



The 240Z™ you see here was the personal car of Mr. Yutaka Katayama, the father of the Z® It's been customized and it's not for sale. But you can find other vintage Zs — restored by Nissan to their original glory — for sale at one of our designated Z Stores.

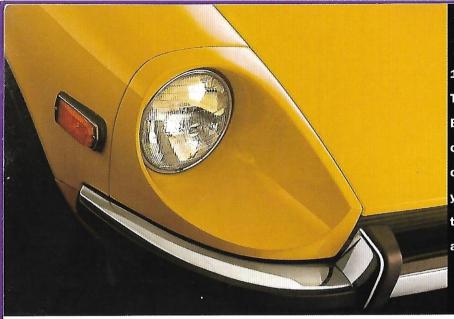
# LIFE IS A JOURNEY.

The **right** vehicle ignites a spark in you every time you're behind the wheel – even if you're just going to the store. It **inspires** you to take the long way home. It makes you feel like a proud parent every time you take it to the car wash. Of course, not just any car or truck has this **effect** on you. It has to be made by people

who have a **genuine passion** for automobiles. And who make every effort to surprise and delight you whether you're browsing through the showroom or stopping by for an oil change. You see, at Nissan, we know there's more to owning a car than getting from here to there.

# ENJOY THE RIDE™





### 1970 240Z™

This car revolutionized the way the world looked at sports cars. Because the 240Z not only possessed stirring performance and exciting curves, but was uniquely durable and affordable. This unprecedented combination resulted in the 240Z selling 500,000 units in less than ten years, a level that the Corvette took 25 years to reach. Over the years, the  $Z^{\circ}$  sold over a million units, accumulated numerous awards, and set a standard for sports cars to emulate.

# EIGHTY YEARS. ONE PHILOSOPHY.



### 1960 1200 SEDAN

With a 48-hp 1,200-cc engine and body panels a full millimeter thick, this sturdy 4-door was the first sedan Datsun brought to America.



### 1960 1200 PICKUP

Yutaka Katayama, the first president of Nissan Motor Corporation U.S.A., fondly referred to his pickup as "my square-backed sports car." However you describe it, this 1/4-ton pickup, more than any other vehicle, was responsible for establishing Datsun in the American market.



### 1967 2000 ROADSTER

The most sought-after Datsun roadster by collectors, the 2000 is also the first Japanese production sports car to come with a 5-speed. That, plus its robust 150-hp engine, made it extra fun to drive.

# LOVE CARS. LOVE PEOPLE. LOVE LIFE.



### 1962 PATROL®

Nissan's first sport utility vehicle in the U.S., the Patrol featured 4-wheel drive and a 145-hp 4,000-cc 6-cylinder engine. Roy Rogers was its first advertising spokesman.



### IMSA GTP RACE CAR

Almost unbeatable, it dominated the series while winning the IMSA GTP Manufacturer's Championship in 1989, 1990, and 1991.



### NISSAN GOBI® TRUCK

This "out there" concept truck, developed in the late '80s by Nissan Design International, is a direct descendant of the very first Datsun truck.

### 1937 TYPE 15

One of the first Datsun-manufactured automobiles, this classic also has enormous significance as the first mass-produced Japanese vehicle. Other Type 15 models included a mini pickup truck and a delivery van that delivered all kinds of driving fun.



# NISSAN IN NORTH AMERICA

# **BUILT IN SMYRNA, TENNESSEE**

The Altima, 200SX, Frontier and many Sentras are Tennessee-built. Altima, in particular, is a product of our patented Intelligent Body Assembly System (IBAS). Achieving incredible accuracy, IBAS keeps the body stationary while the main panels are welded into place. Fifty-one robots and 30 optical sensors further help ensure seam tolerances of 1.0 mm. The result? A solid, quiet vehicle years down the road.





# DURASTEEL CONSTRUCTION

To increase corrosion protection of every Nissan, we developed our own DURASTEEL. Plated on both sides with a zinc-nickel alloy, it provides more corrosion resistance than conventional galvanized steel.

# **ENGINEERING**

You might expect to find Formula One racing technology in Maxima's engine, but we also use it in our most affordable car, the Sentra – and several models in between. In these vehicles, the crankshaft is microfinished to reduce friction, which, in turn, improves performance, fuel economy and durability. Other advances, like variable valve timing and distributorless ignitions, are further evidence of our belief that engines should be as reliable, long-lasting and efficient as they are powerful.

