

## Nissan

### Concept car naming

Nissan Motor Co., Ltd., is Japan's second largest car company and is among the top three Asian rivals of the "big three" in the United States. Since 2000, under president Carlos Ghosn's "Nissan Revival Plan," the company has rebounded in what many leading economists consider to be one of the most spectacular corporate turnarounds in history, catapulting Nissan to record profits.

Motor shows are one of the best places to present what Nissan is, and FutureBrand was asked to develop names for the concept cars that represent Nissan's revival for several of these shows. For the Tokyo Motor Show 2003, FutureBrand developed two concept car names, JIKOO and EFFIS. ACTIC was developed for the Detroit Motor Show 2004, and FORIA was developed for the Tokyo Motor Show 2005.

FutureBrand successfully met Nissan's desires in developing names that easily evoke the image of each concept car.

For JIKOO, the concept was "The Flow of Time," evoking a car created beyond time and space, and leveraging the best skills and craftsmanship from the past.

The concept FutureBrand developed for EFFIS, a very efficient and multitasking car, was "Making things smaller and smarter." This car's efficiency also leads to "environmental friendliness." It's a modern smartness.

The concept for ACTIC was "Silver Bullet" and was inspired by the form of the car, which is for those who want to live an active life. It's a coinage from Active and Quick.

For FORIA, the concept was centered around three factors: alluring elegance, modern tradition, and control and pleasure. It's a coinage from euphoria, foire (fair), and feria (holiday). The car expresses the desire to dress up and go out somewhere special, as if on holiday.

Date: 2004-05  
Office: Tokyo

