

The word
according to
jackade.com

It's a little bit funny
This feeling inside
But it's not one of those
You can easily hide

If TOYOTA are so 'Supra' keen, why
is the NISSAN Skyline so low key?



It's a little bit funny...

NISSAN endures rather than enjoys an odd position in the hierarchy of Japanese Motor Companies. It's notable that they have had to agree to disagree with NISSAN Computers over the nissan.com domain (a non-commercial holding page replete with fluttering US flags).

Thus the Land of the Rising Sun's eponymous Motor Co. is accessed via a derivative domain. But NISSAN are making inroads in the US by making their 'cars' bigger if not better than the indigenous pick-ups.

However, in the UK we don't quite 'get' NISSAN. And this is strange given the historical similarities; we're both maritime nations moored to significantly larger continents. We have both repelled (with some divine intervention) huge attacking forces and it wasn't until the last World War that we have any real gripe with the Japanese.

This document explores our common themes and demonstrates admiration for Japanese culture past and present, and presents a case for us to assist NISSAN with their application of their DNA in future strategy.

3. Enter the NISSAN
4. Bringing the dragon home to roost
5. Taking Flight
6. Sorry, you've caught age...
6. You're ill. I repeat, you're ill...

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Enter the NISSAN

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Bringing the dragon home to roost

In the East particularly the dragon has always been associated with the idea of sovereignty.



Taking Flight

This is where we start to really tilt the scales;-) HONDA used the same typeface with a mercurial wing to denote bikes. Bikes are sexy and cool. We have SUZUKI cars and bikes, and YAMAHA; why not NISSAN?

In order to move quickly into the marketplace in might be necessary to acquire the know-how but global acquisitions are the way of the automotive world - you get into bed and share floor pans.



On yer bike: a 'dearer' Akira

The motorbike is a devilishly neat solution to two of NISSAN's core problems; first bikes are cool, and secondly the halo-effect of 'cool' is a price hike! With Nissans it's not so much that you get more bangs for your buck - most Japanese motors are well-equipped - it's the fact that you get more Nissans for your bucks. They're cheaper than the comparable TOYOTA or HONDA because they don't have cachet or *j'n'est c'est quoi* - Nissanous if you will.

