



Innovation  
that excites

(2227:TT)

# Yulon Nissan Motor Co., Ltd.

Nov. 19th, 2019

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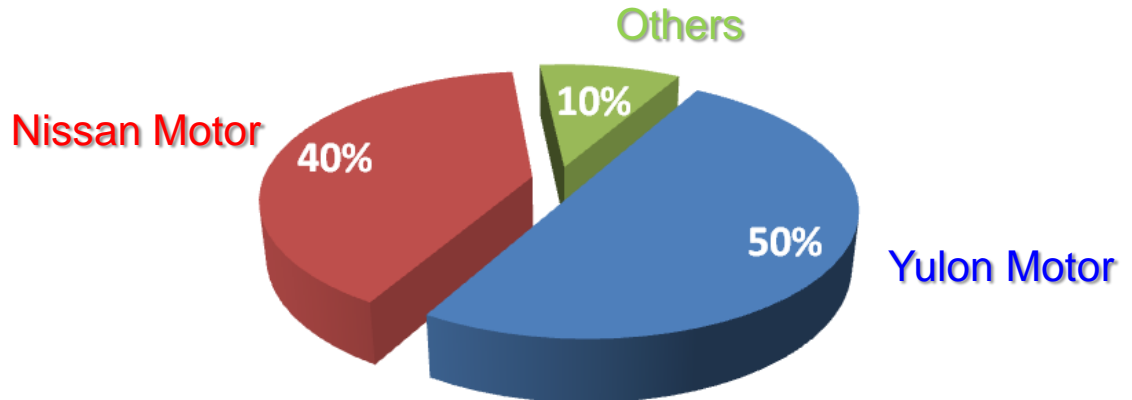
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# Company Profile



# Yulon-Nissan Motor profile

- Company name : Yulon-Nissan Motor Co., Ltd.
- Establishment date : Oct. 22<sup>nd</sup> , 2003
- Chairman : Yen Chen, Li Lien
- President : Leman, C.C. Lee
- Capital : 3 billion NTD
- Employee Number : 422 (2019/10/31)
- Shareholder structure :



