



**Nissan U.S.A. Welcomes President Kawamata**



Mr. and Mrs. K. Kawamata (left) and Mr. and Mrs. Y. Katayama with one of the two beautiful paintings presented to the New Headquarters by Nissan, Tokyo. The painting, "A Country Early Spring Scene", is by Yukihiro Yasuda. The other painting, "Mt. Fuji With Clear Sky" by Gyokudo Kawai, now hangs in Mr. Katayama's office.

## Ribbon Cutting Ceremonies

The Nissan Motor Corporation in U.S.A. has just recently dedicated its new National Headquarters building. In formally dedicating the building, Nissan proudly put on display its new "home" to some 5,000 persons through numerous receptions and dinners.

Throughout the dedication, which stretched from Tuesday, May 9th through Thursday, May 11th, officials of the Nissan Motor Corporation in U.S.A. and of Nissan Motor Company, Ltd. (Japan) expressed their many thoughts. It seemed that underlying each speech, each thought, a single theme was ever present — pride in accomplishment and determination toward the future.

To highlight the activities which surrounded the dedication of Nissan's new National Headquarters building and to bring you the thoughts of the people who expressed their own special feeling toward the occasion, we have capsulized the speeches that were made.

### Tuesday...

To kick-off the dedication celebration, Mr. Yutaka Katayama, President of NMC/USA, held a welcoming dinner at the Century Plaza Hotel. Present were the guests from Nissan Tokyo as well as the presidents of Nissan Mexico and Nissan Canada along with Nissan/USA national sales, service, parts, marketing, finance/administration, and distribution managers and coordinators.

### Wednesday...

Following the welcoming dinner Tuesday evening, the "Ribbon Cutting Ceremony" on Wednesday morning was the first official dedication ceremony held at the new building. After the ribbon was ceremonially cut by Mr. Kawamata, President of Nissan Motor Co. Ltd., Mr. Katayama addressed the large gathering of guests and NMC/USA employees. Here are highlights from Mr. Katayama's remarks:

*"Now our beautiful Nissan Motor Corporation in U.S.A. Headquarters building has officially been opened by Mr. and Mrs. Kawamata. Now that I see this building this morning ... it is a beautiful building that we are proud to work in. But at the moment of this occasion, I want to especially remind you that this*





One of the many lovely floral gifts received at the New National Headquarters.

*beautiful building is a result of the past decade of work. The fruits of past work. It will be only good and efficient when we use it properly. This is not the castle or shelter to defend ourselves, this is a spring board to jump to another success ... this is the hub of all activities of a whole nation-wide development. This is the center of communications ..."*

Later that afternoon, two special receptions were held at the new National Headquarters building — one for the hundreds of Datsun dealers who had traveled to southern California from across the country to be a part of the celebration, and one for the employees of Nissan/USA. The catered affairs were held on the new building's first floor reception area and outdoor plaza.

## **Thursday...**

Thursday, the final day of celebration, was most naturally the busiest. Starting off the day, Nissan was host to 120 press representatives from across the nation at a press conference and luncheon held in the new building's assembly hall. After a brief welcoming and introduction of Nissan national managers present, Mayfield Marshall, National Advertising Manager, turned the microphone over to Mr. Katayama. Following are excerpts from Mr. Katayama's remarks:

*"...it might seem as though a milestone has been reached in the development of Nissan Motor Corporation in U.S.A. This is true and yet it would be wrong to think of the beautiful new National Headquarters standing by itself. To truly understand NMC/USA as it exists today, you would have to visit each of the ten regional Nissan Headquarters as I have over the past twelve months. During that period we have constructed approximately 700,000 square feet of facilities to house parts, service training, and administrative personnel."*

*"Now that the shiny new shelter for our corporate heart is completed, and now that our ten regional 'fingers' truly reach into every part of the U.S., let us pause to remember that the heart and the fingers were meant to reach out to our dealers and to the owners of Datsun cars and trucks."*

# Nissan Employees Celebrate Grand Opening



## Welcome, Friends of Nissan

Mr. Robert O. Link, Vice President of Sales for Nissan/USA, took the opportunity to announce a new sales project for Datsun cars and pickup trucks in 1972. Mr. Link told the gathering that retail sales are not what Nissan had anticipated they would be but noted that the retail figures for the first four months of 1972 were behind last year figures for the same period by only 6%. He attributed the slow-down to two factors — losing a definite price advantage through Mr. Nixon's recent economic policies, and the domestic vehicles in the Datsun size and price range.

