



Innovation
that excites

(2227:TT)

Yulon Nissan Motor Co., Ltd.

May. 17th, 2017

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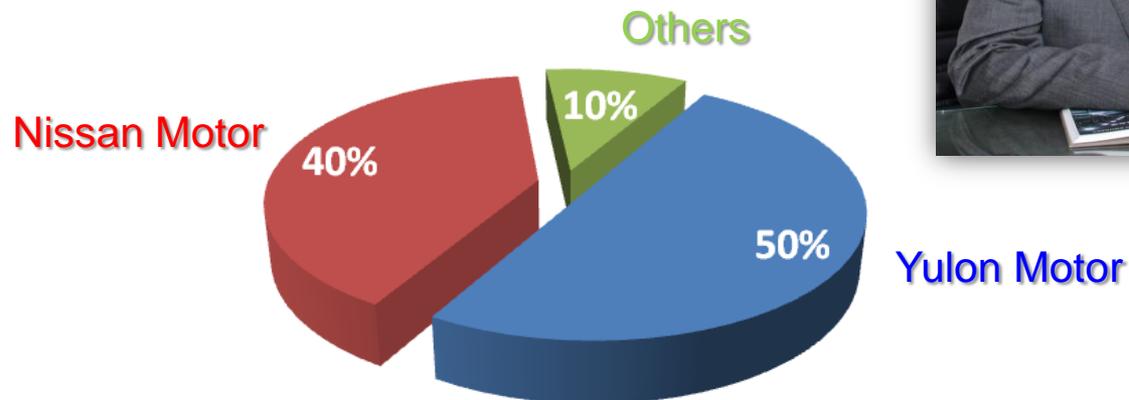
Company Profile



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
- 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



Q50



Q70



Q60



QX50



QX60



QX70

NISSAN- Imported Models

图)



GT-R



JUKE



370 Z



MURANO

NISSAN- Domestic Models



SUPER SENTRA



iTIIDA



ALL NEW LIVINA



X-TRAIL



TIIDA



TEANA



NEW MARCH

2017 NISSAN GT-R New Model Campaign

A 565-hp, 3.8-L twin-turbo-charged V6. Hand-assembled by a single craftsman in a clean-room environment.

On-the-fly dynamic control for instant adjustment of transmission, suspension and stability control.

Full underbody aerodynamics that create downforce and cool key powertrain components.



NISSAN New Model – iTIIDA



Innovation
that excites

TIIDA

全球首發

iTIIDA 魔術再進化

大空間 × 大省油 × 大馬力 × 大智慧



INFINITI New Model – Q60

FEEL MORE 沸騰感官 瞬抵人心

光是速度的極限，而曲線構成美的極限；當人們不斷追求超越，你可曾想像過，感官的極限，是何等境界？
以ZERO LIFT零抬升空氣力學打造湧浪式車身，搭載3.0升雙渦輪增壓引擎，爆發最強400匹馬力時，
它將沸騰感官，它將收服你心，它是一一全新INFINITI Q60。



