



Innovation  
that excites

(2227:TT)

# Yulon Nissan Motor Co., Ltd.

Nov. 23th, 2017

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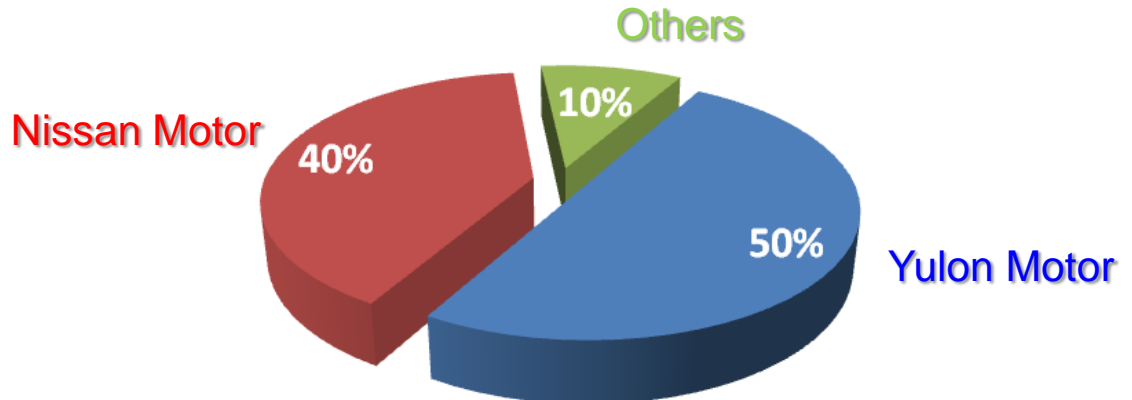
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# Company Profile



# Yulon-Nissan Motor profile

- Company name : Yulon-Nissan Motor Co., Ltd.
- Establishment date : Oct. 22<sup>nd</sup> , 2003
- Chairman : Kenneth, K.T. Yen
- President : Leman, C.C. Lee
- Capital : 3 billion NTD
- Employee Number : 428 (2017/10)
- 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



