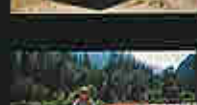
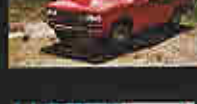


# DATSUN NEWS

AUGUST 1972 ISSUE

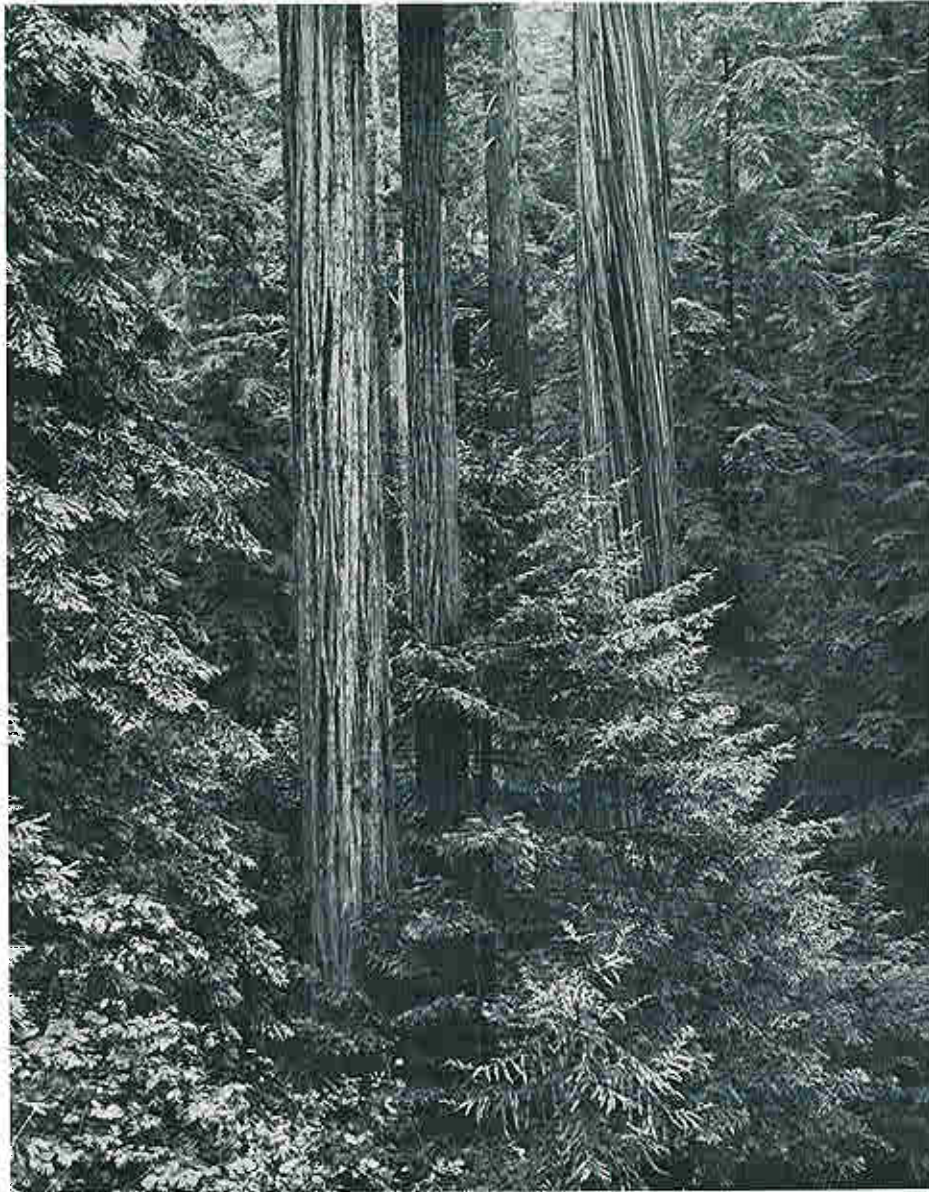


Ansel Adams Appears for Datsun

DATSUN  
FROM WILDS WITH PRIDE



**Mr. Ansel Adams**  
Greatest living nature  
photographer.



*I never found the companion that was so companionable as solitude.*

**Beautiful Ansel Adams Poster.**

The biggest, best-coordinated advertising promotion in Datsun history is underway.

There's never been a traffic builder like this one — either for an import or domestic automobile.

It has one goal — to bring in more than one hundred thousand qualified Datsun prospects to dealerships across the land to take test drives.

