

# PROJECT X

## 240Z

challengers



### THE FATED -Z- PLAN

FAIRLADY Z/240Z- THE LEGEND OF THE MOST  
SUCCESSFUL SPORT CAR IN THE WORLD

Written and Illustrated by:  
Akira Yokoyama

DMP

DIGITAL MANGA PUBLISHING

[www.yokoyama-go.com](http://www.yokoyama-go.com)

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## THE FATED Z-PLAN

**FAIRLADY Z / 240Z**  
THE LEGEND OF THE  
MOST SUCCESSFUL  
SPORT CAR IN THE WORLD

ORIGINAL STORY / SUPERVISION  
NHK PROJECT X  
PRODUCTION GROUP

ART / SCRIPT  
AKIRA YOKOYAMA

  
DIGITAL MANGA  
PUBLISHING

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Born 1965. Hails from the Saitama prefecture. After winning an honorable mention in Grand Champion's new manga artist contest, he enters the profession in earnest as an assistant under artist Rin Kasahara. Extremely knowledgeable of all motor sports and things mechanical, he also occasionally submits illustrations for the technical car magazine, Tipo.

Other works include:

- "Aian Teacher Hitomi (Iron Teacher Hitomi)" (Gekkan Shonen Champion)
- "Rising" (Car Magazine Jac)
- "Manga Version Project X: Challengers Conquer the World's Greatest Race!"
- "<Honda> Isle Of Mann • The Youth Who Staked Their Lives On The Motorcycle"

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"A TRULY GREAT CAR IS ONE THAT REMAINS LOVED BY MANY PEOPLE FOR MANY YEARS, AND LINGERS IN THE MEMORY."

HIDDEN BEHIND ITS BEAUTIFUL FORM IS THE Z'S ALMOST SAVAGE CAPACITY FOR SPEED. THE PEOPLE WHO MADE THIS SPEED POSSIBLE WERE THE YOUTHFUL STAFF IN THE WORKSHOPS OF NISSAN'S UNGLAMOROUS SPECIALTY VEHICLE DIVISION.

WITH YUTAKA KATAYAMA (WHO WOULD LATER COME TO BE CALLED THE FATHER OF THE Z) AT THE FOREFRONT, THE TALE OF A GRAND BATTLE WAS THUS BEGUN - A BATTLE FOUGHT BY THE MANY WORKING BUSINESSMEN WHO SERVED AS SCOUTS IN THE VAST AMERICAN MARKETPLACE SO DIFFERENT IN SCOPE FROM THAT OF JAPAN.

THE PHRASE, "THE Z ENSIGN HAS BEEN RAISED," WAS APT, FOR A BATTLE AGAINST A HERCULEAN OPPONENT HAD INDEED BEGUN.

A NEW FERVOR FOR THE JAPANESE CAR HAS RESURFACED AMONG THE AMERICAN YOUTH OF TODAY. ITS POPULARITY IS DUE NOT ONLY TO REASONABLE PRICE AND FUEL EFFICIENCY, BUT DESIGN AND PERFORMANCE AS WELL.

TWELVE YEARS OF SEVERE RECESSION HAVE PASSED SINCE THE ECONOMIC BUBBLE BURST. DURING THIS TIME, THE ONE INDUSTRY THAT HAS UNMISTAKABLY KEPT THE JAPANESE ECONOMY AFLOAT IS THE AUTOMOBILE MANUFACTURING INDUSTRY. A JAPAN WITHOUT EXPORTS WAS A JAPAN WITHOUT A FUTURE. FOR OVER 40 YEARS, THE PEOPLE WHO HAVE UNDENIABLY PULLED THIS COUNTRY ALONG ARE THE ENGINEERS WHO DEVOTED THEMSELVES TO THE MAKING OF CARS, AND THE BUSINESSMEN WHO BLAZED A TRAIL THROUGH THE HARSH OVERSEAS MARKETPLACE.

"THE BATTLE OF Z" - DURING THE RESEARCH FOR THIS PROJECT X, "THE FATEFUL Z PROJECT ~THE LEGEND OF THE WORLD'S BEST-SELLING SPORTS CAR~, I CAME TO THOROUGHLY APPRECIATE WHY THIS CAR, THE EMBODIMENT OF JAPANESE SOUL AND ARTISTRY, SUCCEEDED IN PENETRATING THE AMERICAN MARKETPLACE. WITHIN THIS STORY, I THINK YOU WILL FIND JUST WHAT QUALITIES ARE NECESSARY IN A JAPANESE TECHNICIAN OR BUSINESSMAN WHO WORKS WITH THE WORLD AS HIS STAGE.

HEISEI YEAR 15 SEPTEMBER AUSPICIOUS DAY

NHK PROJECT X CHIEF PRODUCER AKIRA IMAI



## INTRODUCTION

IN THE EARLY PART OF THE SHOWA ERA '30S, THE JAPANESE AUTOMOBILE, HAVING APPEARED ON THE AMERICAN MARKET, REMAINED COMPLETELY UNSOLD, GATHERING DUST IN DOCKSIDE STORAGE. THESE CARS, MADE TO TRAVERSE THE POTHOLED ROADS OF POSTWAR JAPAN, SIMPLY DID NOT HAVE THE HIGH-SPEED CAPABILITIES THE VAST AMERICAN HIGHWAY DEMANDED. VIEWED TO BE CHEAP AND SHODDY AS WELL AS BEHIND THE TIMES IN DESIGN, THE BOXY JAPANESE AUTOMOBILE WAS COLDLY DISMISSED.