# ARIZONA TEST CENTER This \$37-million facility is devoted to proving reliability. Here, on one of the world's longest hot-weather tracks, Nissan vehicles pass tests most cars never face.

# **TESTING**

At the Arizona Test Center, Nissan subjects vehicles to some of the harshest environments imaginable. They have a car bake on a desert mesa to study the sun's impact on paint and interiors. They drive it over miles of punishing roads, replicating everything from Detroit freeways to European cobblestone streets. And to challenge the reliability of its cooling system, they run a car continuously for hundreds of miles on the hot-weather track. Of course, we trust you'll go a little easier on your Nissan.



Nissan Design International was established in La Jolla, California, with one purpose in mind: to find innovative ways to satisfy the unique needs of

American drivers. According to NDI President Jerry Hirshberg, "We like to go past the surveys and past the questionnaires to connect the faces, names and life stories with our customers. And we find amazing things out." WE BUILD SAFETY
INTO EVERY VEHICLE.

And we start from the ground up. In fact, every one of our cars and trucks has at least 50 integrated safety components. Advanced suspensions, responsive steering and available antilock brakes help you avoid an accident. When a collision is not avoidable, a range of occupant-protection features help reduce the risk of injury to you and your passengers.



# CHILDREN BELONG IN THE REAR SEAT.

Air bags can save lives and prevent injuries.\* However, to avoid injury from an inflating air bag, rear-facing child restraints must never be placed in the front-passenger's seat. In fact, Nissan and the federal government recommend that all children 12 and under ride in the rear seat. Children should be properly secured in child restraints, booster seats or seat belts, according to their size.



Automatic Locking Retractor (ALR) feature, so you can secure a child restraint without the use of a locking clip. And because we know that drivers and passengers come in a variety of shapes and sizes, we also developed 3-point front seat belts with height-adjustable shoulder belt anchors to help you find a comfortable fit.\*\*\*

### SAFETY FEATURES

**CRUMPLE ZONES** 

dual front air bags

### **ENERGY-ABSORBING STEERING COLUMN**

pipe-style steel side-door guard beams

ALR/ELR SEAT BELT SYSTEM

child safety rear door locks

# DISC BRAKES WITH ABS

Disc brakes dissipate heat rapidly to allow for reliable, consistent braking power. And Nissan's Anti-lock Braking System (ABS) pumps the brakes up to 18 times per second to help prevent wheel lockup during emergency braking. This, in turn, helps you maintain steering control to maneuver around an obstacle, even when applying maximum braking force.

- \* Air bags are a supplemental restraint system. You must always use seat belts and child restraints properly, as explained in your owner's manual.
- \*\* Except rear jump seats on the Frontier King Cab.® Which is why this vehicle is equipped with a front-passenger ALR seat belt as well as a front-passenger air bag deactivation switch.
- \*\*\* Not available on 200SX due to the ergonomics of its bucket seat design.

# MAXIMA

With uncompromising **luxury** and stunning performance, our flagship, the Nissan Maxima, continues to **captivate** the critics. *Car and Driver* put Maxima on its "Ten Best" list for two years in a row. *Ward's Auto World* declared, "... revs like no other engine this side of a Ferrari."\*\* And *Money* magazine named Maxima "A Best Buy in 1997."\*\*\* Of course, there's only one way to find out. (Available in three models.)



# DONORF VOL. APS REN 4 D S APS REN 4 D S

# You Could Get Used to This.

It's time you experienced the ultimate in luxurious comforts. Inside the GLE, leather seating surfaces offer firm support for your lumbar and middle-back areas, while slight gathers at the seams help create more "give." And with this 6-speaker Bose® AM/FM/CD/cassette audio system, your favorite music will sound like it's being performed live.