But there's more to this promotion than bringing in prospects. It's going to make Datsun Dealers very big with precisely the kind of folks research has shown buy Datsuns. For this is a promotion that enables Datsun to make a genuine contribution to the American environment. And it should pay off for years for the nation and for you.

Rallying cry for this multi-million dollar coordinated promotion is:



**Showroom Theme Poster.**

Here's the way it works. Datsun has made arrangements with the United States Forest Service to have a tree planted in a national forest every time someone takes a test drive at one of our dealerships. The immediate goal is 100,000 trees — 100,000 test drives! In three months that goal can be exceeded many times over.

One of the reasons is the gigantic national effort that will be put behind this promotion on network television, in national magazines and newspapers, and nationally-supported local market programs.

On television, both national and local, Datsun spokesmen for this promotion will be Ansel Adams and Steve Allen.

Ansel Adams is considered the greatest living nature photographer. He is the only person permitted to live in a national park. He is a leader in the Sierra Club and nationally recognized as one of the leaders in the fight to

save United States forests and generally improve the environment. His magnificent photographs are in demand the world around.

This is the first time Mr. Adams has ever consented to be in a television commercial, although he has been asked many times.

The television and radio commercials he has made for Datsun are



**Ansel Adams on location of TV commercials.**



**Mr. Steve Allen**

among the finest we have ever produced. The sincerity with which he talks about Datsun and the plant-a-tree programs comes through so strongly that it should move tens of thousands of customers into Datsun showrooms to participate.

Steve Allen, like Ansel Adams, is known for his deep feeling about the environment. He probably has done more for the cause than almost any other entertainment star. He, like Mr. Adams, is participating in our program simply because he feels that it's

*(Continued on Page 4)*

**Mr. Ansel Adams**

# NISSAN NEWS



**Y. Katayama**  
*President, Nissan Motor Corp.  
in U.S.A.*

Most of us have been in the business of selling cars for years. And it's easy for us to fall into the feeling that the most important parts of our jobs are dollars and cents and ten-day reports.

Not that I have anything against good sales figures, mind you. But once in a while we are reminded that there is more we can offer the world than that. This is one of those times.

I'm pleased to say that the new Datsun promotion, "Drive a Datsun. Plant a Tree" is not only the biggest in our history, but also the most satisfying to us as citizens.

In this campaign we have an opportunity not only to make sales gains . . . after all, it's designed to bring us at least 100,000 test drives . . . but also to do something lasting, something worthwhile for the world we live in. That is a very rare combination, indeed.

In times like these when the automobile business in general is under heavy attack it is wise to demonstrate the good citizenship we believe in so strongly.

*(Continued on Page 8)*

the kind of thing many companies should be doing for their nation while they are doing business.

Steve sells the promotion and Datsun automobiles—hard and with great effect.

All the broadcast commercials are powerful and moving.

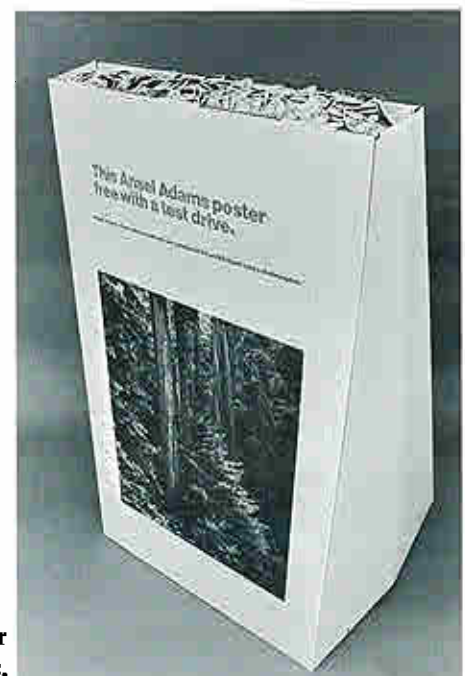
But most important, they are going to be seen everywhere and often!

6 col. Newspaper Ads.



Merchandising Folder.

4 col. Newspaper Ads.



Floor display with Ansel Adams poster offer and tray for "I Planted a Tree" Buttons.

For six weeks, these commercials are going to be all over the dial, all over the nation on three big national networks.

are going to be full page ads featuring the promotion in Time, Newsweek, U.S. News, and Sports Illustrated. And also in the three national newspapers

There's a sturdy floor display that features a special Ansel Adams poster and a bin to hold buttons that say, "I Planted a Tree" to be given to test drivers.