INFINITI
EMPOWER THE DRIVE

NISSAN-The Latest Marketing Program



感謝支持NISSAN在台60年，邀您一起歡慶

66大順

優惠最高價值**10萬元**



2

Operation Briefing



Consolidated Statements of Comprehensive Income

Currency:K\$NTD

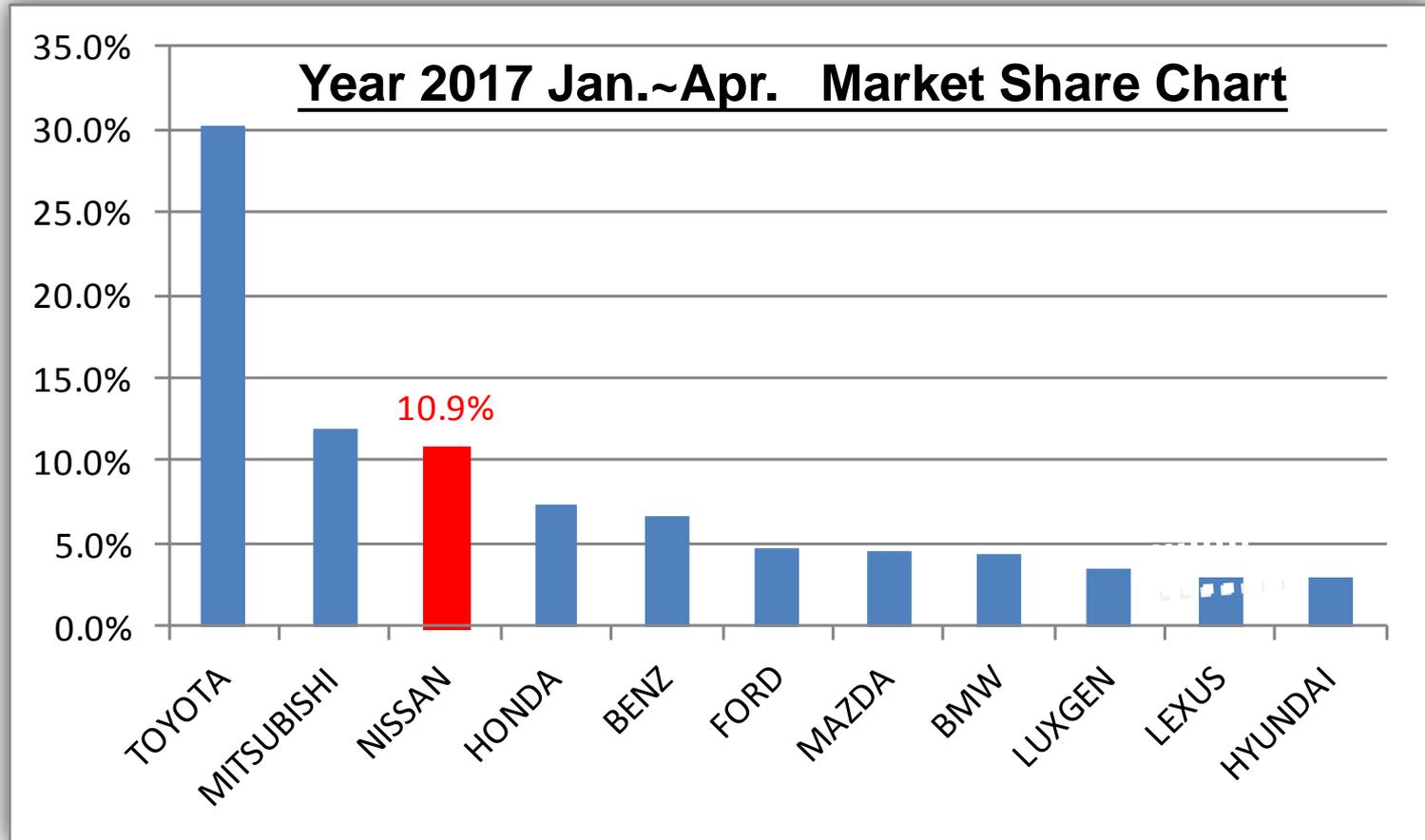
	2013		2014		2015		2016		2017Q1	
Net Sales	31,486,050	100.0%	33,176,837	100.0%	33,218,394	100.0%	34,860,446	100.0%	9,856,813	100.0%
Gross Profit	5,448,850	17.3%	4,321,661	13.0%	5,303,727	16.0%	5,061,230	14.5%	1,793,430	18.2%
Operating Expenses	3,616,656	11.5%	3,536,563	10.7%	4,068,911	12.2%	3,859,193	11.1%	1,090,685	11.1%
Operating Income	1,832,179	5.8%	786,229	2.4%	1,234,816	3.7%	1,202,037	3.4%	702,745	7.1%
Income before Taxes	8,806,890	28.0%	8,026,677	24.2%	4,999,687	15.1%	5,586,104	16.0%	1,738,337	17.6%
Tax Expenses	1,506,893	4.8%	1,502,918	4.5%	833,786	2.5%	955,489	2.7%	296,292	3.0%
Income after Taxes	7,299,997	23.2%	6,523,759	19.7%	4,165,901	12.5%	4,630,615	13.3%	1,442,045	14.6%
Earnings Per Share	24.33	—	21.75	—	13.89	—	15.44	—	4.81	—
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	2017Q1
Current Assets	14,954,714	18,135,802	16,262,960	12,313,731	12,843,955	13,317,838
Fund and Investment (Long-term Equity)	10,379,966	14,989,267	17,734,336	16,353,618	14,659,211	15,173,995
Property, Plant and Equipment	37,182	39,962	42,387	95,288	94,878	89,951
Other Assets	1,958,517	2,153,934	2,466,864	2,416,398	2,141,704	2,086,387
Total Assets	27,330,379	35,318,965	36,506,547	31,179,035	29,739,748	30,668,171
Current Liabilities	3,150,089	5,172,523	6,369,203	6,989,699	6,310,765	6,499,722
Other Liabilities	3,564,997	5,105,965	3,206,832	2,234,158	1,874,640	2,051,101
Total Liabilities	6,715,086	10,278,488	9,576,035	9,223,857	8,185,405	8,550,823
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	13,829,170
Other Adjustments	-904,066	210,438	1,416,899	1,302,461	37,852	-841,227
Total Shareholders' Equity	20,615,293	25,040,477	26,930,512	21,955,178	21,554,343	22,117,348
Book Value / Share	68.7	83.5	89.8	73.2	71.8	73.7