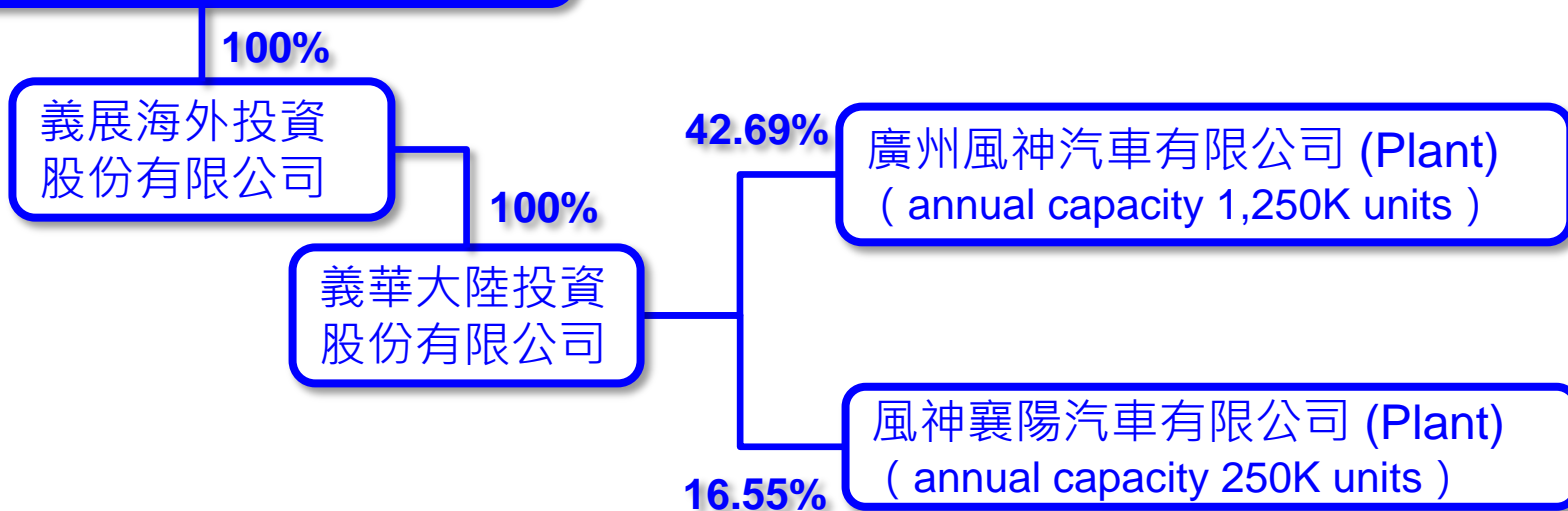
# Operation Scope

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



Q30



QX30



Q50



QX50



Q60



QX60



Q70



QX70



# NISSAN- Imported Models



ALTIMA



LEAF



JUKE



GT-R



370Z

# NISSAN- Domestic Models



X-TRAIL



KICKS



LIVINA



TIIDA



SENTRA



MARCH

2

# New Model Launch



# NISSAN – LEAF

全球電動車銷售冠軍

# LEAF

開啟駕駛新篇章



# NISSAN – ALTIMA



# ALTIMA

強大的心 永無止境

全新上市

# NISSAN – KICKS 2020 Model Year

# KICKS

## 玩色·玩出真本色

20年式 全 新 登 場



# NISSAN – X-TRAIL 2020 Model Year



# NISSAN – SENTRA 2020 Model Year

# SENTRA

20 年式 嶄新再進化



空力套件可加裝升級，實際車型配備請以實車為準。



# INFINITI – The Newest Marketing Program

## Project Black S



活動影片



INFINITI Q60 PROJECT BLACK S 原型概念車首度登台，F1賽車動力科技詮釋「EMPOWER THE DRIVE」品牌精神。圖/裕隆日產提供

INFINITI與Renault F1車隊合作，首度應用Dual-Hybrid雙混合動力系統，打造全球唯一一部以F1賽車動力科技為藍圖的Q60 PROJECT BLACK S原型概念車，充分詮釋INFINITI「EMPOWER THE DRIVE驅動潛能 無限可能」品牌精神與科技實力。