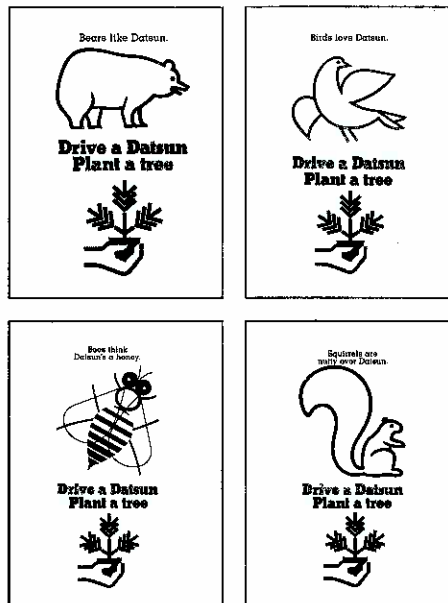
There are heroic-sized buttons proclaiming, "Drive a Datsun. Plant a Tree", for salesmen's lapels.

Incidentally, the Ansel Adams poster is one of the most handsome — and may be one of the most sought-after give aways we have ever produced. Mr. Adams is considered a photographic genius and photo posters like his sell across the nation for up to \$5.

These posters, which carry a moving quote from Thoreau and are reproduced in breath-taking detail, are also to be given away to test drivers free.



2 col. Newspaper Ads.



1 col. Newspaper Ads.



7" x 10" Magazine Ad.



Salesman 3" Button.

You'll see them on shows like Dick Cavett, Ponderosa, Walter Cronkite, Tonight Show, NBC Nitely News, Night Gallery, ABC Evening News, AAU Championships, Golf Matches, Bobby Darin, Gunsmoke, the Today Show, and many, many others.

And that's just the start.

In addition to national TV, there

— the Wall Street Journal, the National Observer, and the Christian Science Monitor.

But the effort is coordinated — in a detailed way — on the local level.

Every dealer and group has over twenty local newspaper ads to choose from, featuring the promotion as it applies to the 1200's, the 510's, as well as Pickups and the 240-Z's.

Also available on the local level will be 60 and 30-second versions of the national television spots as well as radio spots featuring both Ansel Adams and Steve Allen. All have room to be tagged locally.

And a complete showroom package ties the promotion together where the customer meets the car.

They will have the same appeal to the middle-aged market as youth.

The showroom package also includes an acetate window streamer, wall posters, and even bumper stickers that proclaim, "I Planted a Tree."

But most important of all to your customers — and to Datsun salesmen — is the parchment-like certificate that will be awarded to each customer that takes a test drive.

It will be his proof that a tree has been planted in a national forest in his name by the United States Forest Service and Datsun. And what a great opportunity for a followup!

(Continued on Page 8)



STEVE SIVIK has been promoted within Nissan to the new position of Regional Business Management Manager. Sivik will be working closely with the 101 Datsun dealers in Nissan's Jacksonville Region.



## George Cottam Appointed Regional Car Distributor in Nissan's Portland Region

George Cottam of Beaverton, Ore. has been appointed Regional Car Distributor for the Portland Region.

In his new capacity, Cottam will be working with Nissan's newly-appointed Portland Regional Car Distribution Manager, Ed Brusher.



## Nicholas Sciorsci Joins Nissan as Regional Sales Training Specialist

Nicholas Sciorsci, a resident of West New York, N.J., has joined Nissan in the position of Regional Sales Training Specialist.

Sciorsci will be working closely with the 104 Datsun dealers located throughout Pennsylvania, southern New York, New Jersey, and Fairfield County, Conn. — the area which currently comprises Nissan's Secaucus, N.J.-based New York Region.

## Nissan Inaugurates Field Service Training Program

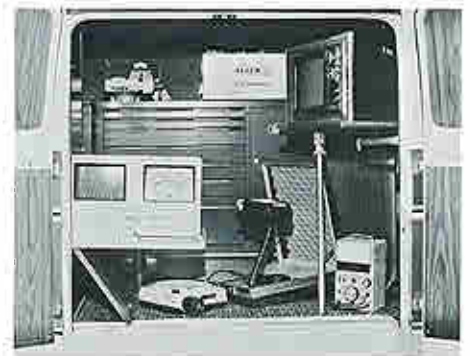
In direct response to the requests of Datsun dealer service managers throughout the country, Nissan has created a new Field Service Training Program.

According to Robert Whitehead, who heads Nissan's National Service Training Department, the program involves specially equipped mobile vans. "Inside each van, the latest service training devices are housed, resulting in a small training center on wheels," stated Whitehead. "We are utilizing the small van concept for this program because we feel that it is important to have as compact a unit as possible to allow greater mobility and flexibility."

