



Innovation
that excites

(2227:TT)

Yulon Nissan Motor Co., Ltd.

Nov. 21th, 2018

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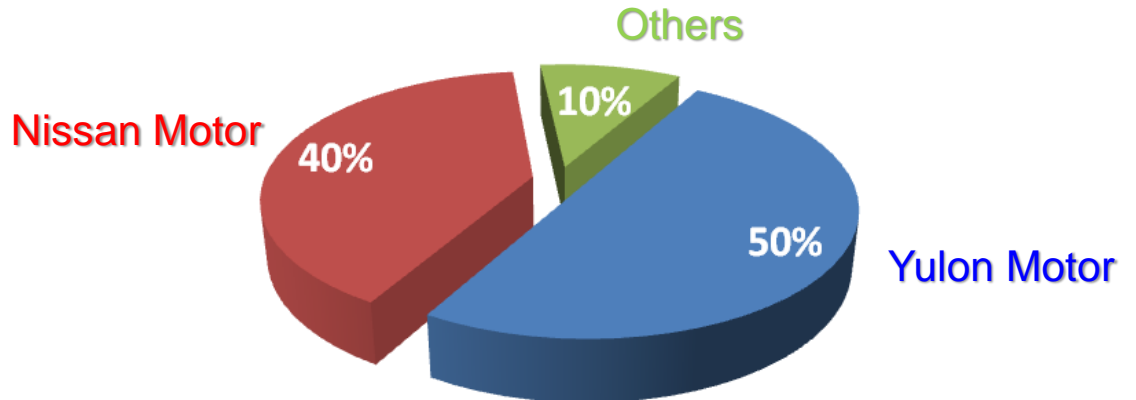
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Company Profile



Yulon-Nissan Motor profile

- **Company name** : Yulon-Nissan Motor Co., Ltd.
- **Establishment date** : Oct. 22nd , 2003
- **Chairman** : Kenneth, K.T. Yen
- **President** : Leman, C.C. Lee
- **Capital** : 3 billion NTD
- **Employee Number** : 423 (2018/10/31)
- **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

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



QX30



Q50



QX50



Q60



QX60



Q70



QX70

NISSAN- Imported Models



GT-R



370 Z



JUKE



MURANO

NISSAN- Domestic Models



SENTRA



KICKS



TIIDA



LIVINA



X-TRAIL



MARCH



TEANA

2

New Model Launch



INFINITI – QX50

THE ALL-NEW
QX50

THIS IS YOU. AMPLIFIED.

動 見 超 凡



INFINITI

EMPOWER THE DRIVE

經銷商提供之資料為準

INFINITI – The Newest Marketing Program

QX50



Media test drive



Launch press conference



Showroom activities



Pop-up activities



Golf club



VVIP preview party -
Celebrity Appreciation

NISSAN – KICKS Launch



KICKS

全 新 上 市

KICKS features (1)

Fashionable Design

Technological Protection

Brand New Motive

Easy Manipulation

多變玩色
Two-tone



更便利
X-media III

更聰明
智行車聯



情報安全 → 主動安全 → 被動安全

電子鎖匙系統 / 遠程安全定時
 可透過手機應用程式，遠程安全定時。

AWM 360° 雷達影像監控系統 / ROPS 碰撞物偵測系統(暫行標配版)
 偵測車輛前後左右方位距離，360度雷達影像向車內攝影鏡頭即時顯示於螢幕上，讓可視範圍更廣更清晰，並優先發出警示。

FCW 前方碰撞顯示系統(車庫版以上) / (E-Call 緊急求救系統)(暫行標配版)
 偵測前方車輛距離，將立即顯示車主，當車輛與前方車輛同一車道中向前行駛，車速維持於10~80km/h，即可即時發出警示，將主動安全防禦，降低風險。

POW 行人偵測顯示系統(車庫版以上) / P-TEB 行人偵測緊急煞車系統(暫行標配版)
 透過車輛攝影鏡頭偵測行人，當行人出現時立即顯示車主，透過發聲警示，幫助車主於10~60km/h 範圍內行人有碰撞危險時，將主動安全防禦，及時制止意外。