THEN CAME THE SUDDEN, SHOCKING APPEARANCE OF THE "FAIRLADY Z." HONED AND TRIMMED OF ALL EXCESS, ITS ELEGANT FORM AND ROARING HIGH-SPEED CAPABILITY MADE THIS BEAUTIFUL AUTOMOBILE THE EPITOME OF THE SPORTS CAR. IN A TIME WHEN EVEN THE REGULAR AUTOMOBILE WAS STRUGGLING FOR SALES, THE FAIRLADY Z CONQUERED THE AMERICAN MARKET AND BECAME THE SINGLE BEST-SELLING SPORTS CAR IN THE WORLD.

THE Z'S BEAUTIFUL FORM SPRANG FROM THE MIND OF UNORTHODOX CAR DESIGNER, YOSHIHIKO MATSUO. LARGELY SHUNNED BY SUPERIORS FOR HIS YOUTHFUL OUTSPOKENNESS ON THE JOB, MATSUO HAD BEEN FORCED TO MAKE MANY DETOURS IN HIS CAREER. FOR HIM, THIS WAS THE DESIGN CHANCE OF A LIFETIME.

IN DESIGNING THE Z, THE IMAGE MOST PREVALENT IN HIS MIND WAS THAT OF THE JAPANESE SWORD - SHARP, STRONG, AND RESOLUTE IN FORM. THE Z WAS A CAR THAT REPRESENTED EVERY ASPECT OF JAPANESE ARTISTRY. SPENDING DAY AFTER DAY BUILDING AND DESTROYING COUNTLESS CLAY MODELS, IGNORING THE BLISTERS ON HIS HANDS, MATSUO THREW BODY AND SOUL INTO THIS CHALLENGE.

THESE ARE HIS WORDS:  
[Continued to next page]

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MASATAKA USAMI

SERVICE ENGINEER, NISSAN USA. IN EFFORTS TO IMPROVE THE AFTERCARE SERVICE ENVIRONMENT IN AMERICA, HE CRISS-CROSSES THE COUNTRY IN ORDER TO GAIN THE TRUST OF CUSTOMERS.

宇佐美昌孝

Masataka Usami



AKIO YOSHIDA

ASSISTANT DESIGNER, NUMBER 4 DESIGN STUDIO AS MATSUO'S RIGHT-HAND MAN, THEY WORK TOGETHER TOWARD THE DEVELOPMENT OF THE "Z". CONSTRUCTS MANY OF THE CLAY MODELS.

吉田章夫

Akio Yoshida



TEIICHI HARA

DIRECTOR, NUMBER 1 PLAN DIVISION. INTRODUCES KATAYAMA AND MATSUO TO EACH OTHER, MAKING THE BIRTH OF THE "Z" POSSIBLE. HOPING HE CAN HELP TO MAKE MATSUO AND THE OTHERS' WISHES COME TRUE, HE PROVIDES SUPPORT FROM THE SHADOWS.

原 禎一

Teiichi Hara



HIROO MIYATE

VICE-CHIEF OF NISSAN'S AUTO BODY CONSTRUCTION DIVISION. KNOWN AS "IDEA" MIYA-SAN. A MAN DEVOTED TO HIS FIELD, HE WORKED HIS WAY UP TO THE TOP AS A TECHNICIAN. PLACED IN CHARGE OF DIFFICULT TASKS SUCH AS FINDING A SUITABLE MATERIAL FOR THE HEADLIGHT CASING (A CONSIDERABLE SNAG IN THE DEVELOPMENT OF THE Z), AS WELL AS A SOLUTION FOR LIGHTENING THE VEHICLE BODY. HIS DREAM WAS TO ONE DAY TAKE HIS SON FOR A DRIVE IN A CAR THAT HE HIMSELF HAD BUILT.

宮手敬雄

Hiroo Miyate



HITOSHI UEMURA

GENERAL SUPERVISOR, NUMBER 3 VEHICLE CONSTRUCTION PLAN DIVISION, AS CHIEF OF Z'S CONSTRUCTION, HIS PRACTICAL DEMAND FOR THE HEIGHT OF THE CAB CLASHES WITH MATSUMOTO'S DESIRE TO MAINTAIN AESTHETIC IDEALS, RESULTING IN MANY HEATED DEBATES. DURING TEST DRIVES IN AMERICA, HE ENCOUNTERS AN UNFORESEEN PROBLEM WITH THE CAR.

植村 齊

Hitoshi Uemura



片山 豊



YUTAKA KATAYAMA

PRESIDENT OF NISSAN USA. AFTER THE WAR, HE WAS ACTIVE AS NISSAN'S AD MAN, PROMOTING INVOLVEMENT IN SUCH EVENTS AS AUSTRALIAN RALLIES AND MOTOR SHOWS. AT THE AGE OF 50, HE IS SUDDENLY GIVEN THE TASK OF INVESTIGATING THE AMERICAN AUTO MARKET. HOPING TO IMPROVE THE SECOND-CLASS BRAND IMAGE OF JAPANESE CARS, HE PINS HIS HOPES ON YOUNG DESIGNER MATSUO.

