
MEDIA INFORMATION

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INFINITI refresh marks new era

- Elevates customer connection and supports thoughtful hospitality across all touch points
- New retail design leverages inspiration from Japan for seamless and memorable experience
- Refreshed visual identity brings dynamic brand dimension with evolved logo
- New multisensory experience brings next-level customer connection through scent and sound

YOKOHAMA, Japan — Enhancing customer connection and delivering thoughtful hospitality across all touch points underpins INFINITI's comprehensive refresh.

Central to the update is a new global retail architecture design, along with an evolved logo and new multisensory experience.

The new look and feel draws inspiration from the brand's heritage and reflects INFINITI's long-held belief that personal and rewarding experiences are more important than the car alone.

"The evolved look and feel uplifts INFINITI's signature Total Ownership Experience and sets the scene for a bright new era," said Asako Hoshino, executive vice president, Nissan Motor Co., Ltd. "We believe true luxury is simple, personal and memorable. These updates are targeted at delivering a deeper connection with our valued customers."

New retail architecture

INFINITI's new retail architecture, led by the INFINITI global design team based in Atsugi, Japan, blends a clean, minimalist exterior with an open, light-filled interior. The company is offering physical retail spaces that allow valued customers the opportunity to connect and interact – a key to bringing to life INFINITI's signature Total Ownership Experience.

Drawing inspiration from Japanese design philosophies, the new architecture pays homage to INFINITI's rich heritage while providing a truly immersive experience for customers.

The overarching design embodies the Japanese concept of "*Ma*," a philosophy that considers the space between things. Unlike the Western construct of minimalism, *Ma* embraces empty space in an additive capacity — to ensure balance between all elements.

The exterior façade features a distinctive deep eave along the roofline that purposefully creates shadow and controls direct sunlight into the showroom. Inside, the showroom has been reimagined to enhance the feeling of spaciousness and support a seamless journey for the customer.



Caption: INFINITI's new retail architecture blends a clean, minimalist exterior with an open, light-filled interior

"We tasked our talented design team with creating a refreshed retail environment that reflects a new era for INFINITI," said Sam Xin, global divisional general manager, INFINITI Brand. "The result is a bright, welcoming space where customers can experience thoughtful hospitality when engaging and interacting with our brand"

Refreshed INFINITI logo

Since INFINITI's inception in 1989, its logo has drawn inspiration from the infinite road to the horizon, reflecting the forward-facing direction of a brand born to challenge convention, as well as the drivers with the same attitude.



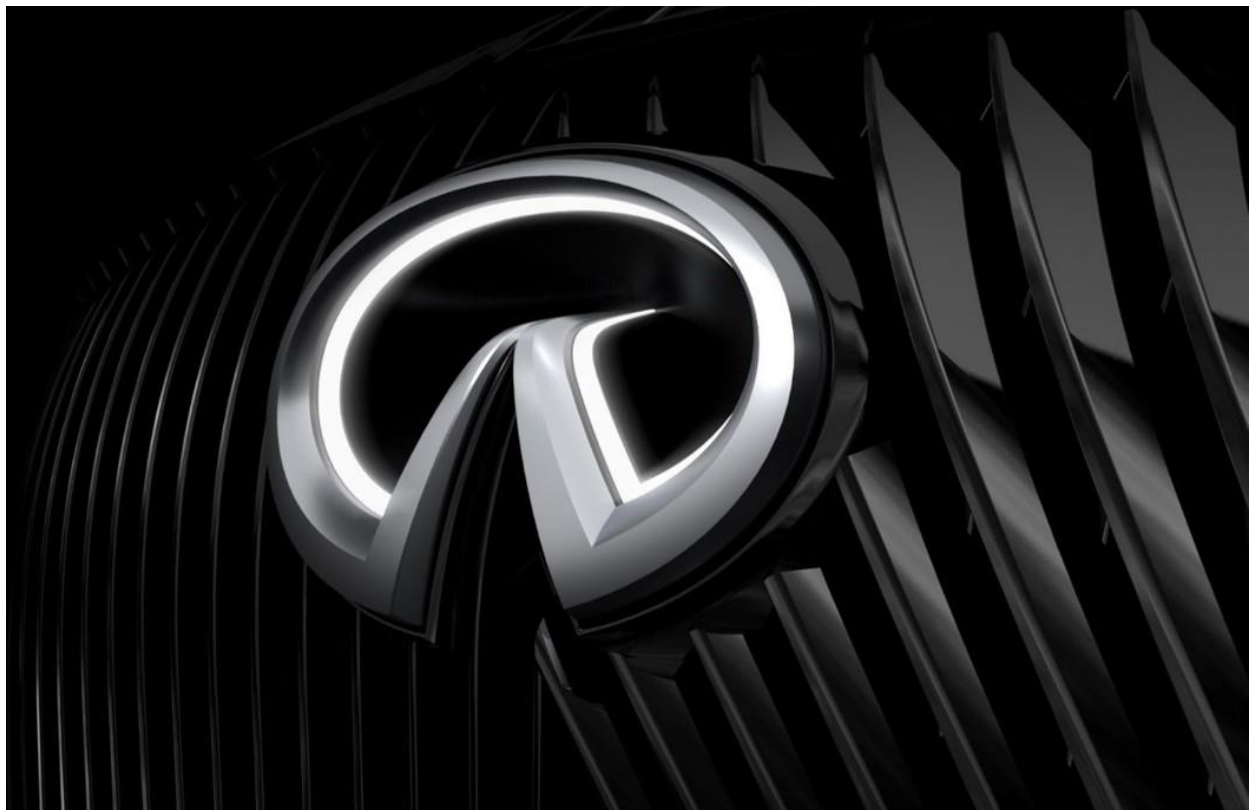
The evolved logo – the fourth iteration in INFINITI’s history – places greater focus on the “infinite road” and horizon line, complemented by revised INFINITI wordmark spacing that visually accentuates the horizon.



