



# DATSUN

## CHALLENGE OF CHAMPIONS

# Datsun Challenge of Champions

## Big, Bright, Beautiful Bonus Awards for Sales!

With Datsun's fantastic track record in sales over the past year, it seems only natural that salesmen should share in that success. And share they will, with the Datsun Challenge of Champions.

The Challenge of Champions is based upon retail sales of the Datsun 1200 Sedan, 1200 Coupe, and 510 4-Door. For every one of these automobiles sold, salesmen will receive a Bonus Award Check from Datsun, in addition to their normal dealership commission. The Bonus Award Check is formulated on a point system; a retail sale with standard transmission is

worth 1,500 points, with automatic transmission, 2,000 points.

### Like Cash

Bonus Award Checks may be used, like cash, for merchandise from the special Datsun Challenge of Champions Awards Catalog. The catalog is virtually a department store, with over 2,000 items available. Fine furniture. Clothing. Sporting equipment. Appliances and decorating accessories for the home.

### Sales Managers, Too

Dealer Sales Managers are eligible for special incentives. Dealerships in

each region will be placed into four special categories, based on volume and size. At the end of the program the Sales Manager of the first place dealership in each regional group will win a luxurious all-expenses-paid 6-day vacation to Mexico City, Taxco and Acapulco. The Sales Manager of the 2nd place dealership will receive a special Bonus Award Check for 50,000 points.

The Datsun Challenge of Champions is a unique opportunity for salesmen and managers alike to reap even greater benefits from Datsun's continuing success in the marketplace. A chance to win items you want but may have put off purchasing for one reason or another. Datsun is proud of its ever-growing network of dealerships across the country; Challenge of Champions is our special way of saying "thanks."

## National / Regional Service Managers Hold Seminar in New Orleans

National and Regional Service Managers completed a three-day service seminar recently in New Orleans.

According to Lee Wylie, Nissan's National Service Manager, the seminar was conducted primarily to "exchange ideas and knit our organization into a tight and unified body, which will provide the maximum penetration in accomplishing the goals that are expected of us."

Wylie went on to point out that in addition to the two-way communication established between the National Service staff and Nissan's Regional

Service personnel, the seminar served as an opportunity for the Regional Service Managers to feedback information and comments to the National staff.

"Particularly important at the seminar was the actual explanation of our National Service policy and programs," Wylie added. "Discussions included the areas of service development, warranty, pre-delivery inspection, service administration, technical service, and consumer relations."

High point of the three-day confer-

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## Datsun Rallyist of the year



John Smiskol (right), gets an assist from Y. Katayama at a presentation held during the SCCA's National Convention in Las Vegas. Smiskol was awarded an authentic Japanese doll from NMC's president, and Dick Roberts, Competition Manager, left.



## Boston Regional Facility Open for Business



**Boston Regional facility** newly opened at Mansfield, Massachusetts. Located on 12.8 acres, the \$1.6 million Regional Headquarters will serve the 89 Datsun dealers located throughout the Boston Region.

NMC's nation-wide sales, service and parts facility network increased to ten regional centers, with the opening of the Boston Regional Headquarters in Mansfield, Massachusetts. The others are located in Los Angeles, San Francisco, Portland, Denver, Houston, Jacksonville, Norfolk, Secaucus, and Chicago.

The new complex is located on 12.8 acres at Interstate 95 Industrial Park, a 750 acre, \$60 million development of Cabot, Cabot and Forbes.

Features of the 98,000 square foot complex, designed by Henry A. Frost & Associates, Inc., of Boston include: an 18,000 square foot office section built around a picturesque open courtyard; a 78,200 square foot parts ware-

house with mezzanine level offices; and a special sales and service Training Center.

The Training Center, which will be staffed by NMC's training personnel, utilizes the most up to date training methods, including a complete audio-visual instruction system for salesmen and service mechanics.

Richard Burton is Regional Sales Manager; Herb Helliwell, Regional Service Manager; Bill Kirrane, Regional Parts Manager; and Lee Clark is Manager of the Parts Depot. The facility currently employs approximately 50 local residents, but according to Burton, this number will increase to about 100 when the complex is in full operation in a few months.

## ...New Facility in Denver also Open



**New Denver Regional facility** in the Montebello Industrial Park. Designed by Denver architect Gary G. Landin, the new Regional complex represents a total investment of nearly \$1.75 million for NMC.

## NISSAN NEWS



*Y. Katayama*

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

Within the past several weeks I've had the opportunity to be with many of you during the official grand opening of our new regional headquarters in Boston and again during the regional sales meeting in New York. Never have I felt more confident about the future success of NMC-USA and Datsun dealers in the U.S. marketplace.

