



# Yulon Nissan Motor Co., Ltd.

Nov. 20th, 2020

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# AGENDA

1

**Company Profile**

2

**New Model Launch**

3

**Operation Briefing**

4

**Core Strategy**

5

**Cross-strait Market Forecast**

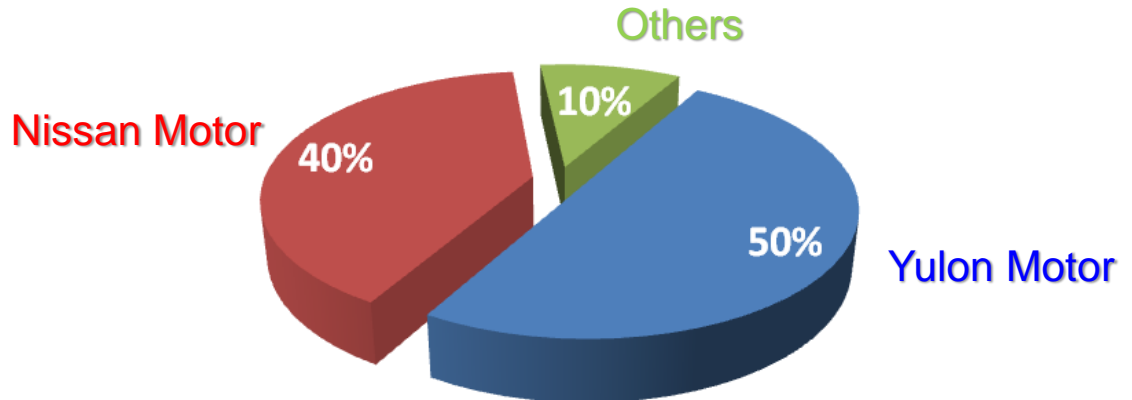
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# Company Profile



# Yulon-Nissan Motor profile

- **Company name** : Yulon-Nissan Motor Co., Ltd.
- **Establishment date** : Oct. 22<sup>nd</sup> , 2003
- **Chairman** : Yen Chen, Li Lien
- **President** : Leman, C.C. Lee
- **Capital** : 3 billion NTD
- **Employee Number** : 405 (2020/10/31)
- **Shareholder structure** :