QX50



Q50



QX60



Q60



QX70



Q70



# NISSAN- Imported Models



GT-R



JUKE



370 Z



MURANO

# NISSAN- Domestic Models



X-TRAIL



iTIIDA



ALL NEW LIVINA



SENTRA



TIIDA



ALL NEW TEANA



NEW MARCH

# NISSAN – 2017 SENTRA



# NISSAN- X-TRAIL

X-TRAIL

**奔放版** 限量登場

升級 後方盲區偵測系統



# NISSAN – iTIIDA SR

iTIIDA **SR** 66.9萬起

慶祝NISSAN在台60週年 全車系同享高額優惠



# INFINITI- Q50

## Q50

OUTDRIVE YOURSELF  
超之在我

唯有自己，是最強勁的對手。

Q50 18年式以更具跑格魅力的熱血動感，

結合5.1秒破百的超性能，與超智慧駕駛科技ProACTIVE，

以不斷超越，成就更完美的自己。



18年式 超凡登場



INFINITI

EMPOWER THE DRIVE

規格配備以實車為主

# NISSAN-The Newest Marketing Program



五年竊盜險  
五次保養  
高額零利率



延長保固  
政府補助  
5萬元優先領

# NISSAN-The Newest Service Program



# NISSAN

## 為你設享

### NISSAN全車系百元以下維修零件免費

1



2



3



詳情請見NISSAN官網



### NISSAN原廠輪胎補胎免費





2

# Operation Briefing



# Consolidated Statements of Comprehensive Income

Currency:K\$NTD

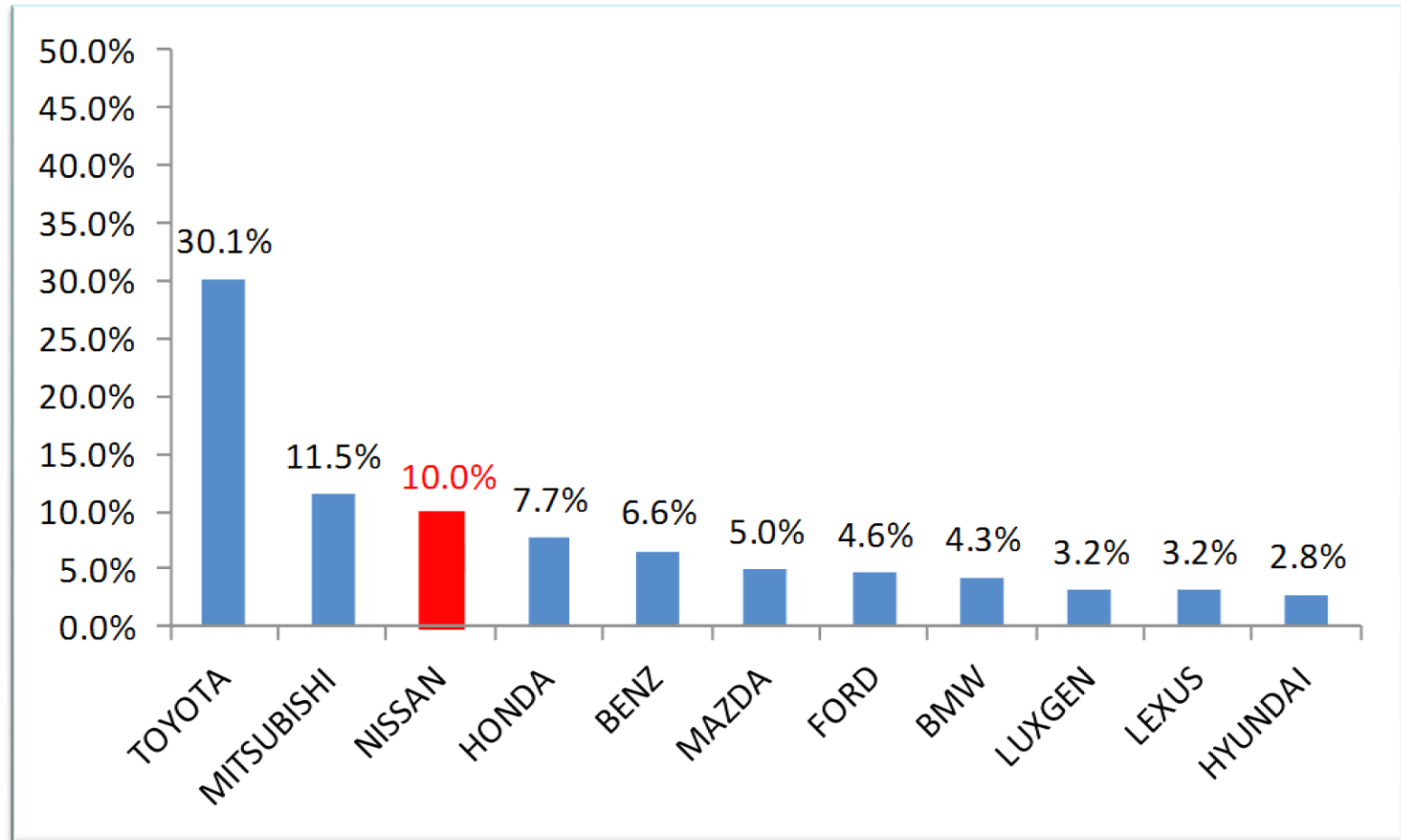
	2013		2014		2015		2016		2017Q3	
Net Sales	31,486,050	100.0%	33,176,837	100.0%	33,218,394	100.0%	34,860,446	100.0%	26,623,179	100.0%
Gross Profit	5,448,850	17.3%	4,321,661	13.0%	5,303,727	16.0%	5,061,230	14.5%	4,852,281	18.2%
Operating Expenses	3,616,656	11.5%	3,536,563	10.7%	4,068,911	12.2%	3,859,193	11.1%	3,040,442	11.4%
<b>Operating Income</b>	<b>1,832,179</b>	<b>5.8%</b>	<b>786,229</b>	<b>2.4%</b>	<b>1,234,816</b>	<b>3.7%</b>	<b>1,202,037</b>	<b>3.4%</b>	<b>1,811,839</b>	<b>6.8%</b>
Income before Taxes	8,806,890	28.0%	8,026,677	24.2%	4,999,687	15.1%	5,586,104	16.0%	5,980,298	22.5%
Tax Expenses	1,506,893	4.8%	1,502,918	4.5%	833,786	2.5%	955,489	2.7%	1,016,257	3.8%
<b>Income after Taxes</b>	<b>7,299,997</b>	<b>23.2%</b>	<b>6,523,759</b>	<b>19.7%</b>	<b>4,165,901</b>	<b>12.5%</b>	<b>4,630,615</b>	<b>13.3%</b>	<b>4,964,041</b>	<b>18.6%</b>
Earnings Per Share	24.33	—	21.75	—	13.89	—	15.44	—	16.55	—
Cash Dividend (NTD)	19.47	—	30.00	—	12.5	—	22.0	—	—	—
Dividend Paid Out Ratio	80.0%	—	137.9%	—	90.0%	—	142.5%	—	—	—