During the meetings in Boston and New York you were told about the new four month sales incentive program "Challenge of Champions". Naturally, it is our hope that at the retail level this new program works well for you dealers to stimulate retail salesmen. The rewards for successful salesmen are obvious both in the commissions they earn from the cars they sell and now the extra incentive of the awards from the "Challenge of Champions" incentive program.

However, I wonder how often you dealers stress one additional reward that I feel is available to all of us who are concerned with the sale of Datsun vehicles to the public. That reward is the truly satisfying experience of knowing that you have placed a customer in a car that represents more true dollar value than anything else on the marketplace. We're in a time of growing competition and yet every Datsun we have in our line has the kind of built-in, deep down engineering excellence and styling beauty that makes it

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# Rallying Datsuns

By Jean Calvin

Datsun won the two Manufacturer's Championships available from the Sports Car Club of America in 1971.

While the Trans-Am racing sedan prepared by BRE and driven by John Morton has considerable glamour, the rally title is every bit as hard fought on the highways and byways in street legal cars. To show appreciation for the hundreds of serious rallyists who compete in Datsun products, the Nissan Motor Co., USA, annually presents the "Datsun Rally Driver of the Year" award to the one they feel has contributed most to the overall achievement of the marque.

## Trophy to Smiskol

The trophy, traditionally presented at the Sports Car Club of America's annual convention, this year went to John Smiskol of Chicago who flew to the Las Vegas gathering especially to accept the beautiful Japanese doll, the coveted trophy often presented to outstanding Datsun competitors.

Smiskol rallies his own 510, four door sedan, a 1971 model with man-

ual transmission and Semperit, 175 x 13 radial tires. Special equipment is minimal. John switched to a set of Corvair road wheels with 5½ inch rims for a budget price solution to wider rims for the tires. His navigational gear consists of three Stevens electric odometers, a set of Heuer watches, and a pair of small Curta calculators.

For the rugged dirt road events, John adds an engine/sump protector plate and extra driving lights, but beyond that his light green 510 is a standard car. He bought the Datsun from Schmidt Motor Sales in Chicagoland, and has all his maintenance done there. Smiskol says the dealership does really good work, and the prices are truly fair.

## Racing Vacations

John Smiskol belongs to the Milwaukee region of the Sports Car Club of America, and he is a computer systems analyst by trade. He carefully stretches his vacation time, taking it a day or two at a time, to make the long weekends necessary for championship rally activity.

The SCCA National Rally trail includes events all over the lower 48, and John's usual rally navigator in

this series is John Kelly, an aerospace engineer from Orlando, Florida. Regular readers may recall a rally profile on Kelly and his partner in 1970, Max Flynn; they scored many points for Datsun that year. In 1971, Kelly and Smiskol met at the starting point of each rally, spent the weekend in competition, then rushed back to their jobs by car and plane. This happens at least once a month for any team seriously going after the National and Divisional SCCA titles.

In 1971 the two Johns scored outright wins on the Mountain Goat National Rally in Georgia, the Green Pumpkin Divisional Rally in West Virginia, and the Great Tennessee Divisional Rally. Additionally, they recorded a host of seconds and thirds to bring them well up the ladder in individual points, with Smiskol finishing fourth in the nation. In fact, John Smiskol collected over 1600 bucks in Datsun incentive awards for his high placings all year.

Along with the frequent competition on the calculating, time-speed-distance SCCA rally circuit, Smiskol is a European type rally addict as well. There are many of these driver oriented events in the northern midwestern area, and the only FIA International Championship Rally in North America, Press On Regardless, is held in Michigan in November

## Press On Regardless

Last winter John Smiskol put a skid plate and lights on his 510, picked up 1970 SCCA champ Bernie Rekus as navigator, and set off for the Michigan woods to do battle with the factory sponsored rally teams and cars from Canada, Europe, and the U.S. With probably the most showroom stock car in the event, Smiskol and Rekus scored an amazing fourth overall in the POR, were on the winning team, were third in the private entry category, and third in displacement class. They were the highest placed Group 1 (no car modifications) entry on the event that saw half the cars fall out before the finish of the three nights run with sundry mechanical ills! Quite an achievement!

John Smiskol told us that he had no trouble with the Datsun in the entire

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## Robert Miller Joins NMC New York Region

Robert Miller of Eastchester, New York has recently joined NMC in the newly created position of Regional Business Management Manager, working out of the New York Regional Headquarters in Secaucus, New Jersey.