媒體報導



店頭巡演



INFINITI Q60 PROJECT BLACK S 原型概念車首度登台

F1™ 賽車動力科技詮釋「EMPOWER THE DRIVE」品牌精神。

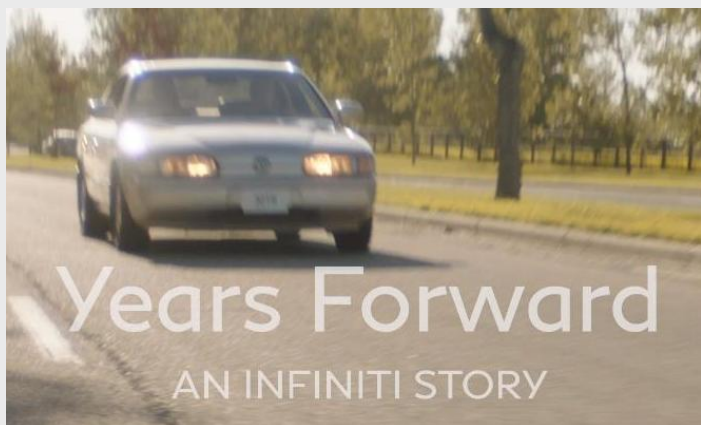
活動新聞稿



網路報名

# INFINITI – The Newest Marketing Program

## 30 Years Forward



30<sup>th</sup> 品牌影片



電視廣告



社群系列貼文



全車系促案

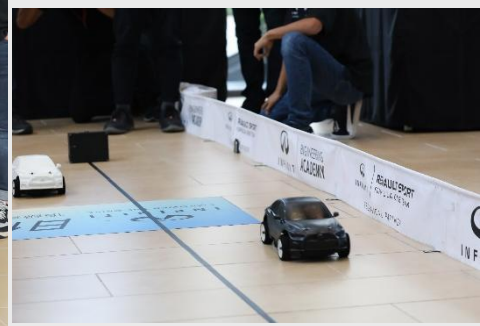


店頭活動

# INFINITI – The Newest Marketing Program

## INFINITI ENGINEERING ACADEMY

台灣選手勇奪 2019「INFINITI 賽車工程學院」亞洲及大洋洲區總決賽冠軍



# NISSAN – The Newest Marketing Program



## 魔鏡特仕版 安全大鏡化



### TIIDA 魔術大鏡化

優惠價 **63.9** 萬元

豪華版免費升級Xmiro電子智慧後視鏡 含政府補貼新補貼

### LIVINA 玩咖大鏡化

優惠價 **58.9** 萬元起

豪華版以上免費升級Xmiro電子智慧後視鏡 含政府補貼新補貼



### Xmiro 電子智慧後視鏡



**不只瞻前顧後更伴隨左右**

前後左右四向同步全時1080P高清攝錄，搭配9.88吋超大螢幕。



**真正的智慧是能隨機應變**

當發生碰撞自動加鎖儲存，且打方向燈時會自動放大該側影像。



**當你看不見Xmiro顧當你的眼**

四向最大170度超廣角鏡頭，夜間、下雨、大霧、強光都能清晰記錄。

1. 優惠價格僅供參考，實際價格以各經銷商公佈為準。2. 優惠價格僅供參考，實際價格以各經銷商公佈為準。3. 優惠價格僅供參考，實際價格以各經銷商公佈為準。4. 優惠價格僅供參考，實際價格以各經銷商公佈為準。5. 優惠價格僅供參考，實際價格以各經銷商公佈為準。6. 優惠價格僅供參考，實際價格以各經銷商公佈為準。7. 優惠價格僅供參考，實際價格以各經銷商公佈為準。8. 優惠價格僅供參考，實際價格以各經銷商公佈為準。9. 優惠價格僅供參考，實際價格以各經銷商公佈為準。10. 優惠價格僅供參考，實際價格以各經銷商公佈為準。

**技術日產 智行未來**



# 啡掌豪禮

優惠最高總價值 **15** 萬元





## 啡掌豪禮

# 豪享貸走



### TIIDA

**63.9** 萬起含舊換新

獨享分期前半年 **0** 月付

# NISSAN – The Newest Service Program

## 好禮就4讚



週年慶

週年慶期間APP預約回廠最高可得**5,800**點  
抽總金額百萬元定保禮券，滿額再抽最高百萬紅利點數

了解更多 >

# NISSAN – The Newest CR Program



## 戀香一夏

**NISSAN X**  
花草擴香石吊飾DIY  
9月21日(六) 09:45-12:00  
**新店營業所**  
新北市 新店區中興路三段9號  
加碼場次 再增加防蚊精油款!!!

名額有限，請速洽>>

裕信汽車

LEGO education  
72964 102  
8+ (pcs)/Stick/usb/usb

Workshop Kit: Freewheeler  
Activité: Cuisine à savoir  
Kit de travail: Diversité en courses

### 裕建新童

## 動手玩樂高

精美打卡禮品大放送

凡參加本活動並完成課程  
即可獲贈：高品質小禮物 (乙隻)  
(數量有限，送完即止)

裕民手作DIY  
HAND MADE

誠信汽車 風格司  
Creating Adults' Freshness

## 手作 乾燥花

## 馬賽克拼貼DIY

活動日期	活動時間	活動地點
8/10(六)	14:00-16:00	汐止所
8/17(六)	14:00-16:00	望文所
8/24(六)	14:00-16:00	康台牛所

報名方式：裕信汽車各俱休中心或電洽裕信專車代  
洽詢專線：02-2612-8888(分機)

活動內容：專業老師帶您DIY及豪華試乘活動

活動費用：100元(含專業DIY材料包)