Market Share Status



- Nissan Market share from Jan. to Apr. this year is 10.9%.

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Core Strategy



Operation Strategy

Operating Profit & Market Share

**Advantaged
Product
Strategy**

**Smart
Marketing
Strategy**

**Customer
Satisfaction
Strategy**

**Profit
Enhancement
Strategy**

Excellent HR Strategy

Contentment-oriented Enterprise Foundation Strategy

Strengthening Service Competitiveness

聯SSI 新車滿意度
蟬CSI 售後滿意度
雙料冠軍
 2016 台灣非豪華品牌



女性車主滿意度提升



菁英業代制度



到府試乘



NISSAN PAD



服務金三角

業代 技師 接待

觸控式互動平台



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

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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
 中獎名單/當定/相關網路平台

NREDI 2.1



IREDI



Corporate Social Responsibility

Environmental Education from Childhood

2016 NISSAN 大自然樂趣記
農場野餐趣 10.15 桃園埔心牧場
農場野餐趣 10.22 台南走馬瀨農場

超級大獎來就抽
 東京雙人來回機票

年年爆滿·精彩可期
 迎接大自然最繽紛的野餐派對

活動資訊

- ▶ 報名期間: 即日起至10月7日止 (農曆陽曆10月14日止)
- ▶ 報名費用: 每人新台幣350元/場
- ▶ 活動場次: 10/15(六) 桃園-埔心牧場, 10/22(六) 台南-走馬瀨農場
- ▶ 報名內容: 1. 價值500元野餐好禮二份一, 2. 價值350元專屬入場券一張, 3. 活動抽獎券一張 *自行車或特殊優惠, 4. 參與資格確定
- ▶ 活動時間: 下午13:00-17:00 (12:00開始入場)