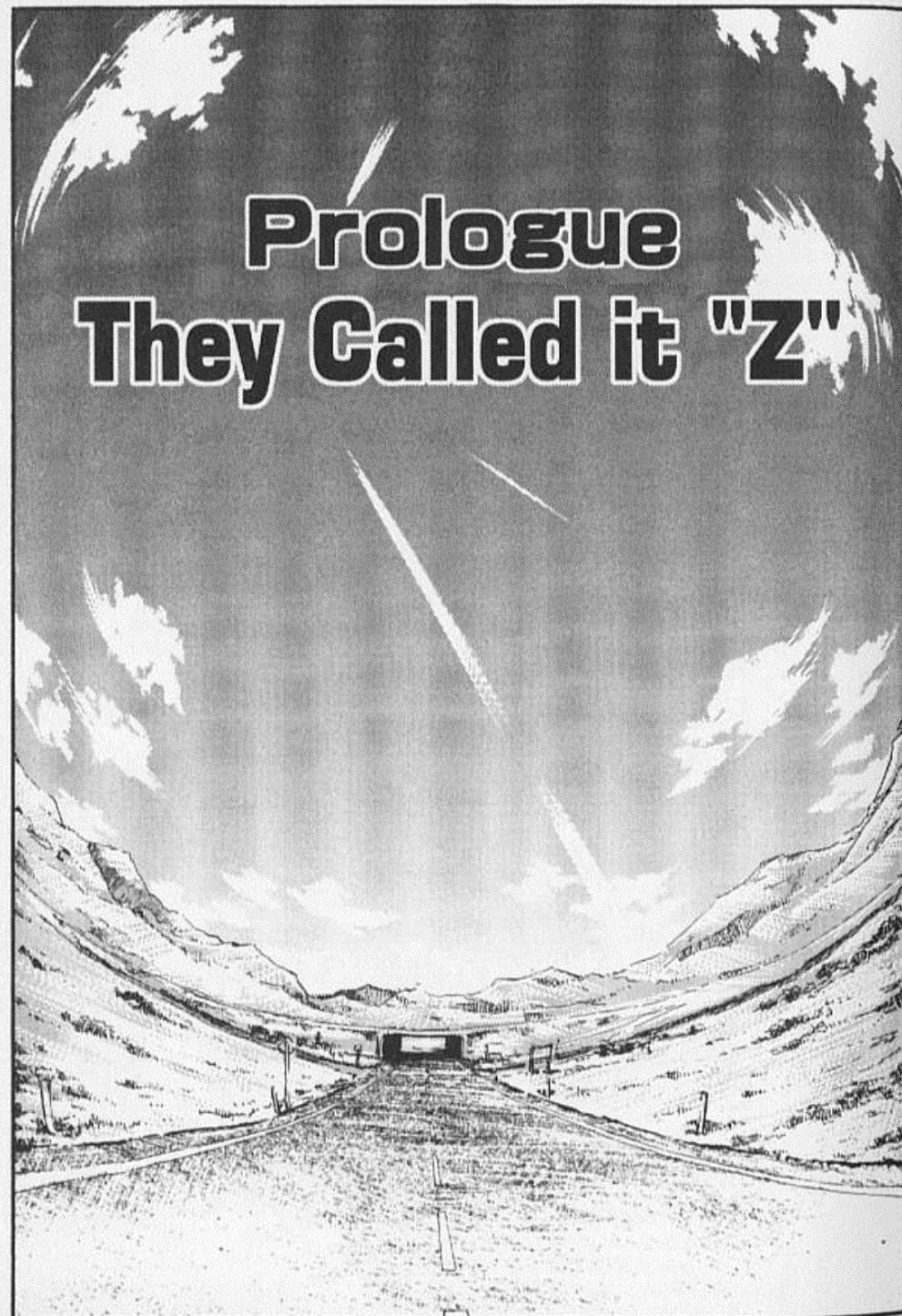


松尾 良彦

YOSHIHIKO MATSUO

CHIEF DESIGNER, NUMBER 4 DESIGN STUDIO. AN AUTO DESIGNER, HE JOINS NISSAN AS THE COMPANY'S FIRST PRIVATE UNIVERSITY GRADUATE. EARNS DISTINCTION WITH HIS SUCCESSFUL MINOR CHANGES TO THE BLUEBIRD. AFTER FIVE YEARS AT THE COMPANY, HE IS CHOSEN AS THE CHIEF DESIGNER FOR A SPORTS CAR, AND PUTS ALL HIS CHILDHOOD DREAMS INTO THE DESIGNING OF THE FAIRLADY Z (HEREAFTER CALLED "Z").