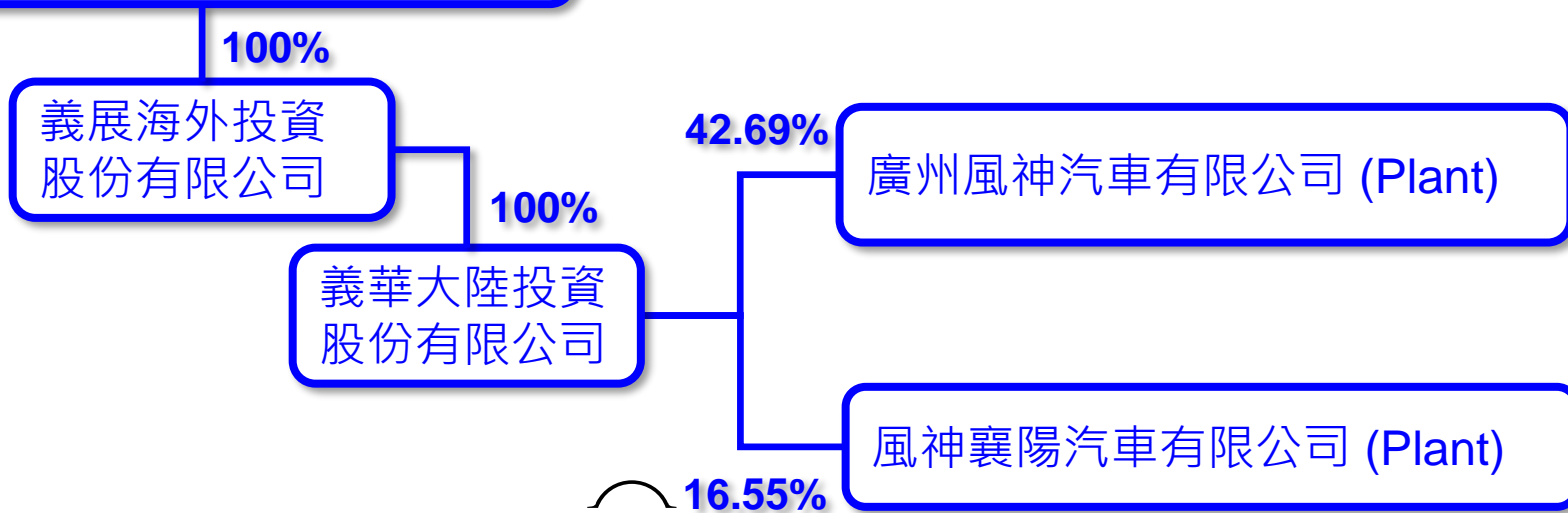
# Operation Scope

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



Q60



QX50



QX60





# NISSAN- Imported Models



GTR



370Z



ALTIMA



JUKE



LEAF



# NISSAN- Domestic Models



X-TRAIL



KICKS



SENTRA



TIIDA



LIVINA



2

# New Model Launch





# INFINITI – QX50 CARINPLAY

QX50  
動見超凡

CARINPLAY 馭樂升級

Apple CarPlay & Android Auto

原廠中文 3D 衛星導航

AVM 環景顯示附 MOD 物體偵測

風尚馭樂款 全面升級



# INFINITI – Q50 CARINPLAY

Q50  
超之在我

CARINPLAY 馭樂升級

Apple CarPlay & Android Auto

BOSE PERFORMANCE 16 具揚聲器

原廠中文 3D 衛星導航

大膽實現 馭樂無限





# NISSAN – NEW JUKE



NEW JUKE

聲動你的駕駛感官

預售優惠 搶先了解

NISSAN  
INTELLIGENT  
MOBILITY



# NISSAN – ALTIMA

ALTIMA  
強大的心 永無止境

新.極.限 限時優惠專案

舊換新 111.9萬起





# NISSAN – ALL NEW SENTRA

ALL NEW SENTRA

全新上市

舊換新 **68.9**萬元起





# NISSAN – X-TRAIL



X - T R A I L

安心特仕車 **79.9** 萬元起  
(含舊換新補助)

3萬好禮 安心再升級

# INFINITI – The Newest Marketing Program





# INFINITI – The Newest Service Program

## INFINITI 延長保固服務方案

INFINITI 重視每位車主的座駕，現提供 6 大系統共 6 年 15 萬公里  
延長保固服務，完善保固、尊榮服務，守護您的坐駕。

### 六大延長保固系統

**引擎本體**  
汽缸蓋、汽缸蓋、曲軸箱、  
正時軸、進氣門、  
機油蓋、進氣六波室

**變速箱系統**  
扭力轉換器、齒輪、密封、  
換油機件、油隔機件

**引擎控制模組**  
引擎電腦系統、  
引擎噴射系統、  
引擎氣門調整及鬆動器

**變速箱控制模組**  
變速箱電腦系統、  
變速箱機件

**冷卻系統**  
感溫器、水箱、  
散熱風扇(內機)、散熱器

**燃油系統**  
燃油泵、汽油噴射系統  
燃油噴嘴、油壓調整、油嘴、  
MAF 空氣流量感測器

### 延長保固服務

車款	建議售價(元)
Q30 / QX30	\$ 54,000
Q50 / QX50	\$ 60,000
Q60 / QX60	\$ 66,000
Q70 / QX70	\$ 66,000



本計畫服務期最高達 6 年或 15 萬公里以內 (視何者先到為準)，本專案之活動詳情及活動條件，請參見 INFINITI 官網或洽 INFINITI 展示中心。



# NISSAN – The Newest Marketing Program



TICKET VIP

NISSAN

NEW JUKE  
聲動你的駕駛感官

VIP ONLY 聲動賞車會 VIP ONLY

11 / 6	12:00	小江
DATE	TIME	受邀者

誠摯邀您蒞臨，一起感受全感官的最大釋放！  
英倫原生潮旅 NEW JUKE，全新改款登台  
搭載多項優質配備，不論到哪，都給你最稱道的駕駛樂趣。

展示中心 誠隆公司 北投所

裕隆 日產 葉跡贊 敬邀



座位選擇

眾人擁戴型顧內高潮

**B 排 2 號**

立即搶票

即期發還 掛BOSE無線音響系統 (價值13,000元整)