CSR POLICY

Achieve Customer Satisfaction

CSR POLICY

Contribute to the welfare of society

Create prosperity for the corporation

ISO-14001 Certification



Automobile Design Contest for College Students

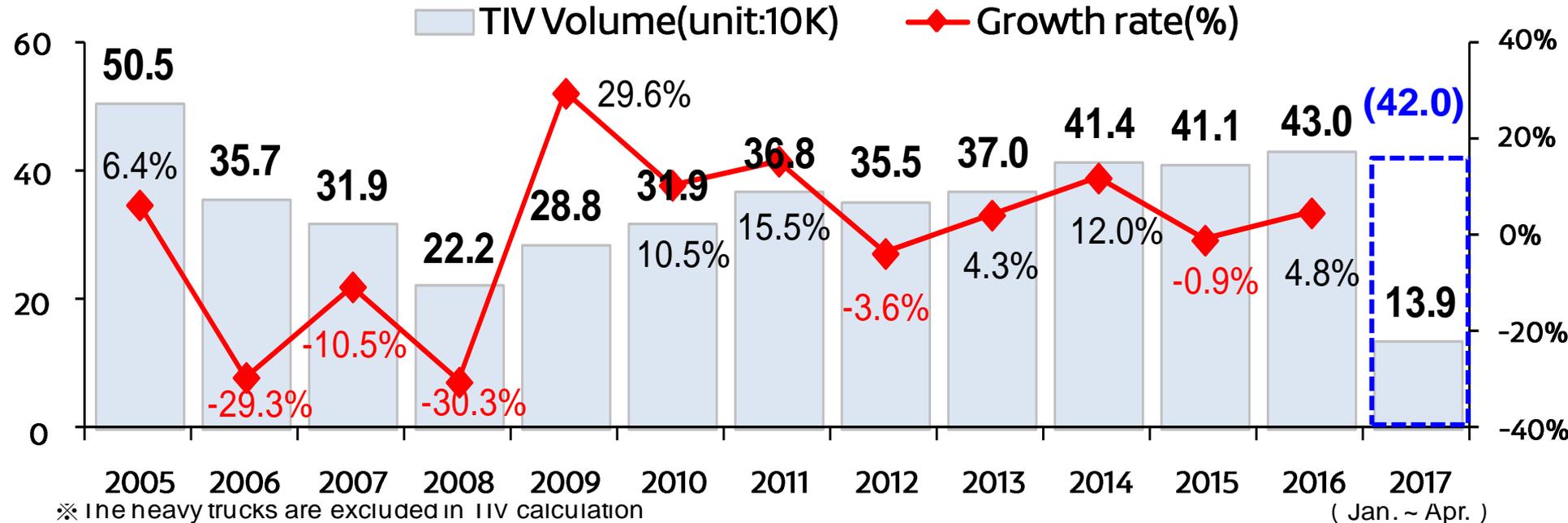


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Cross-strait Market Forecast