# Prologue They Called it "Z"

# PROJECT X

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## 240Z challengers

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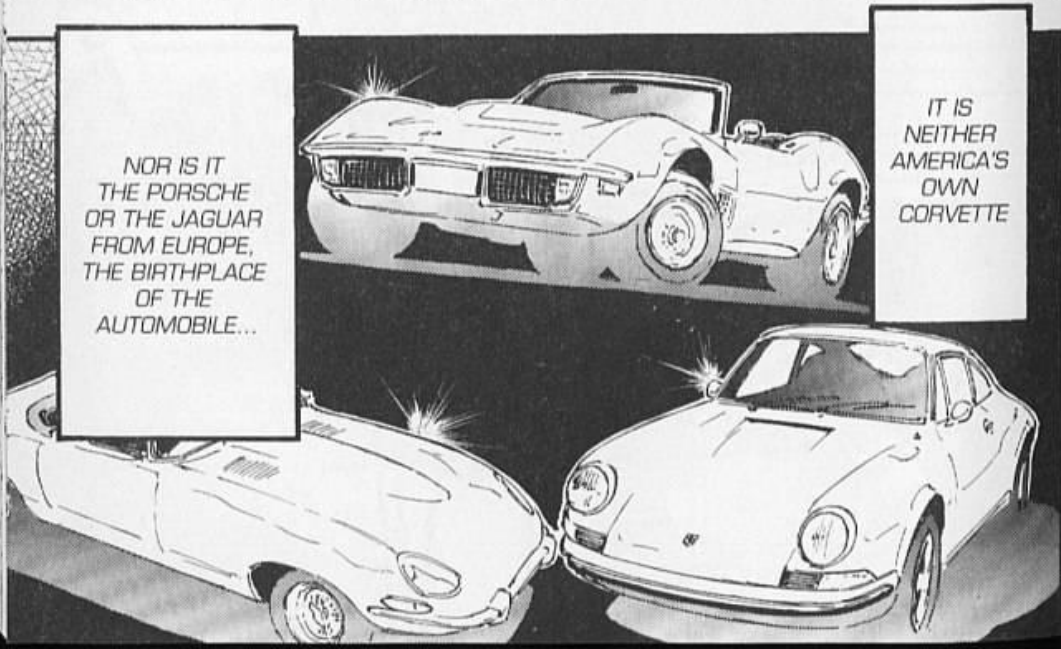
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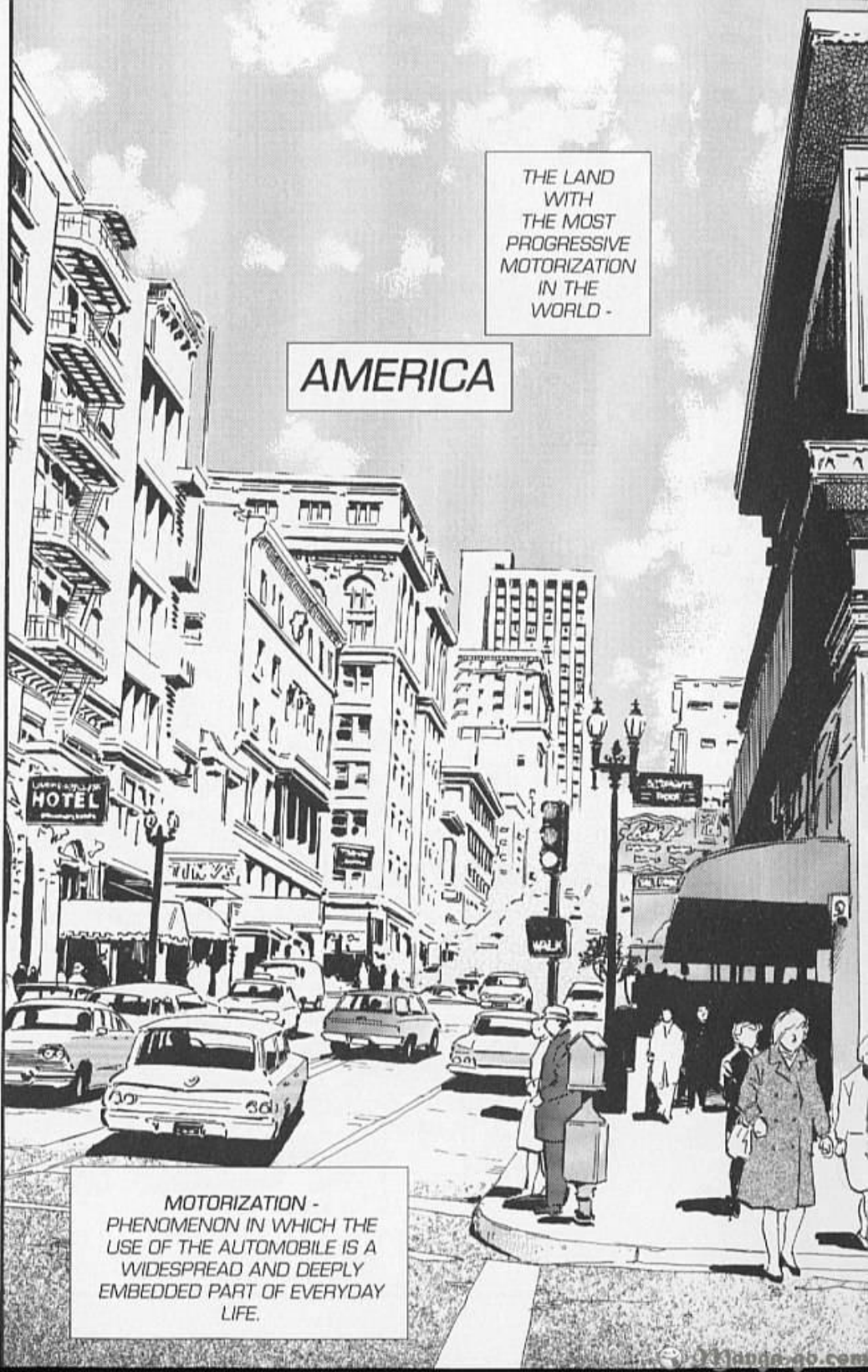
WHAT HAS BEEN THE BEST-SELLING SPORTS CAR OF ALL TIME?