# Consolidated Balance Sheets

Currency: K\$NTD

	2012	2013	2014	2015	2016	2017Q3
Current Assets	14,954,714	18,135,802	16,262,960	12,313,731	12,843,955	8,606,364
Fund and Investment (Long-term Equity)	10,379,966	14,989,267	17,734,336	16,353,618	14,659,211	13,543,002
Property, Plant and Equipment	37,182	39,962	42,387	95,288	94,878	92,874
Other Assets	1,958,517	2,153,934	2,466,864	2,416,398	2,141,704	1,870,155
<b>Total Assets</b>	<b>27,330,379</b>	<b>35,318,965</b>	<b>36,506,547</b>	<b>31,179,035</b>	<b>29,739,748</b>	<b>24,112,395</b>
Current Liabilities	3,150,089	5,172,523	6,369,203	6,989,699	6,310,765	1,978,941
Other Liabilities	3,564,997	5,105,965	3,206,832	2,234,158	1,874,640	2,586,757
<b>Total Liabilities</b>	<b>6,715,086</b>	<b>10,278,488</b>	<b>9,576,035</b>	<b>9,223,857</b>	<b>8,185,405</b>	<b>4,565,698</b>
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	11,523,312	12,387,086	10,750,398
Other Adjustments	-904,066	210,438	1,416,899	1,302,461	37,852	-333,106
<b>Total Shareholders' Equity</b>	<b>20,615,293</b>	<b>25,040,477</b>	<b>26,930,512</b>	<b>21,955,178</b>	<b>21,554,343</b>	<b>19,546,697</b>
Book Value / Share	68.7	83.5	89.8	73.2	71.8	65.2

# Market Share Status



- **Nissan accumulative market share from Jan. to Oct. this year is 10.0%.**

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# 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

## 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**  
提供車主專屬紅利購  
品展示、查詢累積紅  
利點數

**預約保修**  
即時預約準取時段、  
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  
中獎名單/設定/相關網路平台

## NREDI 2.1



## IREDI



## Comfortable service in NISSAN Showroom

無打擾電視區

寧靜閱讀區

質感商品區

輕鬆飲品區(氣泡飲料/餅乾/茶包)

獨立上網區

整齊出納區

乾淨化妝室

吸嘴兒童區(積木/童書/繪畫)

## Owner's events

Q60  
FEEL MORE  
沸騰感官 瞬抵人心

2017 NISSAN 親子拼圖全國總決賽

# NISSAN Care APP

## NISSAN Care APP

### 感恩週年慶

即日起~2017.11.30

APP會員專屬



加碼多重送

- 總價值**百萬**零件抵用禮券**月月抽**
- 預約履約加碼紅利**最高1萬點**
- **THERMOS** 限定款加價購
- 總價值**百萬**限量配件**1折起**





# NREDI & IREDI

## NREDI



Showrooms upgrade:  
planning 78 / completed 12.

## IREDI



Showrooms upgrade  
planning 10 / completed 7

# Corporate Social Responsibility

## Work Life Balance Award



## CSR Award



## ISO-14001 Certification



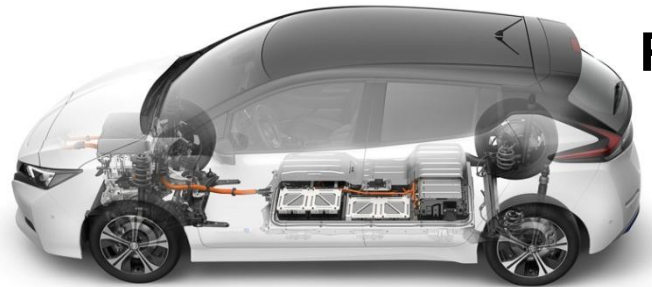
## Automobile Design Contest for College Students



