



INFINITI ANNOUNCES GLOBAL ADVERTISING CAMPAIGN WITH SEBASTIAN VETTEL

Yokohama, Japan (15th March 2012) – Infiniti, the luxury car manufacturer from Japan, today announces the forthcoming launch of a major global advertising campaign featuring Sebastian Vettel.

Vettel, the double Formula One World Champion, will be the focus of an above the line strategy encompassing digital media, viral content films, a series of collector's posters and Infiniti's first ever globally broadcast television commercial.

The launch of the TV ad, filmed on location in Spain prior to the final pre-season F1 test session in Catalunya in early March, is scheduled to coincide with the weekend of the 2012 Monaco Grand Prix (26-27th May).

The collaboration builds on the relationship established between Infiniti and the Red Bull Racing driver in 2011, when Vettel was named as Infiniti's first ever Global Brand Ambassador. Along with driving an Infiniti FX50S as his personal road car and making regular media appearances for the brand, Vettel was also central to the design and development of his 'ultimate Infiniti', the Infiniti FX Sebastian Vettel Version. This 300kph racing-inspired Infiniti FX will be making the transition from concept car to a limited edition production run, as announced at the Geneva Motor Show earlier this month.

2012 marks the second year of partnership between Infiniti and Red Bull Racing and will see more prominent Infiniti branding on the F1 cars, drivers and team equipment. Both organisations are exploring the opportunities for a technical collaboration in the future.

Speaking about the upcoming advertising campaign, Simon Sproule, Corporate Vice President, Global Marketing Communications, Nissan Motor Company, said: "This is an exciting new campaign which, following on from last year's successful Vettel FX project, further illustrates how Infiniti is maximising its partnership with Sebastian Vettel.

"Sebastian is undoubtedly the biggest name within the world's most high profile form of motorsport, and he epitomises Infiniti's 'Inspired Performance' tagline. We feel he is the perfect person to lead the brand's first ever global advertising campaign.

"The campaign will help to communicate Infiniti's unique approach to performance and luxury, a philosophy shared by Sebastian Vettel and Red Bull Racing."

Commenting on the upcoming ad, Sebastian Vettel said: "Having driven the range of Infinitis for the past year and co-developed a special edition FX, I was happy to work with Infiniti on this campaign. I had great fun shooting the advert in Spain, and I can't wait to see the finished product in the coming weeks!"

Behind the scenes images from the making of the advert are available at http://www.infiniti-performanceteam.com/photo/event/infiniti_f1_news.

Ends

About Infiniti

Infiniti, the luxury automotive brand from Japan, reflects its brand promise "Inspired Performance" with a model line-up of sedans, coupés, SUVs and crossovers featuring exhilarating performance, emotive design and cutting edge technology. Infiniti continues to launch across the globe through a dedicated network of Infiniti Centres that share a commitment to exceptional hospitality throughout the entire period of ownership. For more information, see www.infiniti.com

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