- \* Car and Driver, January 1995 and 1996. (Maxima SE)
- \*\* Ward's Auto World, January 1997
- \*\*\* Money, March 1997, (Maxima GXE)
  - Bose is a registered trademark of the Bose Corporation

# LUXURY

- Leather seating surfaces (GLE; opt. on SE
- Bose® CD audio system (GLE; opt. on SE
- Power driver's and front-passenger's seats (GLE; opt. on SE)
- Power windows, door locks and mirrors
- Wood-tone trim (GLE)

# **POWER**

- 190-horsepower 3.0-liter DOHC 24-valve V6 engine
- 5-speed manual overdrive transmission (GXE, SE)
- 4-speed automatic overdrive transmission (GLE; opt. on GXE, SE)

# HANDLING

- Independent front/rear Multi-Link Beam™ suspension
- Front and rear stabilizer bars
- Sport-tuned suspension (SE)

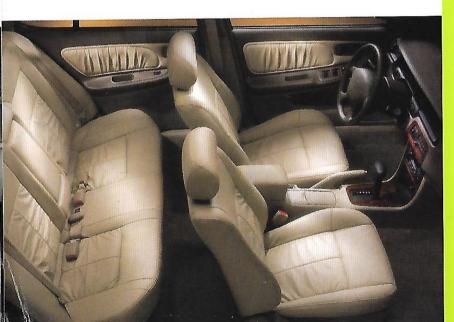
- Dual air bags
- Front-seat side air bags (opt. on GLE and SE)
- 4-wheel disc brakes
- Optional Anti-lock Braking System
- ALR/ELR seat belt system (in front-
- passenger and rear-outboard positions)

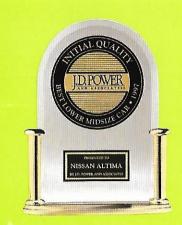
  Pipe-style steel side-door guard beams
- Child safety rear door locks
- Remote keyless entry and vehicle security system (GLE; opt. on GXE and SE)



# ALTIMA

What's new with the Nissan Altima®? Everything that really matters. A cabin that's **roomier** all around with an available **60/40 split fold-down rear seat** to expand your cargo-carrying options. An altogether **quieter ride**. An engine with **smoother acceleration**. And all this comes wrapped in a redesigned exterior that delivers a sleeker, **more mature** look. The Altima is not only new, it's a revolution against ho-hum sedans everywhere.





# A History of Proven Quality.

For the second year in a row, the Nissan Altima was ranked by J.D. Power and Associates as "Best Lower Midsize Car in Initial Quality." Little wonder then that on the new Altima we left some things alone. For example, this sedan is still built using Nissan's Intelligent Body Assembly System (IBAS), which yields an incredibly precise fit and, in turn, a smooth, quiet ride mile after mile.

The Atlma was the highest ranked Lower Midsize Car in J.D. Power and Associates 1996 and 1991 initial Quality Studies. 1997 Study based on a total of 43,752 consumer responses indicating owner reported problems during the first 90 days of ownership.

# LUXURY

- Leather seating surfaces with power driver's seat (GLE; opt. on SE)
- AM/FM/CD/cassette stereo (GLE, SE; opt. on GXE)
- AM/FM/CD stereo (GXE)
- Wood-tone trim (GXE, GLE)
- Power windows, door locks and mirrors
- Air conditioning

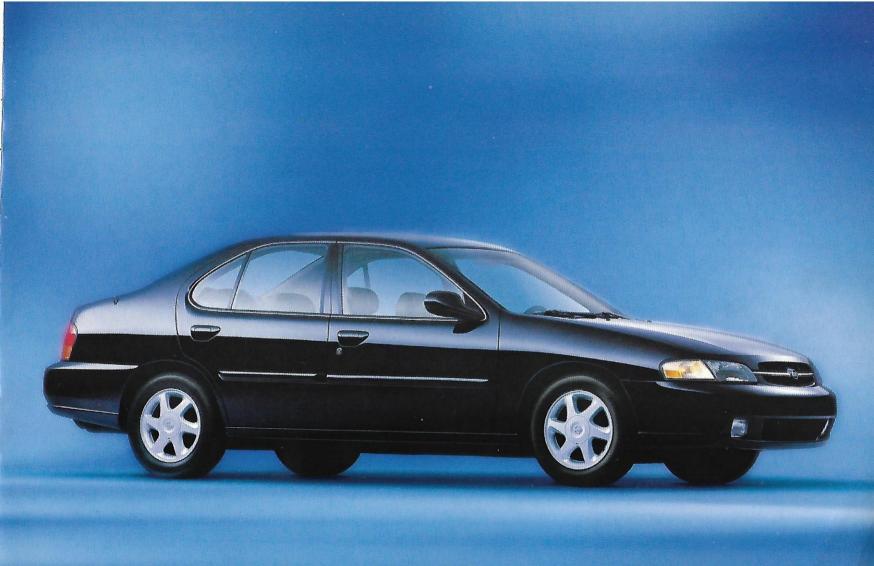
# POWER

- 150-hp 2.4-liter DOHC 16-valve 4-cylinder engine
- 5-speed manual overdrive transmission (GXE, SE)
- 4-speed automatic overdrive transmission (GLE; opt. on GXE, SE)

