



Nissan sings with debut of 'Canto' at 2017 Tokyo Motor Show

TOKYO (Oct. 25, 2017) – Not only did Nissan debut a new concept vehicle at the 2017 Tokyo Motor Show – it also surprised the crowd with the introduction of "Canto," the future sound of Nissan's electrified vehicles.

"An important element of Nissan Intelligent Mobility is how the vehicle integrates with society, and a crucial component of that is sound," said Daniele Schillaci, executive vice president for global marketing and sales, zero-emission vehicles and the battery business. "'Canto' has been developed to help with pedestrian safety, as well as to provide a distinct Nissan sound – one that is energizing and confident, authentic to our brand and representing our unique position in the electrified marketplace."

"Canto" is derived from Latin for "I sing." The sound varies in tone and pitch depending on whether the vehicle is accelerating, decelerating or backing up. The sound is activated at speeds of up to 20 to 30 kph, depending on marketplace requirements.

Nissan created "Canto" with the goal of developing an alert sound as the priority. However, it is also designed to enrich the aural environment of the typical city street with a distinct Nissan flair. The level of the sound will be clearly audible, without being overly disturbing to pedestrians, residents and passengers.

Nissan has been a pioneer in the vehicle sound arena since 2010, with its "Approaching Vehicle Sound for Pedestrians" system.

Nissan Intelligent Mobility is the company's approach to changing how cars are powered, driven and integrated with society.

About Nissan Motor Co., Ltd. Nissan is a global full-line vehicle manufacturer that sells more than 60 models under the Nissan, INFINITI and Datsun brands. In fiscal year 2017, the company sold 5.77 million vehicles globally, generating revenue of 11.9 trillion yen. On April 1, 2017, the company embarked on *Nissan M.O.V.E. to 2022*, a six-year plan targeting a 30% increase in annualized revenues to 16.5 trillion yen by the end of fiscal 2022, along with cumulative free cash flow of 2.5 trillion yen. As part of *Nissan M.O.V.E. to 2022*, the company plans to extend its leadership in electric vehicles, symbolized by the world's best-selling all-electric vehicle in history, the Nissan LEAF. Nissan's global headquarters in Yokohama, Japan, manages operations in six regions: Asia & Oceania; Africa, the Middle East & India; China; Europe; Latin America; and North America. Nissan has a global workforce of 247,500 and has been partnered with French manufacturer Renault since 1999. In 2016, Nissan acquired a 34% stake in Mitsubishi Motors. Renault-Nissan-Mitsubishi is today the world's largest automotive partnership, with combined sales of more than 10.6 million vehicles in calendar year 2017.

For more information about our products, services and commitment to sustainable mobility, visit nissan-global.com. You can also follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) and see all our latest videos on [YouTube](#).

ABOUT NISSAN IN EUROPE

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,000 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last year Nissan plants in the UK, Spain and Russia produced more than 640,000 vehicles including award-winning crossovers, commercial vehicles and the Nissan LEAF, the world's most popular electric vehicle. Nissan's Intelligent Mobility vision is designed to guide Nissan's product and technology pipeline and this 360 degree approach to the future of mobility will anchor critical company decisions around how cars are powered, how cars are driven, and how cars integrate into society. Nissan is positioned to become the most desirable Asian brand in Europe.

<http://www.newsroom.nissan-europe.com>

<https://newsroom.nissan-europe.com/>