NISSAN 裕信汽車

買車買車找裕信，吃喝玩樂在裕信

裕信汽車DIY專車活動，精心準備了高品質禮品的贈送，小禮物的贈送，送完即止數量有限，送完即止數量有限，送完即止數量有限。





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# Operation Briefing





# Consolidated Statements of Comprehensive Income

Currency:K\$NTD

	2015		2016		2017		2018		2019Q3	
Net Sales	33,218,394	100%	34,860,446	100.0%	33,221,774	100.0%	31,257,730	100.0%	23,795,294	100.0%
Gross Profit	5,303,727	16.0%	5,061,230	14.5%	6,183,770	18.6%	5,326,727	17.0%	3,569,871	15.0%
Operating Expenses	4,068,911	12.2%	3,859,193	11.1%	4,108,082	12.4%	3,989,973	12.8%	2,762,298	11.6%
Operating Income	1,234,816	3.7%	1,202,037	3.4%	2,075,688	6.2%	1,336,754	4.3%	807,573	3.4%
Income before Taxes	4,999,687	15.1%	5,586,104	16.0%	8,003,421	24.1%	7,676,560	24.6%	6,340,292	26.6%
Tax Expenses	833,786	2.5%	955,489	2.7%	1,360,921	4.1%	1,786,514	5.7%	1,275,509	5.4%
Income after Taxes	4,165,901	12.5%	4,630,615	13.3%	6,642,500	20.0%	5,890,046	18.8%	5,064,783	21.3%
Earnings Per Share	13.89	—	15.44	—	22.14	—	19.63	—	16.88	—
Cash Dividend (NTD)	12.5	—	22.00	—	21	—	17.7	—	—	—
Dividend Paid Out Ratio	90.0%	—	142.5%	—	94.8%	—	90.0%	—	—	—

# Consolidated Balance Sheets

Currency:K\$NTD

	2015	2016	2017	2018	2019Q3
Current Assets	12,313,731	12,843,955	8,783,713	8,346,080	15,605,021
Fund and Investment (Long-term Equity)	16,353,618	14,659,211	15,251,359	15,629,726	8,776,386
Property, Plant and Equipment	95,288	94,878	92,768	85,284	125,037
Other Assets	2,416,398	2,141,704	1,648,947	2,038,657	2,842,503
<b>Total Assets</b>	<b>31,179,035</b>	<b>29,739,748</b>	<b>25,776,787</b>	<b>26,099,747</b>	<b>27,348,947</b>
Current Liabilities	6,989,699	6,310,765	2,545,626	3,323,171	4,639,288
Other Liabilities	2,234,158	1,874,640	2,036,537	2,319,542	2,906,965
<b>Total Liabilities</b>	<b>9,223,857</b>	<b>8,185,405</b>	<b>4,582,163</b>	<b>5,642,713</b>	<b>7,546,253</b>
Capital Stock	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	5,988,968
Retained Earnings	11,523,312	12,387,086	12,440,237	12,059,784	11,633,140
Other Adjustments	1,302,461	37,852	-375,018	-732,155	-819,414
<b>Total Shareholders' Equity</b>	<b>21,955,178</b>	<b>21,554,343</b>	<b>21,194,624</b>	<b>20,457,034</b>	<b>19,802,694</b>
Book Value / Share	73.2	71.8	70.6	68.2	66.0

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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