## Environmental Education from Childhood



# NISSAN innovative technology—electric vehicle



**PERFORMANCE**

**TECHNOLOGY**

40kWh rechargeable lithium-ion battery

150 Horsepower up to 400km range

ProPILOT

Professional Pilot Parking

e-Pedal

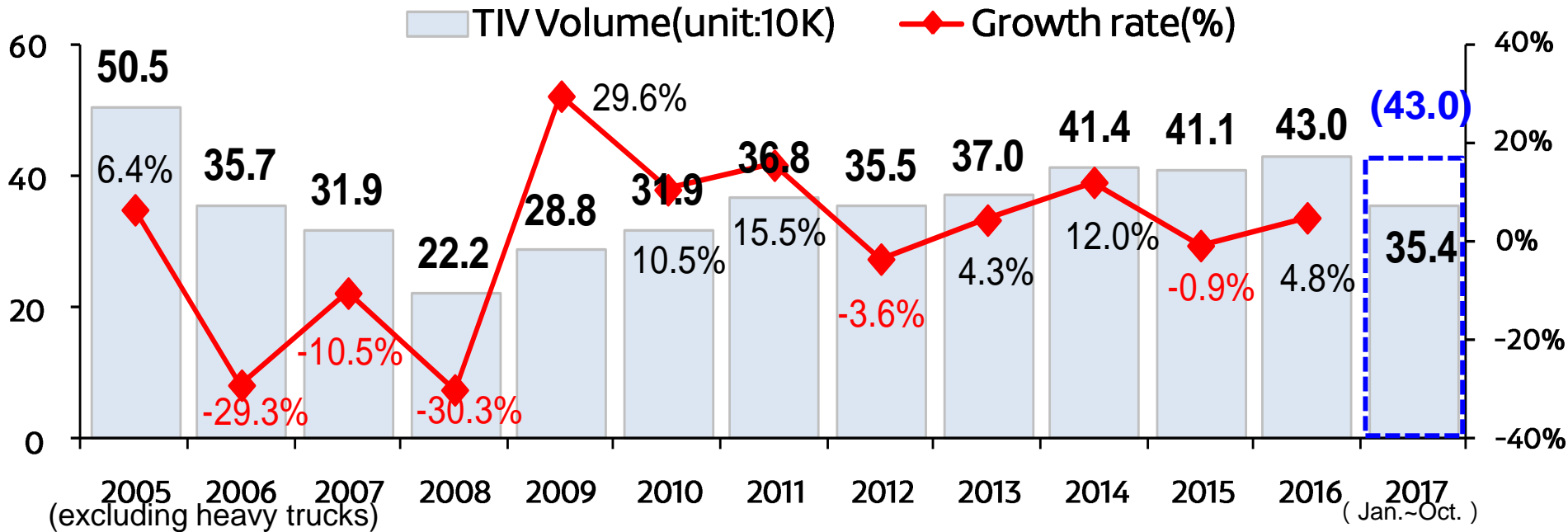


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## Cross-strait Market Forecast