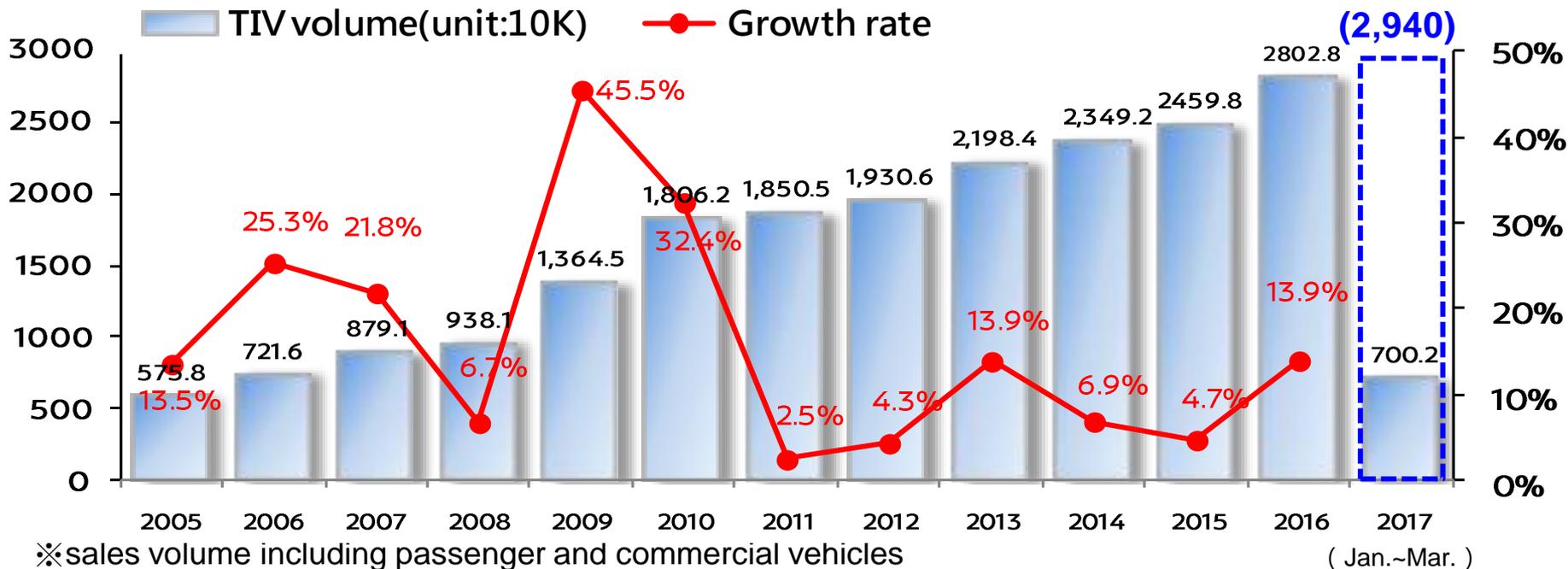
Taiwan automobile market status



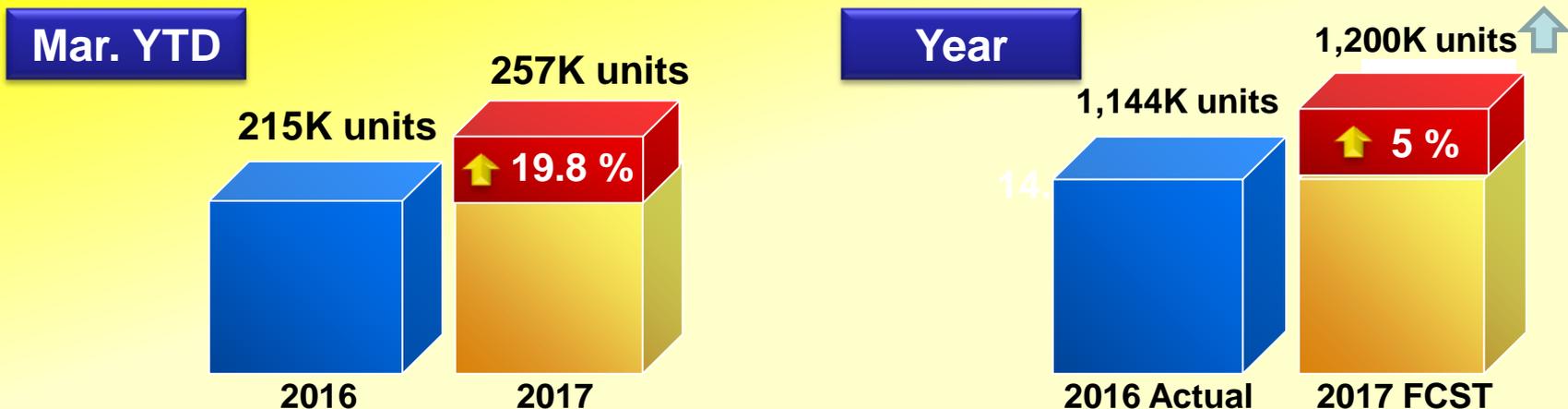
Since the second half of 2016, benefited by the improved export situation and the increased confidence in private consumption, Taiwan's economy continued to rebound , 2017 annual economic growth rate was estimated 1.92% by Directorate-General of Budget, Accounting and Statistics.

However, considering the impacts of Brexit, US trade protectionism, the North Korea problem and, the mitigation of the commodity tax support program, the annual TIV for 2017 is expected conservatively to reach 420,000 units(excluding heavy trucks).

PRC automobile market status



Dongfeng Nissan Passenger Vehicle Company – Sales performance



THANK YOU FOR YOUR ATTENTION



Q & A