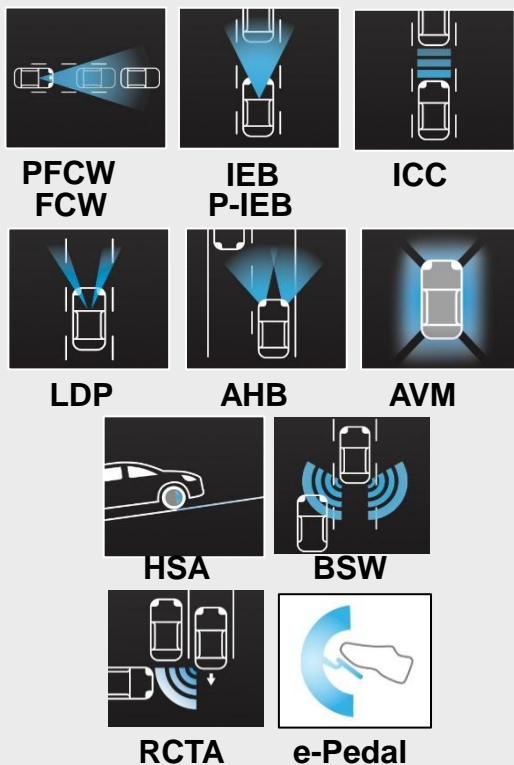
# MTP

## 3S strategic framework

# NISSAN INTELLIGENT MOBILITY

智 行 科 技

## Intelligent Driving



透過安全科技、自駕科技帶來更自信的駕駛樂趣。

## Intelligent Power



純電動車之動力配置，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。



世上第一台量產可變壓縮比引擎，擁有強悍的動力和效能。渦輪增壓與高效燃油讓駕駛更游刃有餘。

## Intelligent Integration



透過手機APP與感應器，大數據整合愛車資訊與行車路況，讓人車智慧再升級。

# Leading Environmentally-friendly Affordable Family car

## Exclusive Service for LEAF Owner

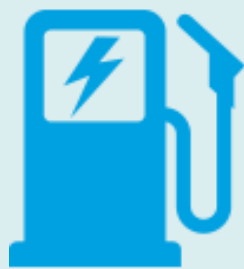
### Free charging

裕隆日產展開全台快速充電座建置(40分鐘充8成電力)，第一階段於高速公路北中南區建置4支快充座供車主免費充電，後續將陸續建置環島快充網絡。