IN THIS COUNTRY WHERE VAST TRACTS OF LAND ARE ENMESHED IN A WEB OF CRISSCROSSING HIGHWAY SYSTEMS



NOR IS IT THE PORSCHE OR THE JAGUAR FROM EUROPE, THE BIRTHPLACE OF THE AUTOMOBILE...

IT IS NEITHER AMERICA'S OWN CORVETTE



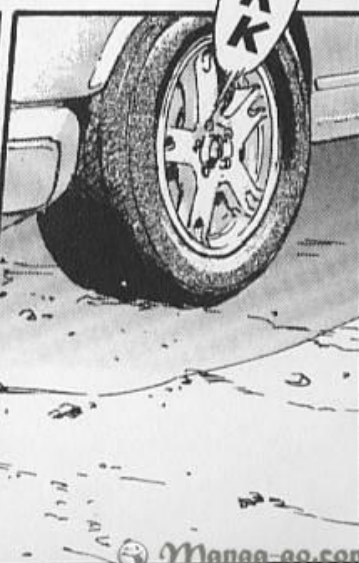
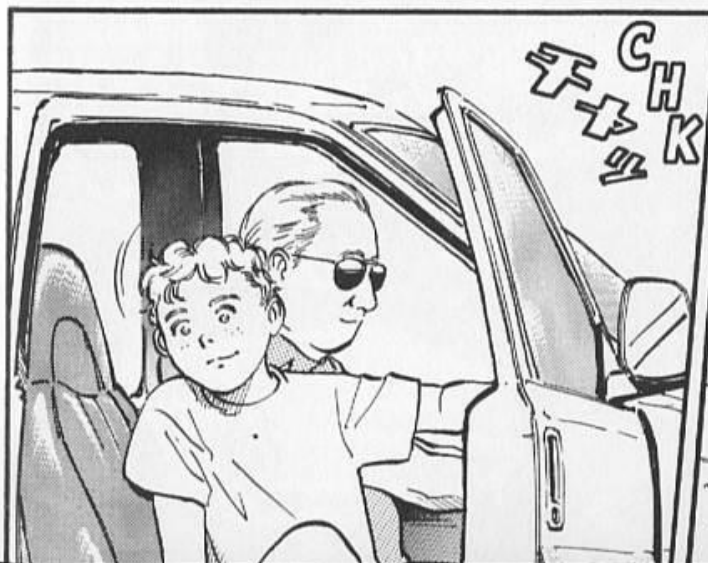
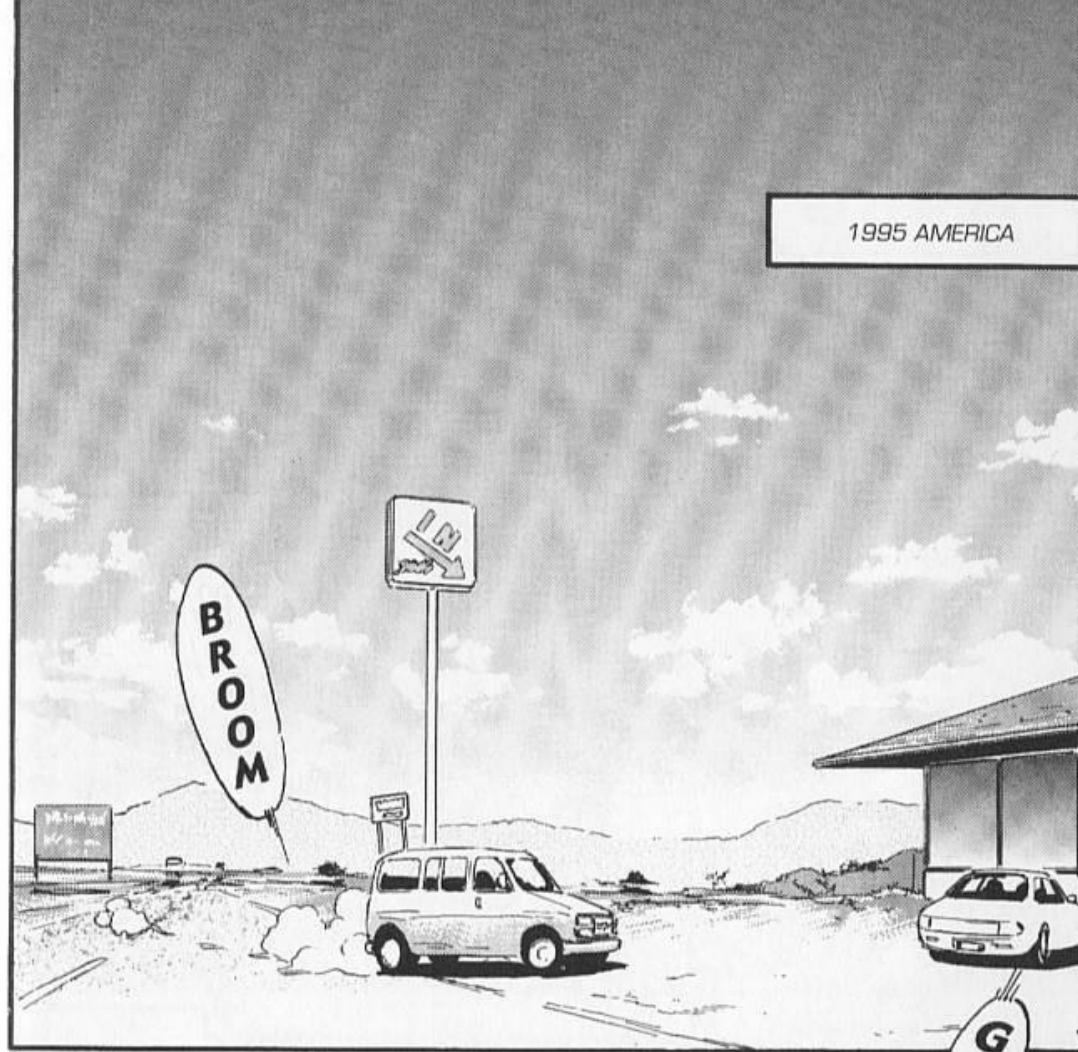
THE LAND WITH THE MOST PROGRESSIVE MOTORIZATION IN THE WORLD -