BSW 盲點顯示系統(暫行標配版)
 當車速達2km/h以上時，可檢測後方車流，若後方有A柱顯示警示。

RCTA 後方車道變換系統(暫行標配版)
 偵測後方有車輛進入車道左右邊線範圍，當後方出現車輛時亦會發出警示。

KICKS features (2)

Fashionable
Design

Technological
Protection

Brand New
Motive

Easy
Manipulation

第3代HR15DE引擎
採用GT-R引擎技術



更熱血
第5代X-CVT



1級油耗
17.3km/L



豪華級
大型副車架

最靈活
最小迴轉5.1M

同級最佳
靜肅性

NISSAN – TIIDA_2019 Model Year



19^{年式} TIIDA
無可取代的安全感
— 標配6 SRS輔助氣囊及VDC —

NISSAN – SENTRA_2019 Model Year



SENTRA
全新上市
設享再進化

— 標配6 SRS輔助氣囊及VDC —

NISSAN – JUKE_2019 Model Year

A silver Nissan Juke driving on a city street at night. The car is in motion, with a blurred background of buildings and streetlights. The car has orange accents on the side mirrors and lower body. The license plate area says "JUKE".

JUKE

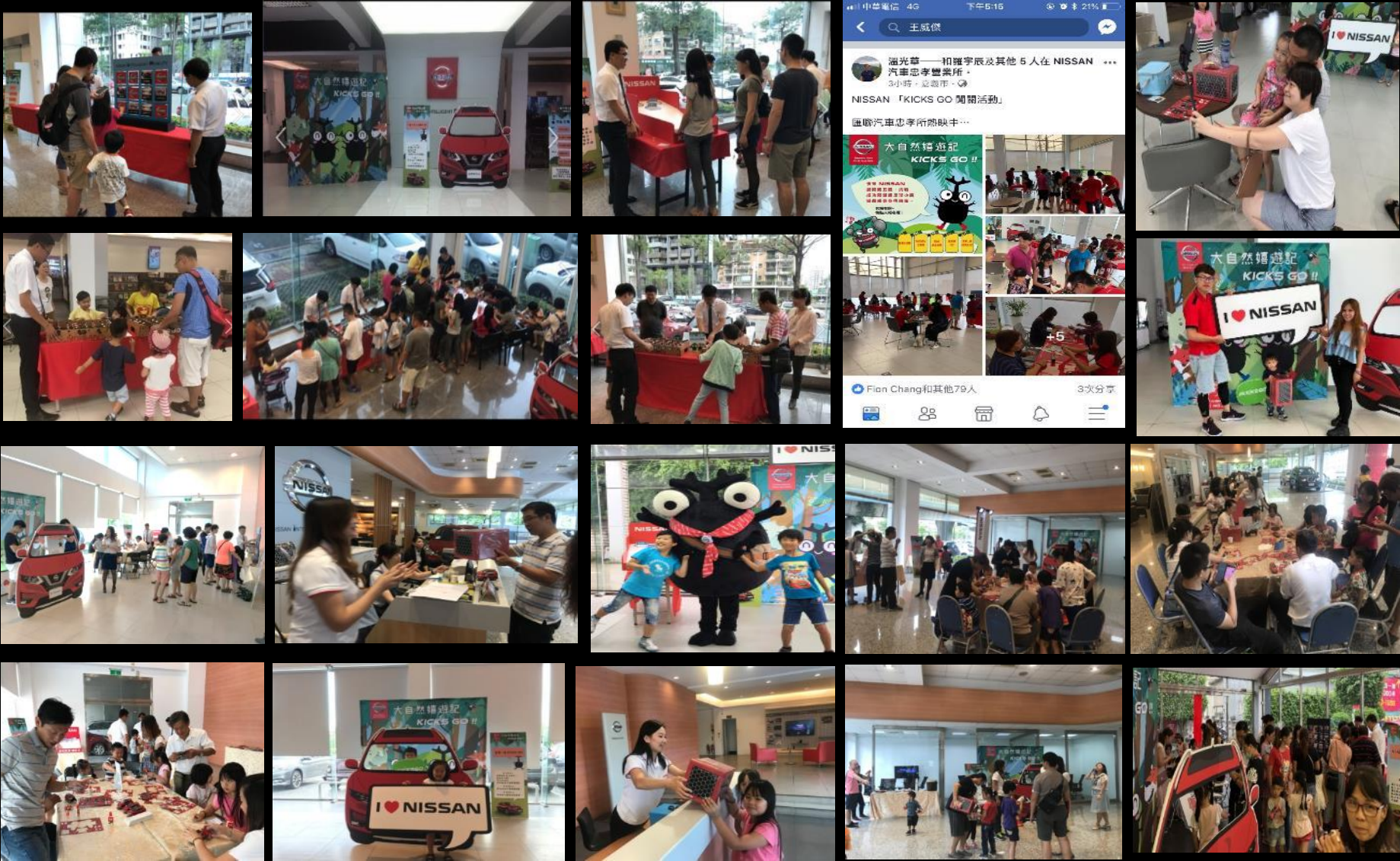
#想耀眼 就出色!