### Free roadside assistance

NISSAN LEAF車主若開車至沒電，裕隆日產提供車主24小時免費拖吊充電服務，將愛車拖吊至最近的專屬服務廠進行充電。



### Free courtesy car

NISSAN LEAF車主於營業時間需求免費拖吊服務，裕隆日產另提供24小時，1.6L以上車款免費代步車，供車主緊急使用。



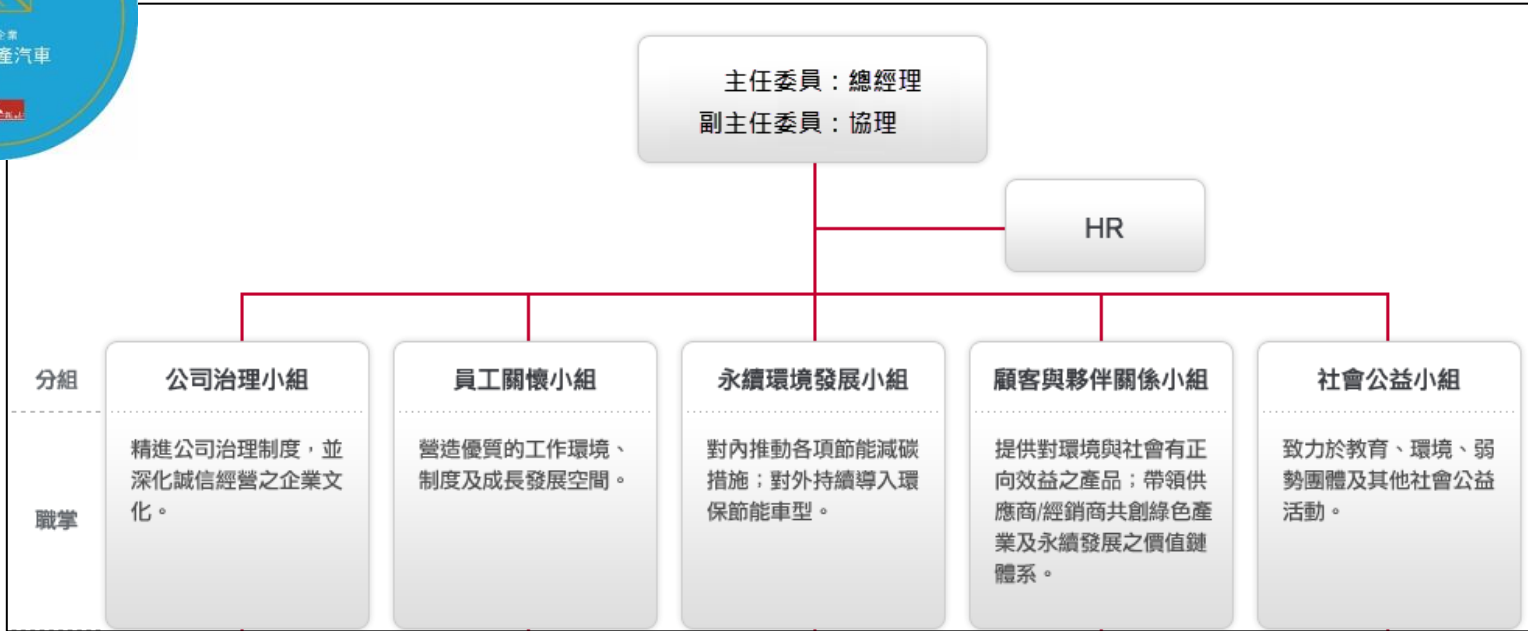
### Free home charger

消費者凡入主全新NISSAN LEAF，即贈送價值新台幣5萬元AC交流家用充電設備。



SAE J1772

# Corporate Social Responsibility



Environmental Education activity for Children

Automobile Design Contest for College Students

Charity Event toward Kids Education in Countryside

Charity Event for Kids

Emergency Allowances for Contingent Workers



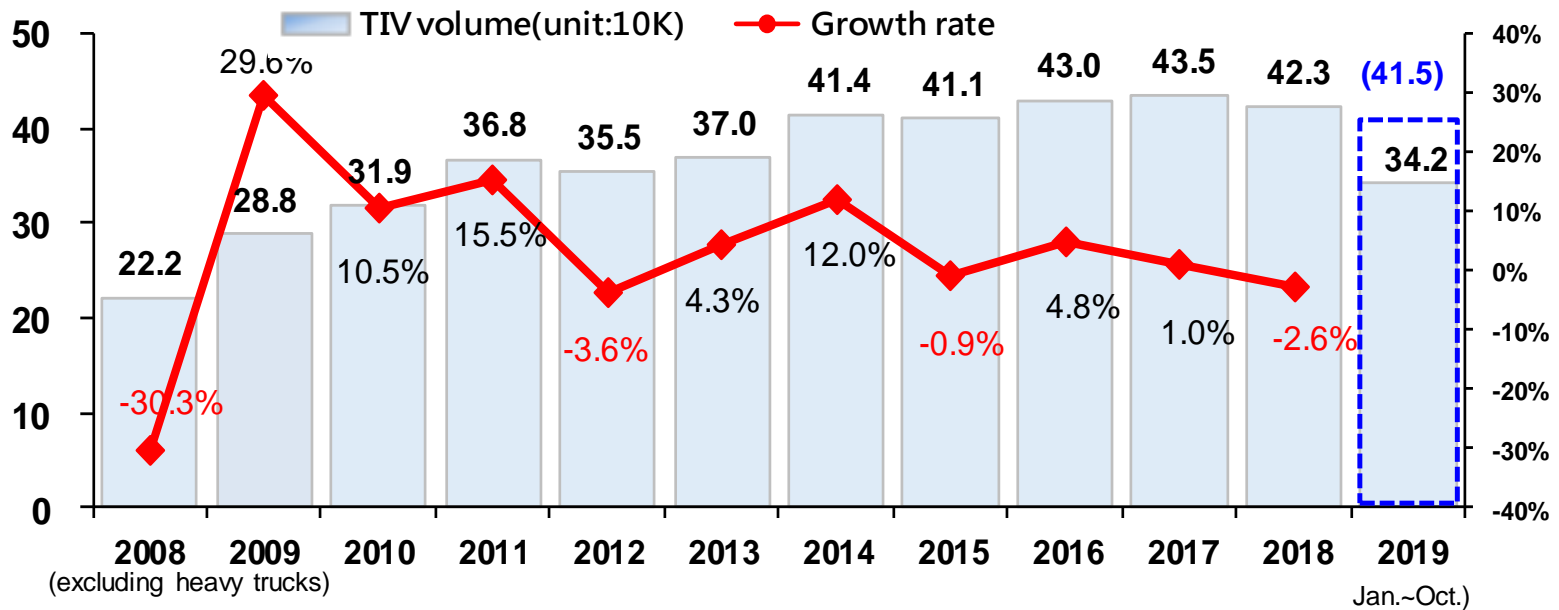
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# Cross-strait Market Forecast