# AMERICA

MOTORIZATION - PHENOMENON IN WHICH THE USE OF THE AUTOMOBILE IS A WIDESPREAD AND DEEPLY EMBEDDED PART OF EVERYDAY LIFE.



1995 AMERICA





THIS WAS A  
JAPANESE CAR-  
CARS THAT,  
AT ONE TIME,  
HAD BEEN  
STIGMATIZED AS  
"SECOND-RATE."

IT'S  
THE  
DATSUN  
240Z.

THAT'S  
RIGHT...

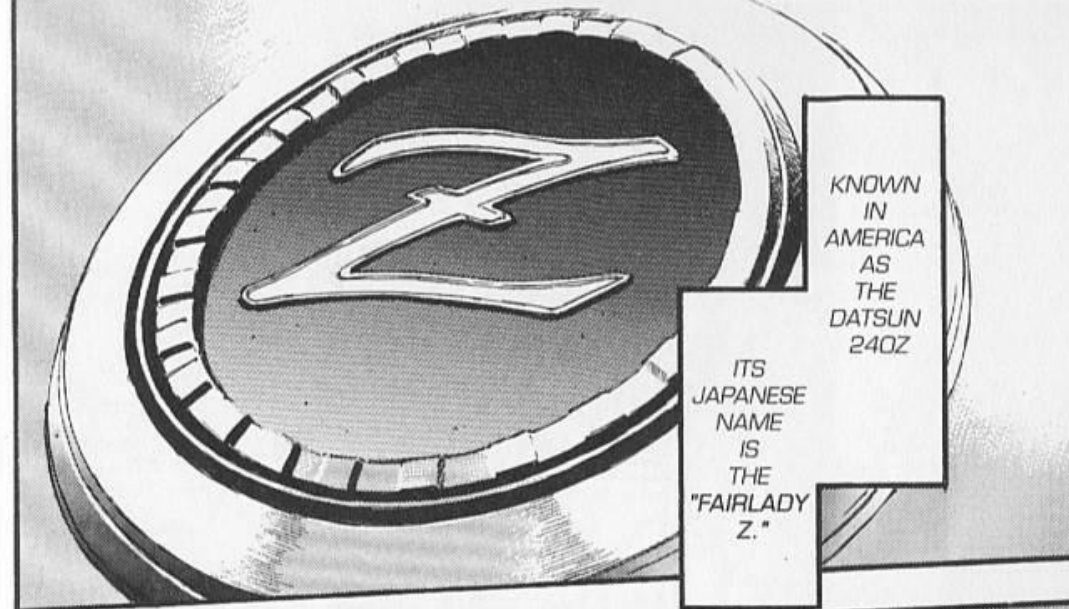
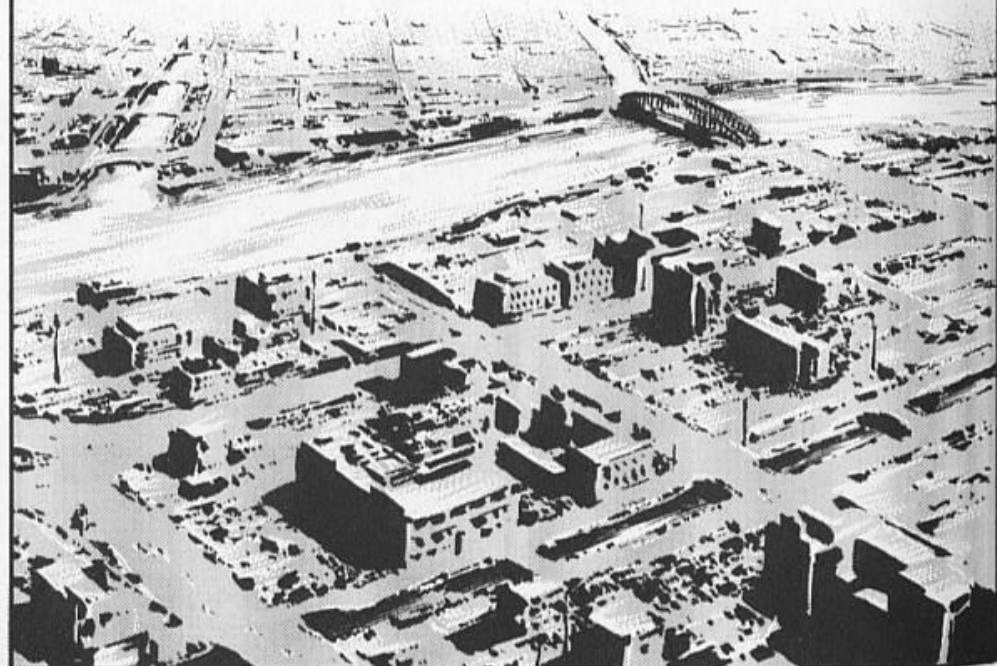
THE  
"Z"  
CAR?