2019年式 特色登場
60萬60期低月付方案

NISSAN-The Newest Marketing Program



NISSAN-The Newest Marketing Program



NISSAN-The Newest Service Program

詳情請見NISSAN官網

3週年

NISSAN Care APP

2018/10/1-2018/11/30

NISSAN Care

週年慶

APP會員專屬限量好禮

NISSAN-The Newest Service Program

詳情請見NISSAN官網

NISSAN · 全車系全品牌輪胎

60天

2018/9/1~2018/12/31

滿意保證

全車系輪胎

不滿意立即更換

車廠唯一

3

Operation Briefing



Consolidated Statements of Comprehensive Income

Currency:K\$NTD

	2013		2014		2016		2017		2018Q3	
Net Sales	31,486,050	100.0%	33,176,837	100.0%	34,860,446	100.0%	33,221,774	100.0%	22,931,710	100.0%
Gross Profit	5,448,850	17.3%	4,321,661	13.0%	5,061,230	14.5%	6,183,770	18.6%	4,215,173	18.4%
Operating Expenses	3,616,656	11.5%	3,536,563	10.7%	3,859,193	11.1%	4,108,082	12.4%	3,155,578	13.8%
Operating Income	1,832,179	5.8%	786,229	2.4%	1,202,037	3.4%	2,075,688	6.2%	1,059,595	4.6%
Income before Taxes	8,806,890	28.0%	8,026,677	24.2%	5,586,104	16.0%	8,003,421	24.1%	5,756,592	25.1%
Tax Expenses	1,506,893	4.8%	1,502,918	4.5%	955,489	2.7%	1,360,921	4.1%	1,400,287	6.1%
Income after Taxes	7,299,997	23.2%	6,523,759	19.7%	4,630,615	13.3%	6,642,500	20.0%	4,356,305	19.0%
Earnings Per Share	24.33	—	21.75	—	15.44	—	22.14	—	14.52	—
Cash Dividend (NTD)	19.47	—	30.00	—	22	—	21.0	—	—	—
Dividend Paid Out Ratio	80.0%	—	137.9%	—	142.5%	—	94.8%	—	—	—

Consolidated Balance Sheets

Currency:K\$NTD

	2012	2013	2014	2016	2017	2018Q3
Current Assets	14,954,714	18,135,802	16,262,960	12,843,955	8,783,713	8,430,411
Fund and Investment (Long-term Equity)	10,379,966	14,989,267	17,734,336	14,659,211	15,251,359	13,912,622
Property, Plant and Equipment	37,182	39,962	42,387	94,878	92,768	83,382
Other Assets	1,958,517	2,153,934	2,466,864	2,141,704	1,648,947	1,786,142
Total Assets	27,330,379	35,318,965	36,506,547	29,739,748	25,776,787	24,212,557
Current Liabilities	3,150,089	5,172,523	6,369,203	6,310,765	2,545,626	2,321,326
Other Liabilities	3,564,997	5,105,965	3,206,832	1,874,640	2,036,537	3,153,631
Total Liabilities	6,715,086	10,278,488	9,576,035	8,185,405	4,582,163	5,474,957
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	12,387,086	12,440,237	10,503,634
Other Adjustments	-904,066	210,438	1,416,899	37,852	-375,018	-895,439
Total Shareholders' Equity	20,615,293	25,040,477	26,930,512	21,554,343	21,194,624	18,737,600
Book Value / Share	68.7	83.5	89.8	71.8	70.6	62.5