# Taiwan automobile market status

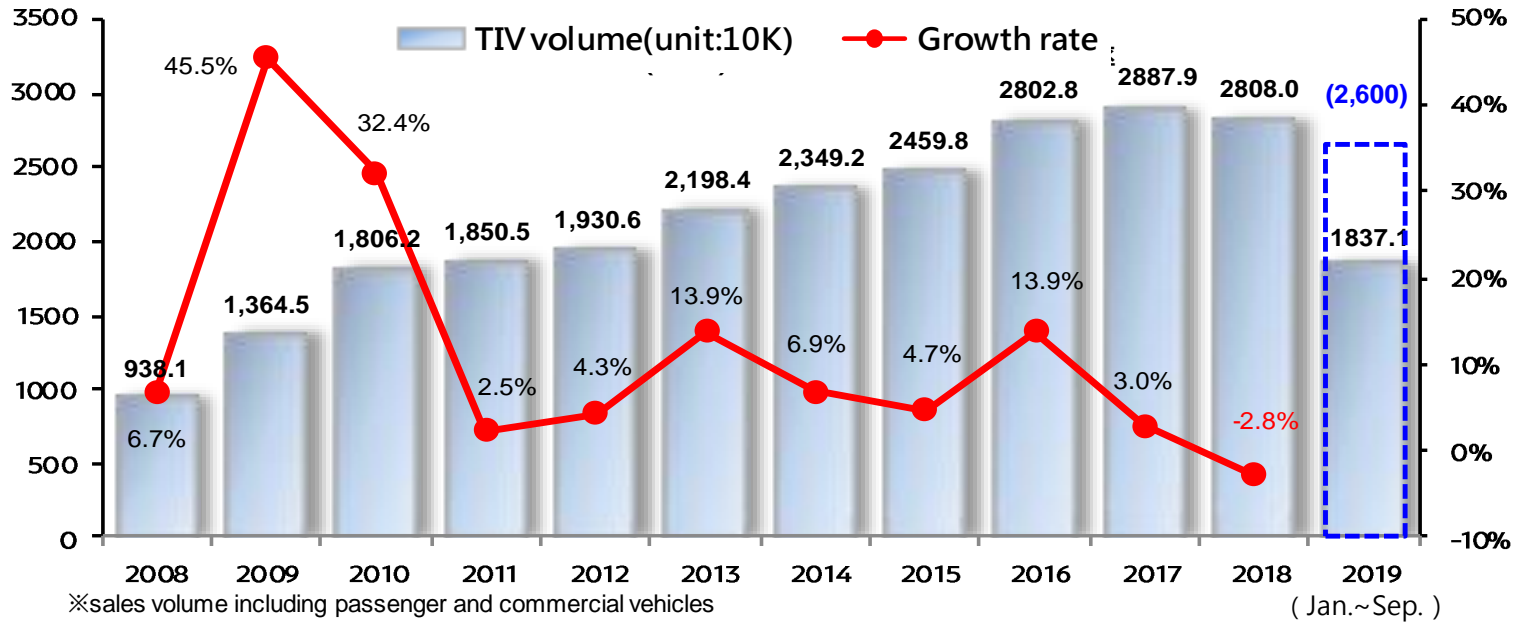


Due to the continuous US-China trade war, the global economic uncertainty keeps rising. The World Trade Organization (WTO) cuts the forecast of global trade growth ratio this year to its lowest level for 10 years in a row.

Taiwan is a beneficiary in the tariff battle. The Directorate-General of Budget, Accounting and Statistics, Executive Yuan revised the economic growth rate to 2.46% this year (est. in Aug. 2019), but most manufacturers remain to be conservative.

From January to October 2019, Taiwan auto market experienced a decline of 1.6% compared with the same period of last year. The estimated annual TIV is forecasted to reach 415,000 units (excluding heavy vehicles).

# P.R.C. automobile market status



## Dongfeng Nissan Passenger Vehicle Company – Sales performance

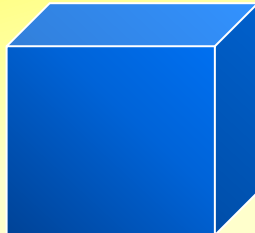
Sep. Year-to-date

908K units



2018

902K units



2019

China's economy is slowing down. From January to September, the cumulated TIV is 18,831K units which is 10.3% lower than the same period of last year.

Meanwhile, the cumulative sales volume of Dongfeng Nissan Passenger Vehicle Company(DFN) is 902K units, 0.7% lower than last year. DFN's accomplishment outperforms the market.

# THANK YOU FOR YOUR ATTENTION