抽獎資格

1. 善展信譽的电子商務身分至個人FB 並轉發
2. 並於貼文內文加上 #NEWJUKE聲動你的駕駛感官

於活動期間109/11/06 00:00 ~ 109/11/18/ 23:59(以FB系統內時間為準)完成以上步驟，即可獲贈 BOSE 無線音響系統抽獎資格，得獎名單將於 109/11/24(二) 20:00 於公佈於 NISSAN FB 官方粉絲團





# NISSAN – The Newest Marketing Program



# NISSAN – The Newest Marketing Program

生來耀眼 嶽騷登場



魅黑發光 自帶登場樂  
**X-TRAIL**  
音樂監修人  
ft.張震嶽

嶽動版



不受搖限 自帶登場樂  
**KICKS**  
音樂監修人  
ft.9m88

騷動版

全車靜音工程升級



音響 | 嶽騷運動化套件 X 3D紓壓座椅 | 賞車即贈



嶽騷歌單





# NISSAN – The Newest Service Program

2020 2020  
10.1 — 11.30

## 週年慶好禮 5 告讚

NISSAN Care APP 會員專屬

APP 換新裝 10/6 嶄新上市



# NISSAN – The Newest Service Program





3

# Operation Briefing



# Consolidated Statements of Comprehensive Income

單位: 新台幣仟元

	2016		2017		2018		2019		2020Q3	
銷貨收入淨額	34,860,446	100.0%	33,221,774	100.0%	31,257,730	100.0%	32,498,607	100.0%	21,635,012	100.0%
銷貨毛利	5,061,230	14.5%	6,183,770	18.6%	5,326,727	17.0%	4,850,713	14.9%	3,116,445	14.4%
營業費用	3,859,193	11.1%	4,108,082	12.4%	3,989,973	12.8%	3,486,224	10.7%	2,983,696	13.8%
營業淨利	1,202,037	3.4%	2,075,688	6.2%	1,336,754	4.3%	1,364,489	4.2%	132,749	0.6%
稅前淨利	5,586,104	16.0%	8,003,421	24.1%	7,676,560	24.6%	9,112,267	28.0%	4,762,660	22.0%
所得稅費用	955,489	2.7%	1,360,921	4.1%	1,786,514	5.7%	1,830,370	5.6%	940,692	4.3%
稅後淨利	4,630,615	13.3%	6,642,500	20.0%	5,890,046	18.8%	7,281,897	22.4%	3,821,968	17.7%
每股盈餘(元)	15.44	—	22.14	—	19.63	—	24.27	—	12.74	—
現金股利(元)	22.0	—	21.0	—	17.67	—	21.27	—	—	—
現金發放率	142.5%	—	94.8%	—	90.0%	—	87.6%	—	—	—

# Consolidated Balance Sheets

單位：新台幣仟元

	2016	2017	2018	2019	2020Q3
流動資產	12,843,955	8,783,713	8,346,080	14,997,108	11,994,665
基金與投資	14,659,211	15,251,359	15,629,726	10,708,207	12,930,371
固定資產	94,878	92,768	85,284	139,203	121,481
其他資產	2,141,704	1,648,947	2,038,657	2,726,888	2,883,848
資產總計	29,739,748	25,776,787	26,099,747	28,571,406	27,930,365
流動負債	6,310,765	2,545,626	3,323,171	3,705,175	4,667,285
其他負債	1,874,640	2,036,537	2,319,542	3,292,907	4,491,565
負債總計	8,185,405	4,582,163	5,642,713	6,998,082	9,158,850
股本	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
資本公積	6,129,405	6,129,405	6,129,405	5,988,698	5,988,968
保留盈餘	12,387,086	12,440,237	12,059,784	13,855,188	11,301,873
股東權益其他調整項目合計	37,852	-375,018	-732,155	-1,270,832	-1,519,326
股東權益總計	21,554,343	21,194,624	20,457,034	21,573,054	18,771,515
每股淨值(元)	71.8	70.6	68.2	71.9	62.6