Whitehead went on to explain that the traveling service training centers are equipped to instruct in four basic areas. "The special training van and its instructor will train Datsun dealer service personnel primarily in emission control, carburetion, electrical systems, and diagnostic tune-up," he stated. "All of the latest training devices relating to these areas are aboard,

among them: a Sun Tester Engine Analyzer; Synchrograph distributor tester; GSM 300 CO-HC Analyzer; and complete visual training package." He added that the visual training package includes slide and overhead projectors with rear-projection screen as well as color video-tape unit with television monitor.

Currently, there are five vans in operation, serving Datsun dealers throughout Nissan's Chicago, Boston, Jacksonville, Dallas, and Norfolk Regions.

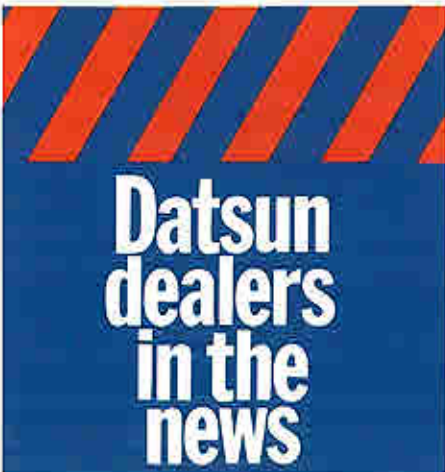


MOBILE SERVICE TRAINING VANS being utilized by Nissan for instructing Datsun dealer service personnel. Shown at top is a portion of the van's equipment including television and slide projection system, engine analyzer, and distributor tester. Above is a portion of Nissan's current fleet of mobile service training vans.

# National Datsun Dealer Advisory Board Meeting — June 8, 1972



(Reading from left to right) — Back row: Keith Dayton, Frans Donck, Barry Slaughter, Robert O. Link, Gordon Whitby, Bill Akers, Harris Burns, Lee Wylie, Blaine Dorsett, Mayfield Marshall, Karl Henning, Don Pritchard, Robert Scott and M. Usami. Second row: H. Iwasaki, Nuel Smith, N. Ohsawa, M. Mano, S. Kosaka, Peter West, Bob Sharp, Del Pranke, N. Uchiyama, K. Hagiwara, Dick Schoon, K. Fukuhara and Ed. Louth. First row: Swede Ehrlich, George Freeland, John Linkous, Don Wylie; Fred Miller, National Advisory Board President; Y. Katayama, President NMC; Bob Torvick, Vice President DAB; Herb Roberts, Frank Fishman and John Gladen.



**Welcome  
to the Datsun  
Dealer Network**



**NEW AND EXCLUSIVE DATSUN DEALERSHIP, Turtle Motors, is now open in Woodbridge, Conn. Owned and operated by the Kramer brothers, Gary and Ronald, Turtle Motors' sales, service, and parts complex features a four-car showroom, completely equipped and staffed service department, and parts department stocked with over \$25,000 retail worth of Datsun parts and accessories.**



**NEW DATSUN DEALERSHIP, Murfreesboro Datsun, in Murfreesboro, Tennessee. Owned and operated by Kenneth Creel, it is an attractive addition to the Datsun dealer network.**



### Showroom Window Banner.

(Continued from Page 5)

Here's the way it can work. After a prospect has taken a ride, the salesman will fill out a short form in triplicate which will give the dealership a permanent record of the name, address, and model in which the test driver was interested. One form is given to the prospect, one is kept at the dealership for its files, and one is sent to Nissan to be forwarded to the Forest Service, so the tree will be planted.



### Certificate.

either can send it, deliver it in person, or have the prospect drop by for it.

Getting prospects in the showrooms is the name of this game. Advertising and promotion can get them through the door. After that, the salesman and the product have to sell.

And one thing is certain. With the backing this promotion has, we are going to hit a new record for test drives and sales in the coming 90 days.



### Bumper Sticker.

Later the salesman can prepare the parchment-like certificate for the prospect. It gives him one more opportunity to make a follow-up contact. He

## katayama *(Cont. from Page 3)*

I have long believed that the freedoms we enjoy are not to be taken for granted. They must be earned. They carry with them a responsibility for us to conduct ourselves not only as efficient businessmen but as thoughtful members of our society.

We have before us an opportunity to do just that. Let us make the most of the opportunity. Let us use this new program of ours to bring prosperity not only to ourselves, but to the world around us.



NISSAN MOTOR CORP. IN U.S.A.  
137 East Alondra Boulevard  
Gardena, California