# CONTROL

- 4-wheel independent suspension with front and rear stabilizer bars
- Rear Super Toe Control<sup>™</sup> suspension
- Sport-tuned suspension system (SE)

- Dual air bags
- 4-wheel disc brakes (SE)
- Optional Anti-lock Braking System
- ALR/ELR seat belt system (in frontpassenger and rear-outboard positions)
- Pipe-style steel side-door guard beams
- Child safety rear door locks
- Remote keyless entry and vehicle security system (GLE, SE; opt. on GXE)



Altima GLE shown in Super Black with optional and accessory equipment.

# SENTRA

The 1998 Sentra® has a fresh new look, with a new grille up front and stylish rear fascia and bumper. Of course, there's more to this new Sentra than good looks; it's also dependable, fuel-efficient and responsive. In fact, Money magazine named Sentra "A Best Value in its Class." This year, there's also a Sentra SE equipped with an aggressive 2.0-liter engine, proving that advanced technology doesn't always have a high price tag. (Available in five models.)



# Shortcuts Just Don't Matter.

Because Sentra's 1.6-liter engine is amazingly frugal. In addition to its sheer power, it can take you over 500 miles\*\* on a tank of gas. Sentra's interior promises to be comfortable over the long haul, too - with low-fatigue front seats and a split fold-down rear seat \*\*\* that creates extra space for long or oversized items.

- \* Money, March 1997 issue. XE, subcompact under \$14,000; GXE and GLE, subcompact over \$14,000.
- \* Based on 1998 EPA highway mileage estimate figures for manual transmission models. Your actual mileage may vary with driving conditions.
- \*\*\* Not available on Base and XE models.

# BIG-CAR FEEL

- Rear Multi-Link Beam™ suspension the same type found on our flagship Maxima
- Liquid-filled engine mount
- Seating for five
- Split fold-down rear seat (GXE, GLE, SE)

# COMFORT

- Air conditioning (XE, GXE, GLE, SE)
- AM/FM/cassette stereo (XE, GXE, SE)
- CD audio system (GLE; opt. on SE)
- Cruise control; power windows, door locks and mirrors (GXE, GLE, SE)
- Dual cup holders

# ALL CHAR HELL PERFORMANCE

- 140-hp 2.0-liter DOHC 16-valve 4-cylinder engine (SE)
- 115-hp 1.6-liter DOHC 16-valve 4-cylinder engine (Base, XE, GXE, GLE)
- 5-speed manual overdrive transmission
- Optional 4-speed automatic transmission (XE, GXE, GLE, SE)
- Sport-tuned suspension (SE)

- Dual air bags
- Optional Anti-lock Braking System (GXE, GLE, SE)
- ALR/ELR seat belt system (in frontpassenger and rear-outboard positions)
- Pipe-style steel side-door guard beams
- Child safety rear door locks
- Remote keyless entry and vehicle security system (GLE; opt. on SE)



# 240SX

These days, you might think the best place to find a front-engine/rear-wheel-drive sports car is in an automotive museum. But you can still obtain authentic sports car performance with the 1998 Nissan 240SX. In fact, its eager 155-horsepower engine and true front-engine/rear-wheel drive configuration prompted Automobile Magazine to say, ". . . we appreciate this car more than ever, simply because there's nothing else like it."\* (Available in three models.)





# A Sports Car Inside and Out.

True to its sports car heritage, the Nissan 240SX's cabin has an authentic cockpit layout. Its straight-legged, low-to-the-ground driving position, combined with the wraparound instrument and door panels, heightens the sportscar ambience. And if you want to feel the warmth of the sun's rays on your face, the LE model is equipped with a power sliding glass sunroof (optional on the Coupe and SE).

\* Automobile Magazine, July 1997.