Mr. Link stated, however, that throughout the past twelve years of tremendous growth, Nissan has been building up its total support in regional facilities, upgrading dealers, and increasing national staff positions and said that all of this increase in support activities was aimed at preparing for a stronger, more solid future.

*"We (had felt) that 1972 was going to be considerably better than 1971. In fact we gave you gentlemen a '72 forecast in January of yearly sales of 325,000. Today, I am revising that estimate downward to 280,000 units. That's still approximately a 10% increase over last year so we're not in too bad a shape. We had a five year plan that called for 325,000 units this year and 500,000 units by 1976. I now feel that it will be two years before we reach that 325,000 figure — but we are going to get there."*

Immediately following the press conference and luncheon, the third reception was held in the new building's first floor reception area and outdoor plaza. By far the largest, over 1,500 friends of Datsun, including the numerous outside businessmen, civic officials, bankers and others that NMC/USA deals with daily, enjoyed champagne, wine, and assorted fruits and cheeses.

That evening, the Dedication Dinner was held in the expansive Los Angeles Room of the Century Plaza Hotel. Over 850 guests attended the gala affair which featured entertainment by singer Jack Jones, musical-variety group "The Establishment", and comic Geoff Edwards.

During a special portion of the evening set aside for remarks from honored guests, Mr. Link welcomed all present and thanked them for joining



## Dedication Dinner at Century Plaza Hotel

with Nissan in celebrating the dedication of its new National Headquarters building. Following are excerpts from Mr. Link's remarks:

*"Our company has come a long way in the almost twelve years that we have been doing business in this country. The dedication of the new National Headquarters building, that we are celebrating tonight, can serve as a symbol of the progress that we have made."*

*"Just as our new building symbolizes what we have accomplished, so should it stand for our commitment to the future. We have firmly planted our roots in the United States and will strive to maintain our policy of responsible marketing so that we can continue to enjoy the faith of the people we do business with."*

Mr. Katayama then spoke to the guests and formally thanked the over 900 Datsun dealers who had banded together and donated the beautiful landscaping that surrounds Nissan's new National Headquarters. Mr. Katayama stated:

*"...I have been deeply touched by that landscaping area because to me it is living testimony of the bond that makes Datsun strong. To a very great extent, Datsun dealers and Nissan Motor Corporation in U.S.A. have grown up together over the past 11 years. We have literally learned the automobile business together and I can assure you all that it has been a rewarding experience."*

*"...as our garden grows we will be reminded day after day that strong trees grow slowly but surely. Strong friendships and lasting business relationships grow exactly the same way ... we want to thank you all for your advice in the beginning and for your continued goodwill and for your friendship in joining us tonight."*

Highpoint of the evening was when Mr. K. Kawamata, President of Nissan Motor Company Ltd., (Japan) took the opportunity to express his pride in the new building. Mr. Kawamata also explained to everyone the relationship between Nissan/Japan, manufacturers of Datsuns, and Nissan/USA. Here are excerpts from Mr. Kawamata's remarks as translated by Mr. Goto:

*"It's most gratifying to know that the cars we produce have been so widely accepted by the American people. In your country, as well as*



*in Japan, selling automobiles is a big business. Although the sales of our cars constitutes only a part of it, if those of you who are engaged in the sales of our cars are happy to be in this business... I, too, am most happy.*

*"Our golden rule has been, 'Be with our customers always'. To live up to this golden rule, we must give our customers the best service we can.*

*"In the U.S. we were able to sell 250,000 cars and trucks last year. We were able to sell this many units through your efforts — the efforts and collaboration of our Nissan U.S.A. people, our Datsun dealers and many others.*

*"...as a result of the multi-national currency readjustments last year, the price of our export models has been raised and they have lost some of their price advantage. We have full intention, however, of further improving the quality of our products and of providing them to you at the proper prices. This, I feel, is the way to respond to the backing which you have given us over the years... I'd like to conclude my remarks by asking you for your further support in the years to come."*

The dedication celebration is over, but the memory of those days and the many things that were said about the new National Headquarters building will long be remembered. The entire dedication can be summed up in the words of a special "blessing" which appears on the reverse side of a commemorative Japanese script:



*"The blessing... is a unique combination of art and religion. It was created especially for this occasion by a Zen Buddhist Priest (Reverend Sogen Asahina) who has achieved great fame in Japan, both for the beauty of his painting and the message it represents. Literally translated, (it) means 'may truth and honesty prevail for Nissan Motor Corporation in U.S.A.' This is our goal."*



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