



**NISSAN MOTOR COMPANY:  
U.S. MARKET PERFORMANCE FOR  
FIRST QUARTER FY2023 (April – June)**

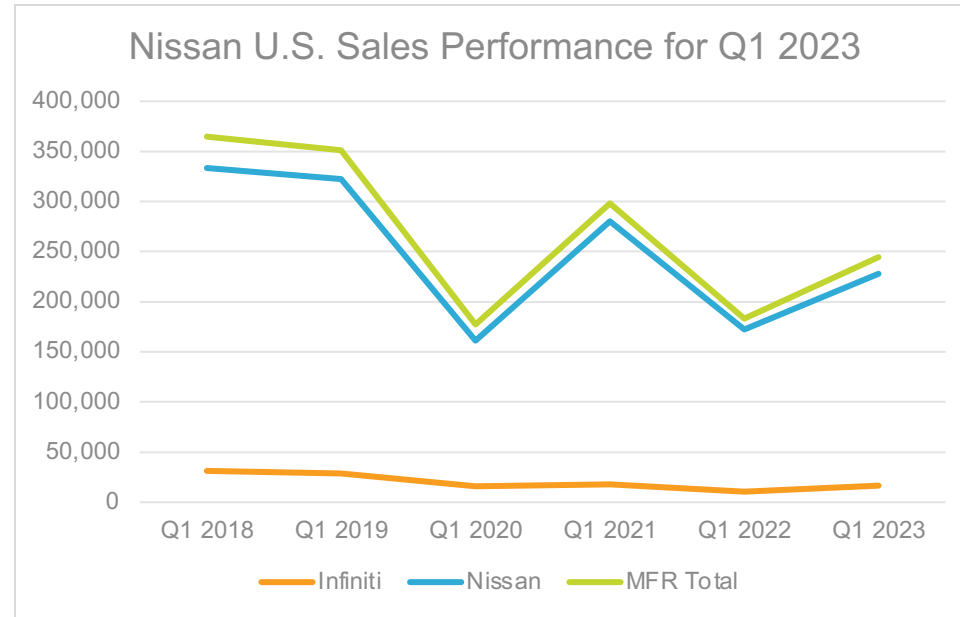


COX AUTOMOTIVE

# NISSAN MOTOR U.S. SALES PERFORMANCE FOR FIRST QUARTER FY2023



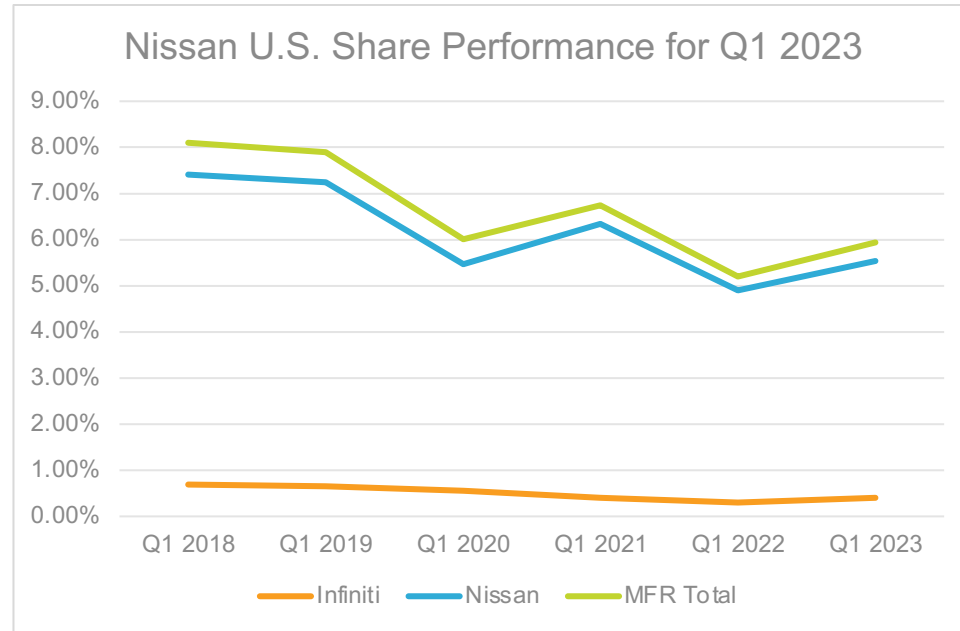
	Infiniti	Nissan	MFR Total
<b>Q1 2018</b>	31,283	333,409	364,692
<b>Q1 2019</b>	28,743	322,442	351,185
<b>Q1 2020</b>	16,095	161,233	177,328
<b>Q1 2021</b>	17,866	280,282	298,148
<b>Q1 2022</b>	10,559	172,612	183,171
<b>Q1 2023</b>	16,529	227,824	244,353
<b>YOY Change</b>	57%	32%	33%