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

Strengthening Service Competitiveness

New Opening NREDI



南屯

南港



岡山

桃園

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**
提供車主專屬紅利精
品展示、查詢累積紅
利點數
- 預約保修**
即時預約選取時段、
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
中英名單/設定/相關網路平台

NISSAN showroom



迎賓大道

客休區



商務區

飲品區

New Opening IREDI



INFINITI CARE APP

- 活動訊息(輪播)**
品牌訊息、車主活動、專屬優
惠通知(閱讀給點)。
- 預約保修**
即時預約選取時段、服務廠、
指定技師、指定服務。
- 服務據點**
依所在位置排序最近服務廠，
且可立即撥打電話或顯示地圖。
- 儀表燈號**
- 國道路況**
- 愛車資訊**
車輛行事曆、保修進度、保修
記錄、保單內容及保養資訊。
- 自動推播**
到期通知：定保、預約、保
險、驗車、紅利。
- 紅利優惠**
車主專屬紅利、精品展示、及
持有抵用券。
- 行車幫手**
- 道路救援**

INFINITI showroom



客休息室

咖啡桌



沙發區

上網區

Intelligent Driving

Zero Collision

主要包含兩大類功能

- 行車安全科技
- 自動駕駛



功能舉例：

MOD:移動物體偵測系統

Moving Object Detection

BSW:盲點警示系統

Blind Spot Warning

RCTA:後方車側警示系統

Rear Cross Traffic Alert

LDW:車道偏移警告系統

Lane Departure Warning

透過安全科技、自駕科技
帶來更自信的駕馭樂趣

Intelligent Power

Zero Emission

• **HEV 系統**

油電混和系統，透過動能和電能轉換減少排碳

• **EV系統e-Power**

發展純電之電動車，更有效抑制碳排放



全電動車之動力配置，帶給駕駛創新、
興奮感受，更能帶來乾淨、更有效率
的用車環境

Intelligent Integration

Integration

• **MID**行車資訊整合

汽車行駛狀況即時回報)

• **CAR PLAY**

汽車手機互聯

• **Vehicle to building**

汽車與建築物連結，包含充電、相關物聯網資訊更新等



透過感應器、衛星、大數據整合行車路
況於未來達到完全自動駕駛輔助之境界

NISSAN INTELLIGENT MOBILITY

Convenience

藍牙近端自動上解鎖



CSC 緊急撥號服務



Remote Security System

振動/拖吊/氣囊通知



入侵提醒



Internet of Vehicle System

遠端車輛資訊查詢

NISSAN Care

- a) 油耗
- b) 里程/時速/轉速
- c) 電瓶電壓
- d) 胎壓

遠端上解鎖



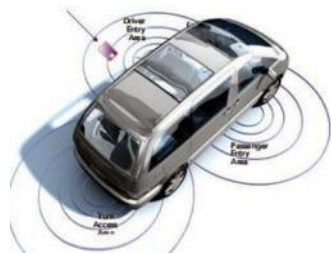
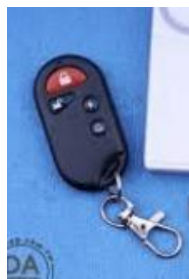
遠端尋車



Safety

3合1方向燈警示(含防盜器)