THAT'S  
THE  
"Z"  
CAR.



# Chapter 1

## The Z Ensign



KNOWN  
IN  
AMERICA  
AS  
THE  
DATSUN  
240Z

ITS  
JAPANESE  
NAME  
IS  
THE  
"FAIRLADY  
Z."

THIS IS THE  
TALE OF THE "Z" CAR -  
JAPAN'S FIRST  
MASS-PRODUCED  
HIGH-PERFORMANCE  
SPORTS CAR...

A CAR STILL  
BELOVED  
OF FANS  
WORLDWIDE  
TODAY.



YUTAKA KATAYAMA-  
THEN 38 YEARS OLD.  
NISSAN MOTOR'S  
HEAD OF ADVERTISING



AS I  
SAID...

OUR  
COMPANY  
SHOULD  
PUT MORE  
EFFORT  
INTO  
PUBLIC  
RELATIONS\*.

\*IN THIS CASE, TO ENLIGHTEN THE PUBLIC ABOUT THE COMPANY'S BUSINESS IDEALS.

THE  
PUBLIC,  
HUH...

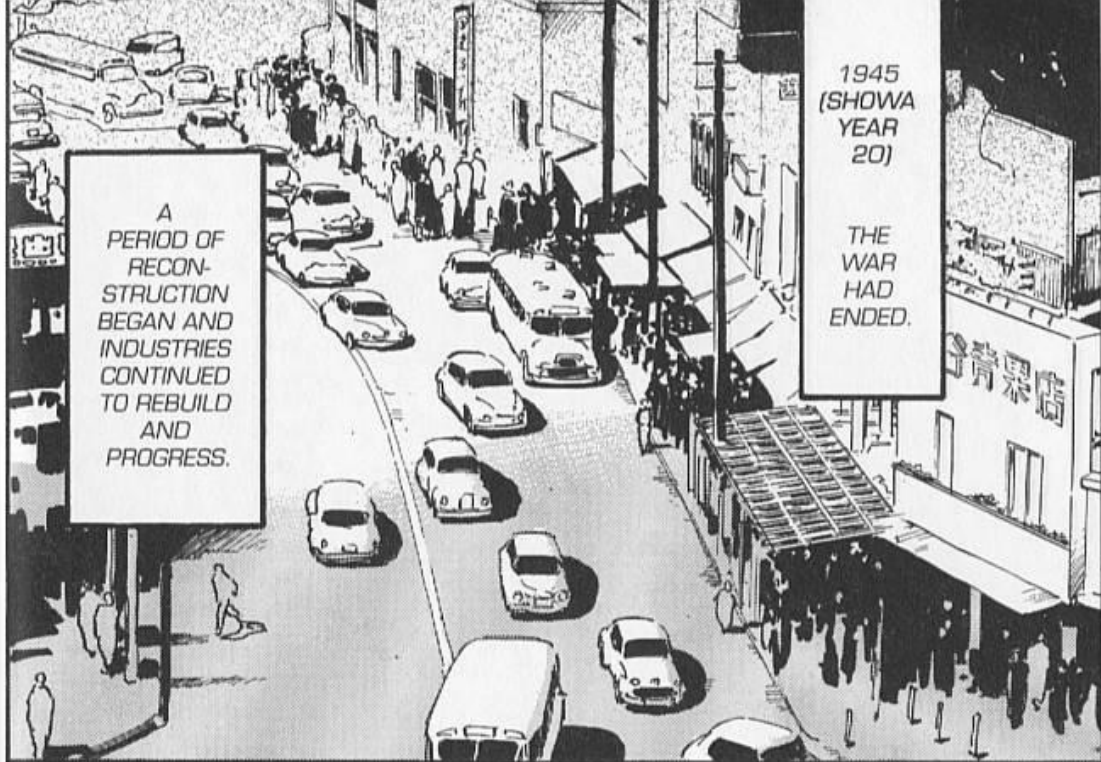


YES,  
THERE  
IS THAT,  
BUT...

UH,  
NO...  
THAT'S  
NOT  
WHAT  
I...

WE  
ALREADY  
ADVERTISE.

THAT'S ALL  
VERY WELL,  
BUT WHAT  
EXACTLY  
ARE YOU  
PROPOSING  
TO DO?



1945  
(SHOWA  
YEAR  
20)

THE  
WAR  
HAD  
ENDED.

A  
PERIOD OF  
RECON-  
STRUCTION  
BEGAN AND  
INDUSTRIES  
CONTINUED  
TO REBUILD  
AND  
PROGRESS.