# HANDLING

- Front-engine/rear-wheel drive; nearly 50/50 front/rear weight distribution
- Independent multi-link rear suspension
- Optional viscous limited-slip rear differential (SE, LE)
- 16" V-rated radial tires (SE, LE)

# RESPONSE

- 155-hp 2.4-liter DOHC 16-valve engine
  - Sequential multi-point fuel injection
- 5-speed manual overdrive transmission
- Optional 4-speed automatic overdrive transmission

# APPOINTMENTS

- Air conditioning and cruise control (SE, LE; opt. on Coupe)
- White-faced gauges (SE, LE)
- Power windows
- Leather seating surfaces (LE)
- Fold-down rear seat with trunk pass-through
- Seating for four

- Dual air bags
- # 4-wheel disc brakes
- Optional Anti-lock Braking System (SE, LE)
- ALR/ELR seat belt system (in frontpassenger and rear-outboard positions)
  - Pipe-style steel side-door guard beams
- Energy-absorbing steering column



# 200SX

The Nissan 200SX° has a hip new image. On the outside, it has a new front and rear fascia, body-colored front grille and restyled headlights. Inside, you'll find white-faced gauges and a new CD audio system. And the 200SX's rev-happy engine and nimble handling mean you're ready for just about anything. You'll even have plenty of room for your friends – and their gear. Just make sure they chip in for gas once in a while. (Available in three models.)





# Adapt to Your Environment.

It's easy with the Nissan 200SX. It features sporty white-faced gauges that reverse to white-on-black after dark to enhance legibility. And a rear seat with enough room for your friends or – because it splits and folds down\*\* – crucial items such as hockey equipment, skis or a mountain bike.

- \* Standard on SE and SE-R; opt. on 200SX.
- \*\* SE and SE-R only.

# **POWER**

- 140-hp 2.0-liter DOHC 16-valve 4-cylinder engine (SE-R)
- 115-hp 1.6-liter DOHC 16-valve 4-cylinder engine (200SX, SE)
- Sequential multi-point fuel injection
- 5-speed manual overdrive transmission
- Optional 4-speed automatic overdrive transmission

# ROAD HANDLING

- Rear Multi-Link Beam™ suspension
- Rear stabilizer bar
- Front stabilizer bar (SE, SE-R)
- P195/55VR15 high-performance tires (SE-R)

# **VERSATILITY**

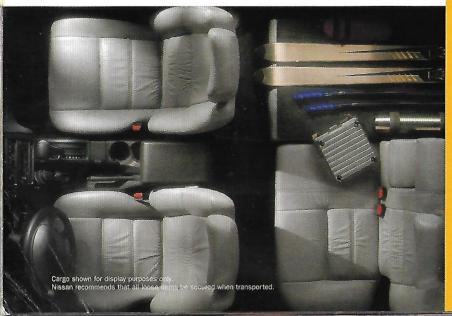
- Split fold-down rear seat; power windows and door locks (SE, SE-R)
- Seating for five
- AM/FM/CD stereo and air conditioning (SE, SE-R; opt. on 200SX)
- Dual cup holders

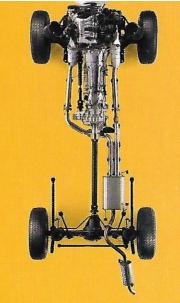
- Dual air bags
- 4-wheel disc brakes (SE-R; opt. on SE)
- Optional Anti-lock Braking System (SE, SE-R)
- ALR/ELR seat belt system (in frontpassenger and rear-outboard positions)
- Pipe-style steel side-door guard beams
- Remote keyless entry and vehicle security system (SE-R)



# **PATHFINDER**

There are places you simply visit. Then there are places that, because of the commitment it takes to get there, stay with you the rest of your life. The Nissan Pathfinder® was inspired by the latter destinations. For 1998, it continues to offer the freedom of **shift-on-the-fly**\* 4-wheel drive, the reassurance of **MonoFrame**™ construction and the refinement of a well-appointed interior. (Available in two 4x2 and three 4x4 models.)





### A Smooth, Comfortable Ride.

Large, heavy-duty struts on the independent front suspension – combined with a front stabilizer bar – make you less apt to bounce around on rough terrain. The available leather seating surfaces with heated front seats\*\* are sure to make you comfortable too.