Caption: INFINITI’s logo evolution from 1989 (left) to 2023 (right)

“Our aim was to subtly evolve the INFINITI logo in support of the bright new chapter that lays ahead,” said Alfonso Albaisa, senior vice president of global design. “Adding greater emphasis to the point where the infinite road intersects with the horizon, we are showcasing our steadfast commitment to always look forward to the future and to new horizons.”

A new three-dimensional INFINITI emblem will adorn production vehicles of the future – bringing added depth, while expressing dynamism, motion and power. As the visual focal point on the front of future INFINITI vehicles, the logo boldly announces their arrival, with illumination that elevates the bright road to the horizon.



Caption: INFINITI’s new three-dimensional emblem brings added depth, while expressing dynamism, motion, and power

An invigorating new multisensory experience

Experiences are always more memorable and stimulating when more than one sense is engaged. In addition to a refreshed visual identity, INFINITI's new multisensory experience – encompassing scent and sonic elements – creates another dimension of connection with customers.

New signature scent evokes a forest

Scents can transport people to memories of places visited, as well as those they can only imagine. INFINITI's new signature scent delivers a subtle feeling of inspiration to guests around the world, and will be used at brand events, as well as for optional diffusion within retail showrooms.

INFINITI's new signature scent is both invigorating and calming, reflecting opposites working in harmony to deliver something even more profound. The scent evokes a forest, with hints of *hinoki* wood (Japanese cypress), *sugi* (Japanese cedar) and *yuzu* (Japanese citrus). The INFINITI signature scent is crafted by a master scent designer in Japan.

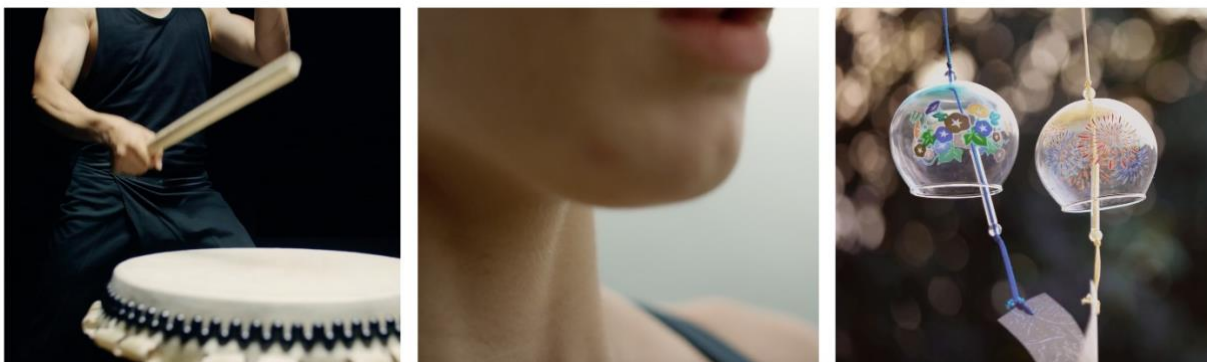


Caption: INFINITI's new signature scent is both invigorating and calming, reflecting opposites working in harmony

New signature sound leverages human voice and sounds from Japan

To capture the feeling of INFINITI through sound, the brand master track "Moment of Tranquility" serves as the foundation for a new sound (or sonic) logo, as well as for use at future consumer activations, in commercials and other promotional materials, within company videos, and as optional hold music at retailers. The signature sound acts as an aural connection, giving consumers another way to recognize, remember and interact with INFINITI.

The sound logo creates a sense of anticipation by marrying powerful musical elements with more serene sounds to deliver a harmonious balance. A *taiko* drum, the embodiment of human performance and power, contrasts with a soft *furin* (Japanese wind chime), an instrument played only by the wind, to add a layer of tranquility and refinement. True to INFINITI's value of "Human," the sound is anchored around a voice humming as a signal to all senses that something exciting is about to happen.



Caption: INFINITI's new signature sound leverages human voice and sounds from Japan

Experience the new look and feel

Visitors to INFINITI's digital channels can see the brand's evolved visual identity now, and guests to select retail locations within the U.S., Mexico and Middle East can experience the new retail design from this month onwards.

Additional INFINITI sites within the Americas and Middle East are scheduled to be refreshed later this year, with locations across the globe to be updated over time.

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About INFINITI

INFINITI Motor Company is headquartered in Yokohama, Japan with operations around the world including regional offices in the Americas, China and Dubai. The INFINITI brand of premium automobiles are assembled in manufacturing facilities in Japan, North America and China. INFINITI design studios are located in Atsugi-Shi near Yokohama, London, San Diego and Beijing.

More information about INFINITI can be found at <http://www.infiniti.com>.

You can also follow INFINITI on Facebook, Instagram, Twitter, LinkedIn and see all our latest videos on YouTube.

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