Originally from Mt. Vernon, New York, Miller attended Pace College where he received a B.A. in Business Administration and Marketing, and is currently working toward an M.A. at Iona College in New Rochelle.

Miller and his wife Joan have a 3½ year old son.



## Ray Barnett Promoted



Twenty-five year auto veteran Ray Barnett has been promoted to the newly-created position of Fleet and Truck Specialist.

Barnett has been with the Nissan Motor Corp. in U.S.A. since October, 1971.



## New Facility In Albuquerque



**NEW FACILITY FOR MELLOY BROTHERS DATSUN**, located in Albuquerque, N.M. Owned and operated by Bob Melloy, who has been a Datsun dealer since 1964, Melloy Brothers Datsun's new sales, service, and parts complex covers 19,000 sq. ft. and represents an investment of \$550,000.

Following a recent Grand Opening ceremony, Melloy Brothers Datsun is now officially operating from all new facilities.

Located on over 10 acres of land, the new facility is operating from a complete sales, service, and parts complex totaling 19,000 square feet. The new dealership represents an invest-

ment of approximately \$550,000.

Employing 55 local residents, Melloy Brothers has 11 salesmen, 20 service mechanics, and 10 parts workers under the supervision of: Tony Satches, Service Manager; Joe Dubin, Parts Manager; Dick Daulton, New Car Manager; and Jack Markland, Used Car Sales Manager.



**1972 National Dealer Advisory Board** met recently at the Century Plaza Hotel, Los Angeles, Calif. Pictured are (back row, left to right): Peter West, Peter West Datsun (Santa Monica, Calif.); Frank Fishman, Windham Motors (Willimantic, Conn.); Herb Roberts, Northwest Datsun (Oklahoma City, Okla.); Don Wylie, Don Wylie Datsun (Wyoming, Mich.); George Freeland, Southgate Motors (Fort Meyers, Fla.); Del Pranke, Del Pranke Datsun (Gresham, Ore.); and Bob Sharp, Bob Sharp Motors (Wilton, Conn.). (Front row, left to right): John Linkous, Mount Vernon Datsun (Alexandria, Va.); Robert Torvick, Torvick Datsun (Santa Rosa, Calif.), Advisory Board Vice President; Y. Katayama, President NMC; Fred Miller, Miller Imports (Van Nuys, Calif.), Advisory Board President; and Swede Ehrlich, Ehrlich Motors (Greeley, Colo.).



**Kaoru Fukuhara** has been appointed Vice President of Marketing and Planning replacing Mr. R. Miyakoda who returned to Nissan Motor Co. Ltd. in Japan.



**Norio Ohsawa** is new Assistant to Vice President of Marketing and Planning, Kaoru Fukuhara. Mr. Ohsawa has replaced Mr. S. Abe who returned recently to Nissan Motor Co. Ltd. in Japan.



**Burt Northrup** will manage NMC's Regional Parts Depot at the Portland Regional Headquarters and supervise the depot's warehouse and office personnel.



## Datsun Records Biggest 1st Quarter

Estimated retail sales for the month of March were 22,395 vehicles, with pickup trucks recording 7,326 of that total. Last month becomes the biggest month on record for sales of the Datsun pickup.

Robert O. Link, Vice President of Sales stated that monthly total of over 22,000 vehicles was the fifth best month in the company's history and the best month since August of '71.



## Largest Auto Transport Ship Completes Maiden Voyage

The M.S. Tama Maru, with the largest carrying capacity among Nissan Motor Co. Ltd.'s fleet of specially designed and built auto transport vessels, arrived recently in the Port of Newark, New Jersey, on her maiden voyage to the United States.

With the commissioning of the 2,530 car Tama Maru, the auto transport fleet has grown to nine ships.

Captain of the M.S. Tama Maru was M. Sakuma.



**Lydon D. Harris** recently joined NMC as Regional Sales Training Specialist. He will be working with 50 Datsun dealers in the San Francisco Region.



**David and Lori Stiller** help their Dad Al Stiller, owner of Riverside Datsun, in Pennsylvania, deliver a 240-Z to Doug Crusan, offensive tackle of the Miami Dolphins. Needless to say, David and Lori are ardent fans of the Dolphins, while Doug is an ardent fan of the 240-Z.



**Small Car Expert Joseph Fox**, co-owner of Bronx Datsun, in Bronx, New York, hosts the recent grand opening of his new exclusive dealership. Fox's dealership, which he owns with Laddie Stern, features a six-car showroom, 3,000 square feet of service area and more than \$25,000 (retail value) in parts and accessories.