- \* At speeds up to 50 mph.
- \*\* Heated front seats on LE and SE 4x4 models only.
- Bose is a registered trademark of the Bose Corporation.
- # HomeLink is a registered trademark of Prince Corporation.

# POWER

- 168-hp 3.3-liter SOHC V6 engine with 196 ft-lbs of torque
- 5-speed manual overdrive transmission (XE, SE)
- 4-speed automatic overdrive transmission (LE; opt. on XE, SE)

# CAPABILITY

- Shift-on-the-fly\* 4-wheel drive (4x4)
- Independent front/5-link coil-spring rear suspension
- Power rack-and-pinion steering
- 5,000-lb. towing capacity (automatic transmission)

# LUXURY/UTILITY

- Leather seating surfaces with heated front seats (LE;\*\* opt. on SE)
- Bose® CD audio system (LE; opt. on SE)
- Integrated HomeLink® Transmitter (LE; opt. on SE)
- Digital compass; outside temperature display (LE; opt. on SE)
- Sunroof (opt. on SE, LE)

- Dual air bags
- 4-wheel Anti-lock Braking System
- ALR/ELR seat belt system (in frontpassenger and rear-outboard positions)
- Pipe-style steel side-door guard beams
- Child safety rear door locks
- Remote keyless entry and vehicle security system (SE, LE; opt. on XE)



Pathfinder SE shown in Rain Forest Green Pearl with optional equipment.

# QUEST

Growth spurts can show up suddenly in any number of ways. But the Nissan Quest® makes sure you're well-prepared. Consider its QUEST TRAC® Flexible Seating System, which adjusts up to 24 ways, as well as its available integrated child safety seats. And yet, with available leather seating surfaces and in-dash 6-disc CD autochanger, it feels like you're in a 7-passenger luxury sedan. (Available in two models.)

### The Freedom to be Flexible.

In most minivans, you have to remove both the 2nd- and 3rd-row seating to get the most cargo space. Nissan designers invented a sliding 3rd-row seat that can be positioned in five places along the 64"-long track of the QUEST TRAC® Flexible Seating System.

# LUXURY

- 2nd-row captain's chairs (GXE; opt. on XE)
- Power driver's seat and optional leather seating surfaces (GXE)
- 2nd-row air conditioning and heater controls (GXE; opt. on XE)
- 2nd-row audio controls

# **VERSATILITY**

- 7-passenger seating
- 2nd- and 3rd-row seatback tabletops
- Up to 13 cup holders
- Steering-wheel-mounted audio controls (GXE)

# PERFORMANCE

- 151-hp 3.0-liter SOHC V6 engine
- Front-wheel drive
- 4-speed automatic overdrive transmission
- Independent front suspension; optional rear stabilizer bar (GXE)

- Dual air bags
- Anti-lock Braking System (GXE; opt. on XE)
- ALR/ELR seat belt system (in frontpassenger, 2nd- and 3rd-row outboard positions)
- Pipe-style steel side-door guard beams
- Child safety sliding door lock
- Optional bench seat with integrated child safety seats
- Remote keyless entry and vehicle security system





Quest GXE shown in Superior Blue Mist/Quicksilver with GLE Leather Trim Package and optional equipment.

# **FRONTIER**

Since we introduced the first import compact pickup to America over 35 years ago, Nissan trucks have offered **power**, **durability** and **versatility**. This year, we introduce our seventh-generation truck, the new Frontler.™ It's equipped with a newly designed 2.4-liter engine and a rugged **independent front suspension**, which means Frontler is up to the challenge of any job. (Available in four 4x2 and three 4x4 models.)





### As Comfortable as Jeans.

Some things make you feel good, no matter where you go. The interior of the Frontier is a prime example. The King Cab models come with reclining front bucket seats, a center console with covered storage and two additional cup holders. And you can listen to your favorite music on an AM/FM/CD/cassette audio system with four speakers (standard on SE; optional on XE King Cab).