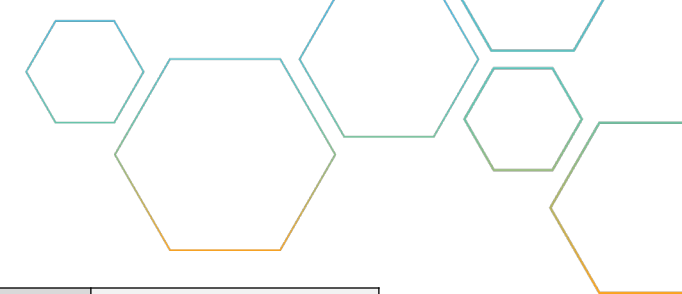
# NISSAN MOTOR U.S. SHARE PERFORMANCE FOR FIRST QUARTER FY2023



	Infiniti	Nissan	MFR Total
<b>Q1 2018</b>	0.69%	7.41%	8.10%
<b>Q1 2019</b>	0.65%	7.25%	7.90%
<b>Q1 2020</b>	0.55%	5.47%	6.01%
<b>Q1 2021</b>	0.40%	6.34%	6.74%
<b>Q1 2022</b>	0.30%	4.90%	5.20%
<b>Q1 2023</b>	0.40%	5.54%	5.94%
<b>Point Change</b>	0.10%	0.64%	0.74%



# HIGHLIGHTS OF NISSAN BRAND U.S. SALES AND PRICES BY MODEL FOR FIRST QUARTER FY2023



	Q1 Sales	YOY Change
<b>Rogue</b>	71,246	68%
<b>Altima</b>	30,409	-25%
<b>Frontier</b>	17,213	-17%
<b>Pathfinder</b>	19,003	24%
<b>Sentra</b>	34,938	103%
<b>Leaf</b>	1,880	-42%
<b>Ariya</b>	2,335	-

	Q1 ATP	YOY Change
<b>Rogue</b>	\$35,103	1%
<b>Altima</b>	\$31,102	3%
<b>Frontier</b>	\$42,048	4%
<b>Pathfinder</b>	\$46,918	2%
<b>Sentra</b>	\$24,719	0%
<b>Leaf</b>	\$32,979	-5%
<b>Ariya</b>	\$50,893	-

# HIGHLIGHTS OF INFINITI BRAND U.S. SALES AND PRICES BY MODEL FOR FIRST QUARTER FY2023



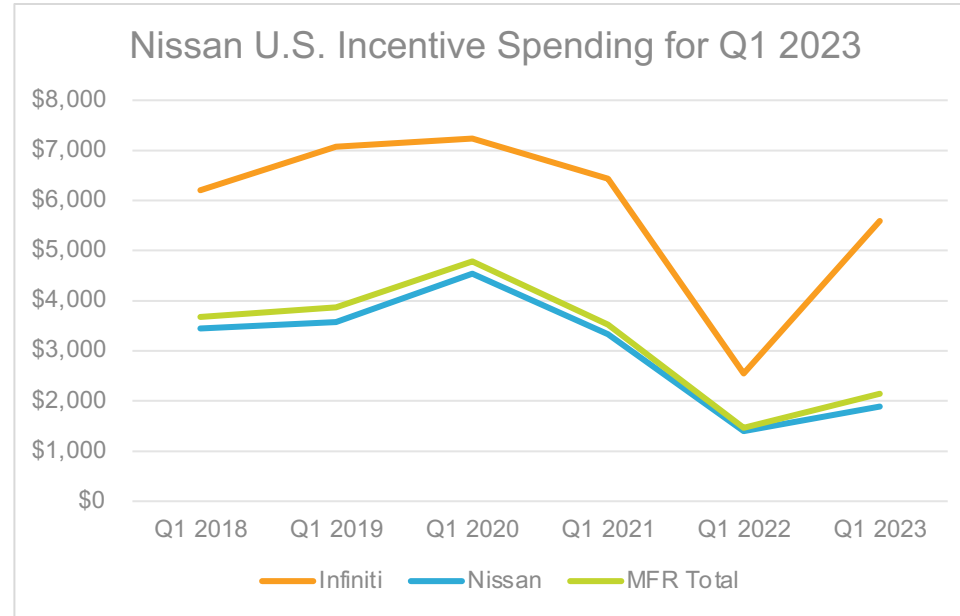
	Q1 Sales	YOY Change
QX60	7,731	138%
QX50	2,388	13%

	Q1 ATP	YOY Change
QX60	\$60,039	-1%
QX50	\$47,947	0%

# NISSAN MOTOR U.S. INCENTIVE SPENDING FOR FIRST QUARTER FY2023



	Infiniti	Nissan	MFR Total
<b>Q1 2018</b>	\$6,207	\$3,441	\$3,678
<b>Q1 2019</b>	\$7,067	\$3,579	\$3,865
<b>Q1 2020</b>	\$7,236	\$4,540	\$4,785
<b>Q1 2021</b>	\$6,440	\$3,331	\$3,518
<b>Q1 2022</b>	\$2,549	\$1,399	\$1,465
<b>Q1 2023</b>	\$5,596	\$1,890	\$2,141
<b>YOY Change</b>	120%	35%	46%



# NISSAN MOTOR U.S. AVERAGE TRANSACTION PRICES FOR FIRST QUARTER FY2023



	Infiniti	Nissan	MFR Total
<b>Q1 2018</b>	\$46,653	\$28,581	\$30,131
<b>Q1 2019</b>	\$48,709	\$28,482	\$30,138
<b>Q1 2020</b>	\$49,691	\$30,836	\$32,547
<b>Q1 2021</b>	\$49,247	\$31,116	\$32,202
<b>Q1 2022</b>	\$59,000	\$34,891	\$36,281
<b>Q1 2023</b>	\$59,832	\$35,429	\$37,079
<b>YOY Change</b>	1%	2%	2%