# Taiwan automobile market status

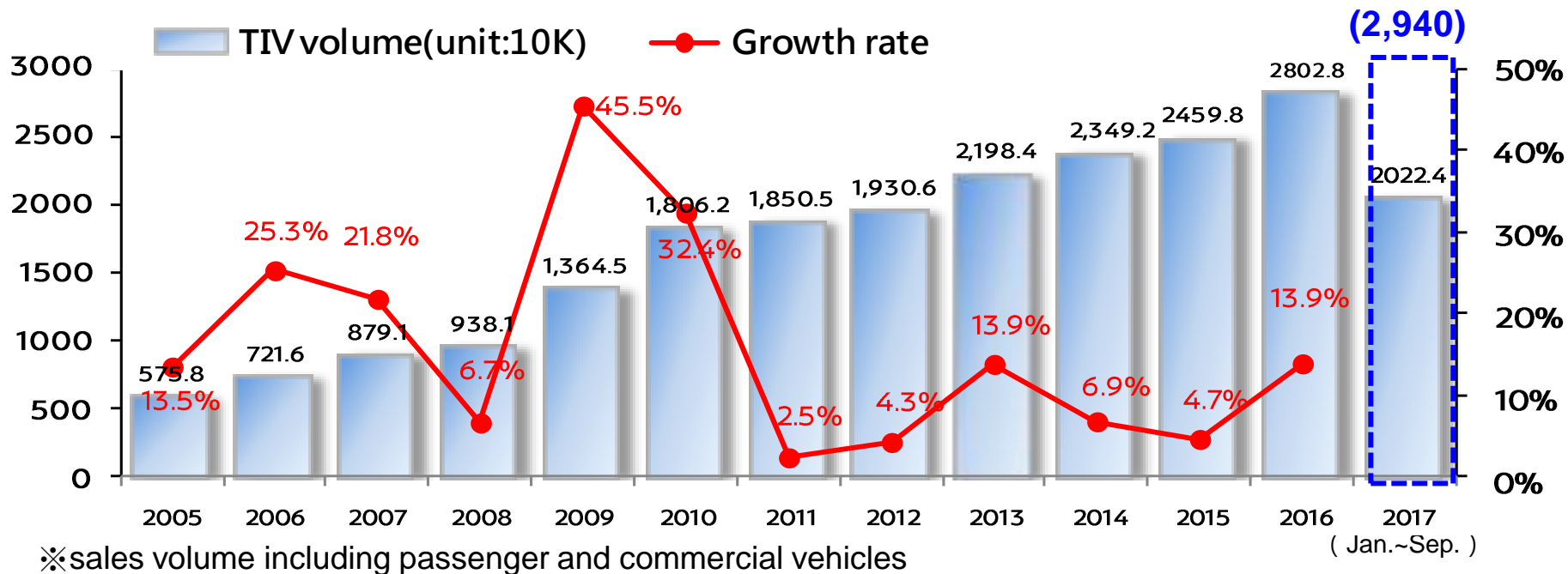


2017 global economic growth rate will be affected by the strong momentum of industrial production and will be expected to reach the highest level since 2012.

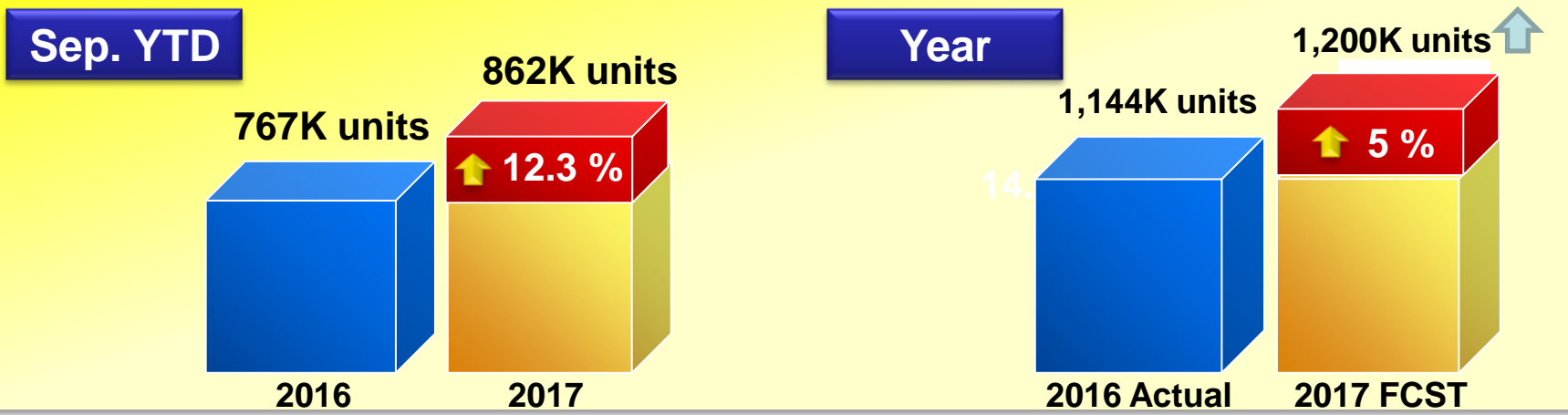
Because of the global economic expansion, the strong export growth, and the better-than-expected domestic consumption, 2017 annual economic growth forecast of Taiwan was revised from 2.05% to 2.11% by the Directorate-General of Budget, Accounting and Statistics its forecast in August.

However, considering the mitigation of the commodity tax support program, the annual TIV for 2017 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

