vice president, and global head of marketing and brand strategy for Nissan. "As partners with the ICC we will introduce ways to enrich the experience of cricket fans through our rights with the global Trophy Tour, the International Flag Bearer Program and new live event experiences."

"We're excited to be part of the global cricketing family and to be involved in some of the world's most prestigious and popular tournaments. Our aim is to share with cricket fans around the world the excitement of the game and our cars. Both are created by people who have passion for what they do."

As a global partner, Nissan will have extensive in-venue activation, broadcast and digital rights at all ICC events.

Commenting on the agreement, David Richardson, chief executive, International Cricket Council, said: "The ICC is delighted to welcome Nissan on board as a Global Partner and we look forward to working together for the next eight years to deliver a strong partnership at all ICC global events."

"Nissan is one of the world's leading motor companies and boasts a strong international presence in both new and established markets. Nissan's values are closely aligned to those of the ICC, to be innovative, with a strong focus on delivering exciting and unique experiences for our fans and stakeholders."

"We are delighted to welcome such a strong brand to our growing commercial portfolio and we would like to thank Nissan for their support."

The ICC partnership is another example of Nissan's dedication to global sport, which includes the UEFA Champions League, the Rio 2016 Olympic and Paralympic Games, the Olympic Teams of Great Britain, Mexico and Brazil, the National Collegiate Athletics Association, the Heisman Trophy, City Football Group and GT-R ambassador Usain Bolt.

Nissan's press conference with the ICC will be webcast on 14th October 2015 at 07h30 UK/08h30 South Africa/10h30 UAE/1200 India/15h30 Japan at:
<http://www.24framesdigital.com/nissanlive/>

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Media contacts:

Dudu Mwelase
GM, Corporate Communications
Nissan South Africa
Tel: (012) 529 8879
Mobile: 082 563 7331
Email: dudum@nissan.co.za

Thabo Smouse
Public Relations, Corporate Communications
Nissan South Africa
Tel: (012) 529 6905
Mobile: -73 139 4381
Email: thabos@nissan.co.za

About Nissan South Africa

Nissan South Africa is the operational hub for Regional Business Unit South, serving Nissan's key South Africa market and 45 other countries in Sub Saharan Africa, including Angola, Ghana, Kenya and Nigeria as well as the key Southern African markets of Botswana, Namibia, Lesotho and Swaziland. In South Africa, the company offers a range of 27 vehicles under the Nissan, Infiniti and Datsun brands, including the popular locally-produced Nissan light commercial vehicles - the NP200 half ton pickup and NP300 one-ton Hardbody - produced at the company's Rosslyn plant, north west of Pretoria. Nissan made history locally in 2013 with the introduction of Africa's first electric vehicle, Nissan's flagship Nissan LEAF. As well as boasting zero emissions leadership, Nissan is also a leader in the crossover segment. Among its product offerings are the all-new Nissan Qashqai and X-Trail, as well as Juke. The Datsun brand has re-established Nissan in the entry-level market where the tailor-made Datsun GO is breaking new ground in the 'riser' market segment. Infiniti continues to make a mark in the luxury segment. Its current range of vehicles expanded to seven when the Q80 launched in April 2015. Nissan is one of the top ten automotive companies in South Africa.

About Nissan Motor Co.

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.