

V-PLATFORM

The new V-Platform, unveiled by Nissan at the 2009 Tokyo and 2010 Geneva motor shows, is the underpinning for the all-new Micra/March and a genuine breakthrough project, made possible because of the Alliance.

Instead of launching production in established markets like the U.S., Europe and Japan, Nissan instigated industry-leading measures to start production of a completely new model at overseas manufacturing sites such as India, China, Thailand and Mexico.

This meant developing an all-new production process to meet high quality levels, high levels of local sourcing and costs. The principal driving forces behind the decision for a new platform were:

- Growing customer needs for compact cars in emerging markets.
- The need for Nissan to strengthen its presence in this segment which occupies more than 20 per cent of the world market.
- Finding new and innovative ways to supply lower priced cars into the mature markets

But the V-platform also illustrates the synergies between the two companies. The Alliance involvement in this new platform is focused on sharing knowledge and best practices. The platform is being used for the new Micra being assembled at the new Alliance factory in Chennai.

For example, Renault has more knowledge of sourcing in India than Nissan. The Micra is also using Renault diesel engines and transmissions and on the gasoline engine, a Renault block.

The V stands for versatile - it is versatile enough to accommodate, without development or cost or any weight inefficiencies, customer requirements of all global markets whether RHD, LHD, diesel, gasoline, Euro 3 to 6, and all worldwide crash test requirements including the US, EU and Japan; it can also support both B and A segment cars. New vehicles will be developed and launched on the new V or existing B platforms depending on their characteristics. Initial work on the V-Platform started in 2005 and detailed engineering work began in Japan in 2007 in conjunction with global suppliers.