# **PERFORMANCE**

- 143-hp 2.4-liter DOHC 16-valve 4-cylinder engine with 154 ft-lbs of torque
- Sequential multi-point fuel injection
- Independent front suspension
- Part-time 4-wheel drive with 2-speed transfer case (4x4 models)

# CAPACITY

- 1,400-lb. payload capacity
- 3,500-lb. towing capacity (manual transmission)
- Double-wall cargo bed

# COMFORT

- Reclining front bucket seats and folddown rear jump seats (King Cabs)
- Air conditioning (XE, SE)
- Power windows, door locks and mirrors (SE; opt. on XE King Cab)

- Dual air bags with passenger-side shutoff switch
- Anti-lock Braking System (rear-wheel on 4x2; 4-wheel on 4x4)
- Pipe-style steel side-door guard beams
- ALR/ELR seat belt system (frontoutboard passenger seat)
- Remote keyless entry and vehicle security system (SE; opt. on XE King Cab)





**COMMITMENT TO THE COMMUNITY** 

Our commitment to Nissan owners includes a concern for the communities where they live. Which is why we ardently support Habitat for Humanity, the National Urban League, historically black colleges and universities, as well as MADD, the National Hispanic Scholarship Fund, the Tomas Rivera Center, the National Council of La Raza, and many other non-profit organizations, events and programs. In addition, we provide paid time off for employees who are involved in community service.

We endeavor to make buying and owning a Nissan an enjoyable and special experience. Our nationwide network of nearly 1,000 Retailers will help you select the Nissan that's right for you, along with accessories for your vehicle, and provide a variety of finance options for purchasing or leasing. You can also be assured of a welcoming environment in which you can make decisions comfortably, and are always treated like an honored guest. And when you choose a Nissan car or truck, you can count on not only an innovative product of the highest quality, but on service from professionals whose priority is your satisfaction – throughout all your years of ownership.

# FINANCE OPTIONS

Buy or lease your Nissan vehicle with one of the many attractive programs from Nissan Motor Acceptance Corporation (NMAC). You'll enjoy competitive finance rates and terms, plus the added convenience of rapid response to your credit application – often within the hour.

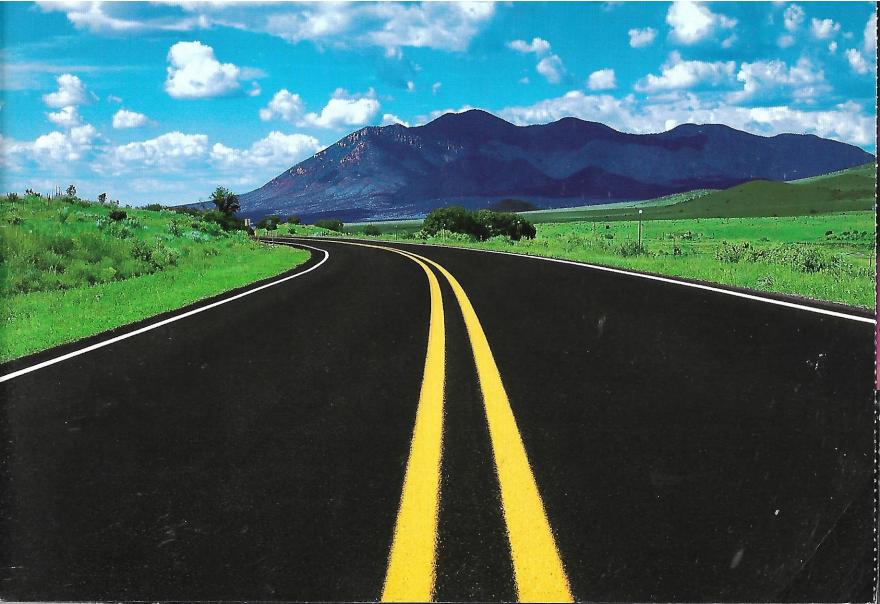
# WARRANTIES AND EXTENDED SERVICE

- 3-year/36,000-mile "bumper-to-bumper" limited warranty
- 5-year/60,000-mile limited powertrain warranty
- Security+Plus® Vehicle Protection Plan extended service agreement

# U.S. OPERATIONS

- More than 70% of the Nissan vehicles sold in the U.S. are built here as well.\*
- Nissan's U.S. facilities include a manufacturing plant in Tennessee, a design studio in California, a research and development center in Michigan, and the Arizona Test Center.

<sup>\*</sup> From both domestic and imported parts.





# Additional resources:

Visit our website at: http://www.nissan-usa.com.

For Nissan retailer location or for more information on this and other

Nissan products, call **1-800-239-8810**.