# 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



ALL NEW SENTRA  
全新上市

新世代獵駕  
敢獵才夠型



## 智行科技

ICC 全速域定速控制  
PFCW 超視距車輛追撞警示  
IEB/P-IEB 防追撞緊急煞車  
LDP 車道偏離警示  
FCW 前方碰撞預警

## 主動安全

EAPM 油門誤踩緊急輔助  
3A 主動全時防護

## 被動安全

1,500Mpa 四門防撞鋼樑  
ZONE BODY 可潰縮高剛性車體

## 情報安全

3D AVM 360° 立體環景影像  
BSW 盲點警示系統  
RCTA 後方車側警示  
DAA 駕駛注意力警示





# Corporate Social Responsibility



連續四年天下企業公民獎前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

### 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

節能減碳  
• 2019年為1176.0公噸CO<sub>2</sub>e/年，  
與2018年相較下降幅度為5%

服務廠環境永續行動  
• 減少180萬個機油瓶使用

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

雇用狀況

- 女性員工比例達26.7%
- 雇用在地居民達78.95%

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

在地採購

- 國內零件採購占總零件採購金額51%

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」

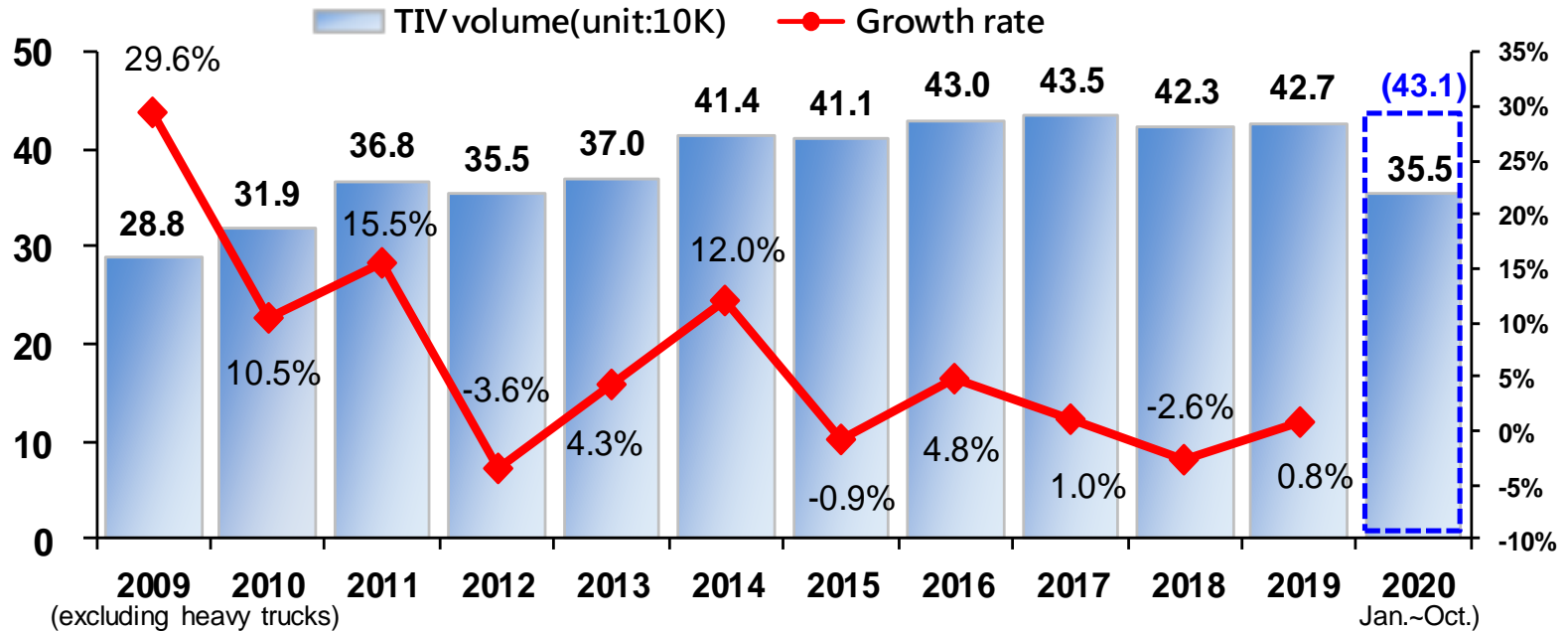
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## Cross-strait Market Forecast





