

# DRIVING SUCCESS FOR THE REGION

**IN THE THIRTY YEARS SINCE NISSAN UK WAS HANDED THE KEYS TO ITS CAR PLANT IN SUNDERLAND, IT'S BECOME THE REGION'S BIGGEST SUCCESS STORY.**

When the builders handed over the completed factory building to Nissan in December 1985, who would have thought that by 2015, one third of the cars built in the UK would be Nissans manufactured just off the A19?

It's testament to the almost £4 billion worth of investment made by Nissan in its UK operation to date, and the skill and determination of the almost 7,000-strong workforce. Chris Godfrey is the Outbound Engineering General Manager for the Renault Nissan Alliance, the strategic partnership between the two motor manufacturers that oversees the logistics of transporting cars around the globe.

"The legacy of engineering skills in the region resulting from its shipbuilding history was a major factor in Nissan choosing to site the plant in the North East," explains Chris. "And the faith they put into the development of the team here has undoubtedly paid off. The plant now produces around 10,000 cars a week, that's one every 30 seconds."

What keeps Chris busy however is the 80% of the plant's production that is exported abroad to over 130 international markets. "Although demand is slowing in Russia and China, the market in Western Europe is improving," he says, "and with the expected uplift from the new Infiniti

production line, we expect export volumes to continue to grow."

Being awarded the production of the new Infiniti Q30, the premium brand in the Nissan stable, is a real coup according to Chris.

"The plant is the first in Europe to achieve the necessary quality levels to produce Infiniti products," he comments. "Representing a £250m investment, plant extensions totalling over 25,000m<sup>2</sup> are providing Infiniti with the production facilities to satisfy the high demands of premium vehicle manufacturing."

"The first Infiniti Q30s are now in production," adds Chris. "It's testament to how much the workforce takes pride in what they do and how they have wholeheartedly embraced the concept of 'Kaizen' – the Japanese word for continually striving for improvement. That's what's made Nissan Sunderland a real record breaker not just in the UK but in the car industry globally."

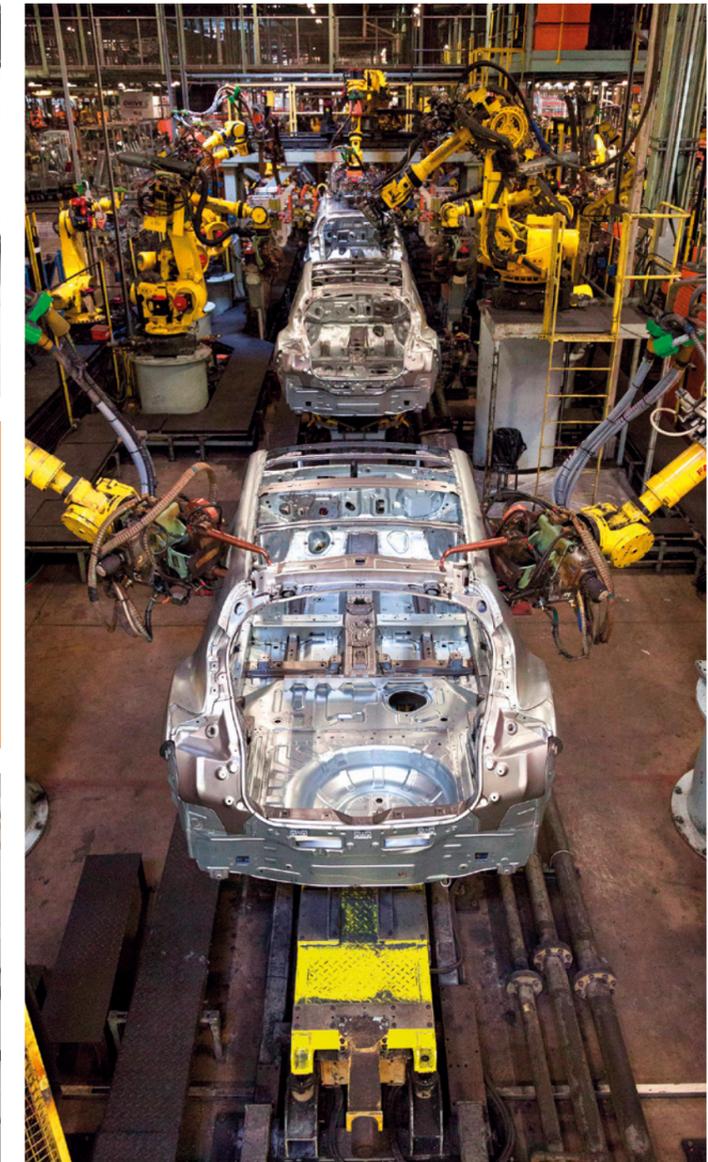


**8.3M**

NUMBER OF CARS BUILT SINCE PRODUCTION STARTED AT NISSAN SUNDERLAND IN 1986

**27,000**

ESTIMATED NUMBER OF JOBS SUPPORTED IN NISSAN'S REGIONAL SUPPLY CHAIN



## THE UK CAR INDUSTRY'S BIGGEST SUCCESS STORY



Official opening of the plant by then Prime Minister, Margaret Thatcher, and Nissan President, Yutaka Kume. First Nissan Bluebird produced for commercial sale (now on display at Sunderland Museum & Winter Gardens).

1984

Nissan Motor Manufacturing UK (NMMUK) Ltd established. A ground breaking ceremony took place on a 800 acre greenfield site in Washington, Tyne & Wear.

1986



Introduction of manufacturing of the Primera, the first Nissan model to be wholly built at NMMUK.

1990

1992

Start of production of the Nissan Micra, the first Japanese car brand to be voted "European Car of the Year".

1996



Nissan starts exporting vehicles via the Port of Tyne.

2003

World Markets Research Centre identifies the Nissan plant in Sunderland as the most productive car plant in Europe for the seventh consecutive year.

2006



Production begins on the Nissan Note and the Qashqai models.

2007

Qashqai and Micra begin to be exported to Japan. Nissan announces the construction of a £4.5m Parts Logistic Centre.

2008



Night shift introduced at the plant to meet the demand for the Qashqai, the hero model for the plant.

2009

Formation of the Renault Nissan Alliance Group.



Announcement of new Nissan Juke to be built, replacing the Micra, plus work begins on a new battery plant facility for the new Leaf electric car. Becomes the first UK car plant to build more than 400,000 passenger vehicles in a year.



The plant marked 25 years of vehicle production with a record-breaking year of 480,485 units.

2011

2012

The plant is the biggest UK car exporter for the twelfth year in a row. Announcement that the new Infiniti will be built in Sunderland.

2013

Introduction of the second-generation Note and Qashqai.



2015



First Infiniti models due off the production line in December.