**Britt Smith** (left), owner and operator of Britt Smith Datsun, Tempe, Arizona, receives artist's rendering from contractor, Dan Lufkin, of newly planned facility in Mesa, Arizona. Smith's new \$600,000 facility is scheduled for completion in June of this year.



# Datsun dealers in the news



**C. H. Freeman**, President of Freeman's Auto Sales, received the coveted TIME magazine Quality Dealer Award. Freeman has 27 years in the auto business and has been a Datsun dealer in Palatka, Florida for one and a half years.



**Richard D. Romero**, President of Pomona Valley Datsun, Pomona, California, has received the coveted TIME magazine Quality Dealer Award for 1972. A Datsun dealer for two years, Romero was awarded the honor for his involvement in the community and his outstanding dealership.



**Fred Mesinger** (left) owner and operator of Datsun Town, in Long Island, New York with Sales Manager Melvin Blasberg, prepare to welcome Long Island residents to their recent Grand Opening.



**Newly remodeled** exclusive Datsun dealership, Marbro Datsun, in Pendleton, Oregon. Owners and operators Gene Brown and Dave Martindale are veterans of 23 years in the auto business. Marbro Datsun now has a four-car showroom, 2,800 square feet fully-equipped and fully staffed service area and an expansive parts department.



**Anthony F. Piet**, President of Tony Piet Motor Sales, recent TIME magazine Quality Dealer Award winner. His dealership is located in Chicago, Illinois.



**Robert Brest**, President of Bob Brest Datsun, has been given the TIME magazine Quality Dealer Award for 1972. He is located in Lynn, Massachusetts.

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## rallying datsuns *(from Page 3)*

year of rallying. He has over 45,000 hard miles on the 510 in less than a calendar year, and he credits his lack of problems to his fine dealer service. He also has high praise for the Datsun rally money program, which he says was a tremendous help to his budget throughout the year.

### Awards Unchanged

Datsun's own Dick Roberts told us that the rally award program will continue unchanged in 1972. It is the most popular form of reward for SCCA rally teams. Although other makes also offer cash awards, the Nissan program is generous, and payment is made after each event, funneling money out to the rallyist all year long, which is a big help in maintaining the schedule of competition. Briefly the program goes like this. On an SCCA National Rally, cash awards of 100, 75, and 50 dollars go to first, second, and third Datsun in both Class A and Class B (equipped and unequipped with extra odos), providing they are in the top fifteen in their class. A bonus goes to the Datsun driver in the top three po-

sitions overall, regardless of class, and these are \$275 for the win, and \$175 and \$100, for second and third. For the one day, divisional rallies, the schedule is similar. For both classes, the highest placed Datsun drivers receive \$50, \$30, and \$20, respectively, and those that place in the top three overall get \$50, \$40, and \$30. For instance, if you won a National rally overall and were driving a Datsun, you would get the glory and trophies plus points from the SCCA, and \$375 from the Nissan Competition Department. Not too bad for an amateur sport, eh?

### More Loot

The real kicker is that the top three in year end SCCA points in both classes, provided they have run at least five of the point earning rallies in a Datsun, get more loot — \$300 for first, \$200 for second, and \$100 for third. No wonder Datsun has the highest percentage of any marque in the entry lists.

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## seminar *(Continued from Page 2)*

ence, continued Wylie, was the closing banquet where Daniel W. Fulmer, Director for the Office of Consumer Affairs and Public Information for the National Highway Traffic Safety Administration, spoke to the gathering. Fulmer discussed the rapidly growing trend toward consumerism in the U.S.

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

most competitive. Again, the fact that a retail salesman can look a customer honestly in the eye and talk about value is not only a real sales bonus for you but can be immensely satisfying for the salesman involved.

The new Boston regional headquarters and the new facilities now under construction in Norfolk, Jacksonville, Dallas, etc., mean that the fine Datsun products being sold by your salesmen will have the parts support and the service capability that will insure owner satisfaction throughout the long life of those vehicles. I urge you to look beyond the dollar rewards of the "Challenge of Champions". The personal rewards available to you and your salesmen from the sale of Datsuns are just as satisfying. Combined, they make your position in the Datsun sales team one to be envied.

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today, focusing, of course, on the automotive industry, and took the opportunity to point out that the area of consumer satisfaction is becoming an increasingly important aspect of the auto industry today. He also discussed current federal safety controls and highlighted some of the new regulations that would be appearing in the near future.



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