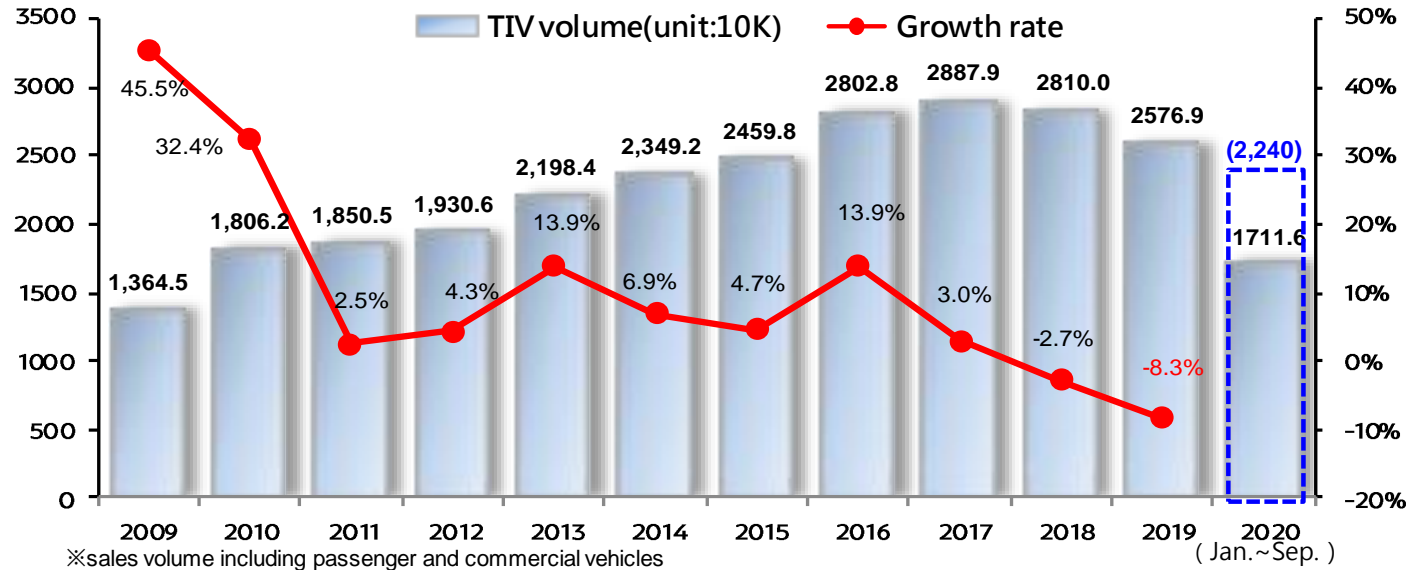
# Taiwan automobile market status



Unlike other countries suffering from the economic recession caused by COVID-19, Taiwan government has effectively controlled the epidemic with various prevention measures. Along with the booming exports, rising domestic production, and expanding private consumption, the domestic economy is expected to pick up. However, the appearance of second wave COVID-19 global pandemic may affect Taiwan's export and inhibit economic growth.

With the increasing economic momentum and the continuous introduction of new models by various brands, the total TIV between Jan to October reached 354,652 units, an increase of 3.6% comparing with last year. The annual sales volume is estimated to reach 431,000 units (excluding heavy duty vehicles).

# P.R.C. automobile market status



## Dongfeng Nissan Passenger Vehicle Company – Sales performance

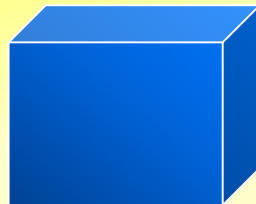
Sep. Year-to-date

902K units



2019

801K units



2020

Due to COVID-19 earlier outbreak in China, the pace of industrial production recovery was faster. With the rebound in consumer spending, the economic growth rate in the third quarter was 4.9%. The aggregate economic growth rate from January to September was 0.7%. The growth rate has changed from negative to positive, showing that China economy has gradually emerged from the haze of COVID-19 epidemic. The annual TIV is estimated to be about 22.4 million units.

# THANK YOU FOR YOUR ATTENTION



## Q&A





Thank you