1. 倒車警示
2. 臨時停車開門警示
3. 剎車警示



Corporate Social Responsibility

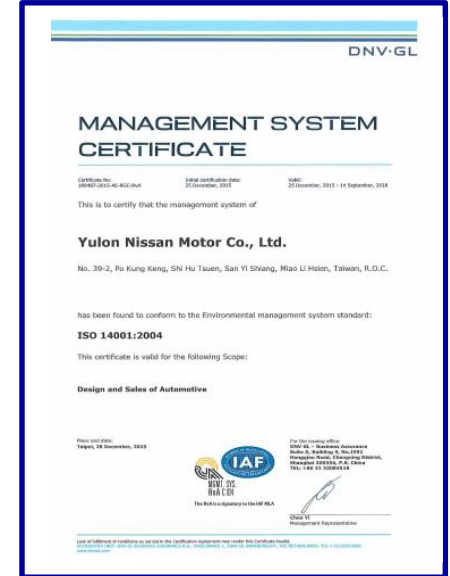
Work Life Balance Award



CSR Award



ISO-14001 Certification



Automobile Design Contest for College Students



Environmental Education from Childhood



Blood Donation



Emergency Allowances for Temporary workers

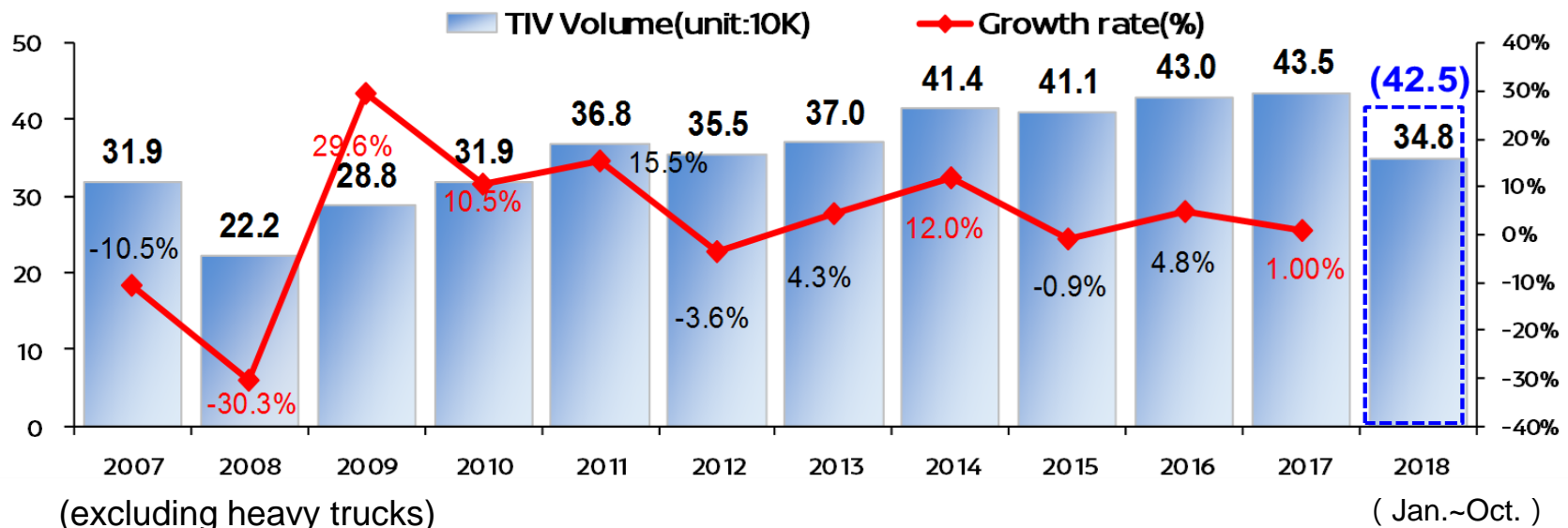


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Cross-strait Market Forecast



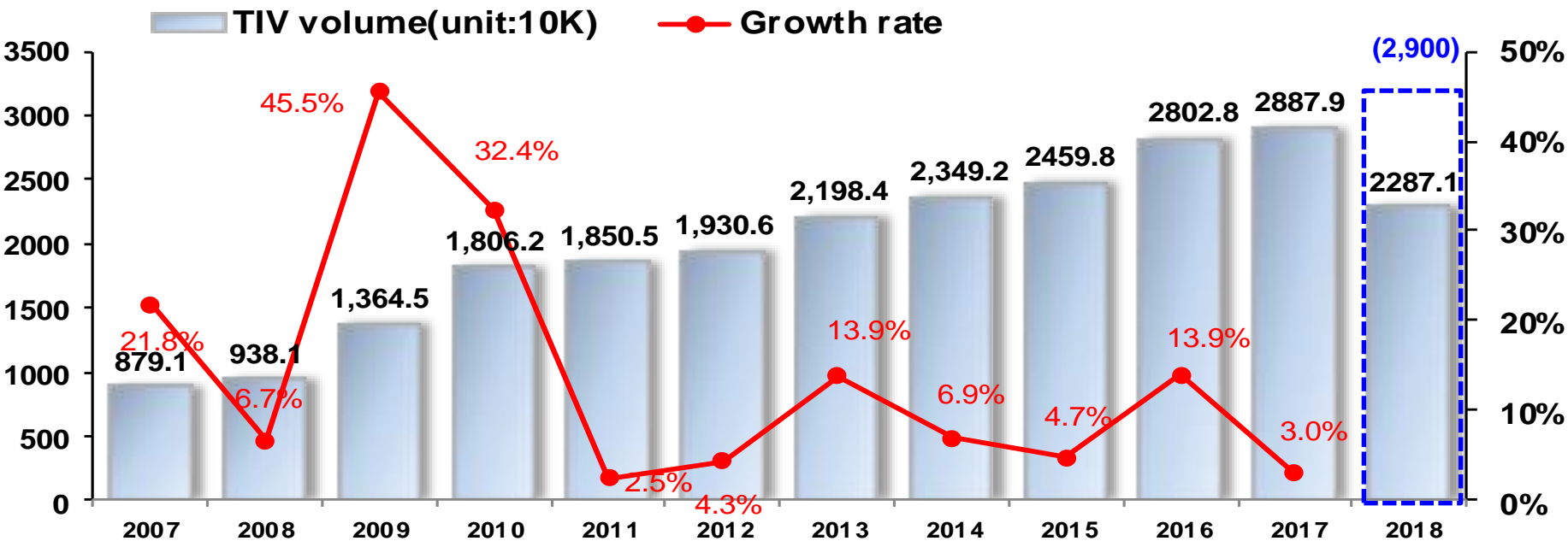
Taiwan automobile market status



Benefited from the stable growth of private investment and the expansion of public investment, not only retail and catering industries but also labor market has the steady development. Therefore, Taiwan's annual economic growth is forecasted to reach 2.69% in 2018.

The vehicle sales volume decreased 1.8% from January to October in 2018. In addition, considering China-US trade war, military pension reform, national election, and the mitigation of the commodity tax support program, the annual TIV for 2018 is expected conservatively to reach 425,000 units (excluding heavy trucks).

PRC automobile market status

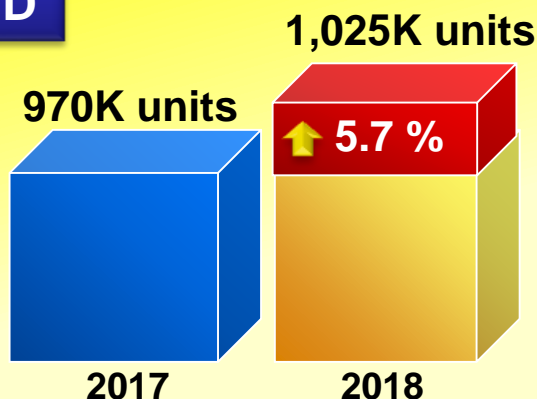


※sales volume including passenger and commercial vehicles

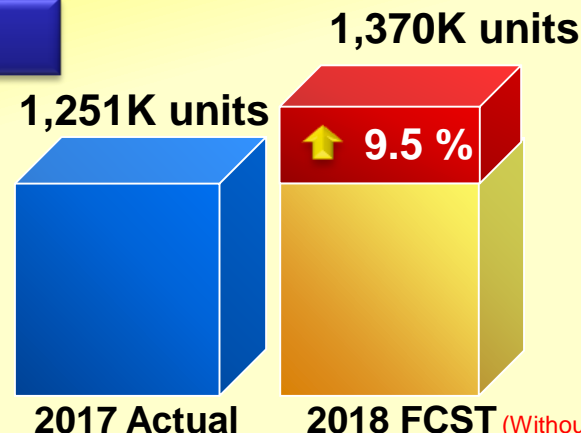
(Jan.~ Oct.)

Dongfeng Nissan Passenger Vehicle Company – Sales performance

Oct. YTD



Year



THANK YOU FOR YOUR ATTENTION