NISSAN MOTOR CO., HEAD OFFICE



AMONG  
THEM, THE  
REVIVAL  
OF THE  
AUTOMOBILE  
MANUFACTURING  
INDUSTRY  
WAS  
PARTICULARLY  
RAPID.



IN THOSE DAYS, BEING IN ADVERTISING OFTEN MEANT HAVING TO ENTERTAIN SLEAZY REPORTERS OF INDUSTRY RAGS, AND AD DIVISIONS RANKED LOW IN THE COMPANY HIERARCHY.



THE PERIOD OF CHAOS FOLLOWING THE WAR WAS FINALLY COMING TO AN END.



MR. KATA-YAMA.

IN ORDER TO DEVELOP NISSAN'S BUSINESS PHILOSOPHIES AS WELL AS THE AUTOMOBILE CULTURE IN JAPANESE SOCIETY...

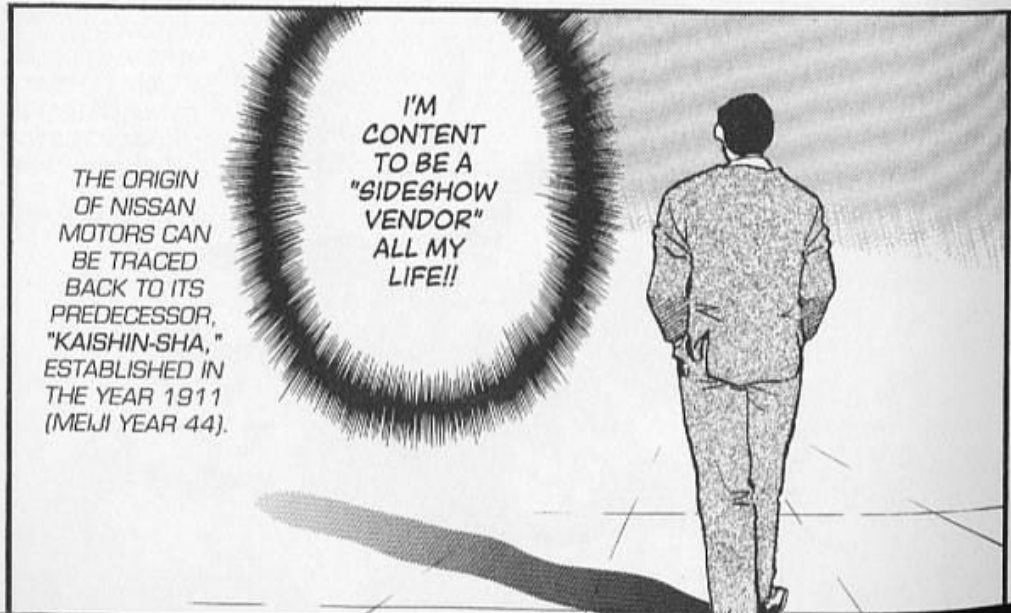


BUT I'M CERTAIN THAT THE TIME WILL COME WHEN PUBLIC RELATIONS WILL BECOME AN INTEGRAL PART OF BUSINESS POLICY.

I GUESS IT CAN'T BE HELPED... AFTER ALL, THE WAR HAS ONLY JUST ENDED.

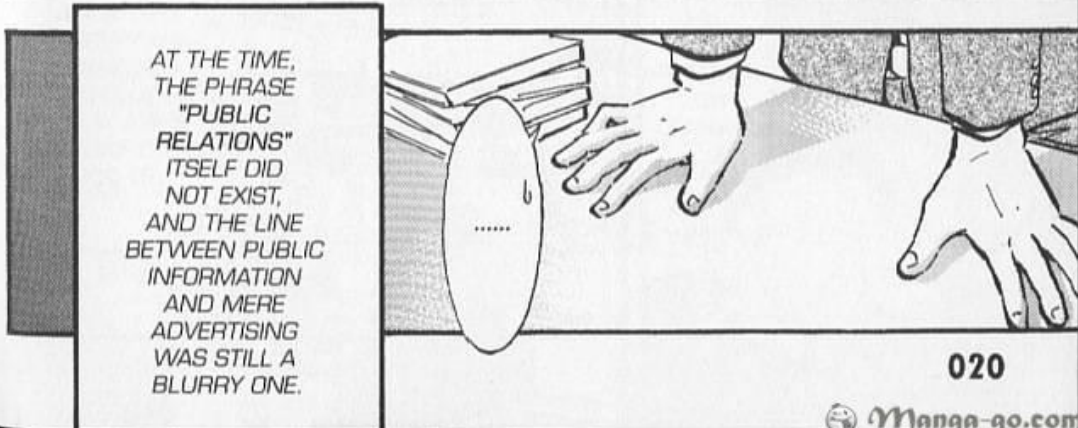


YOU WON'T GET VERY FAR PLAYING A "SIDESHOW VENDOR" ALL YOUR LIFE, YOU KNOW...



THE ORIGIN OF NISSAN MOTORS CAN BE TRACED BACK TO ITS PREDECESSOR, "KAISHIN-SHA," ESTABLISHED IN THE YEAR 1911 (MEIJI YEAR 44).

I'M CONTENT TO BE A "SIDESHOW VENDOR" ALL MY LIFE!!



AT THE TIME, THE PHRASE "PUBLIC RELATIONS" ITSELF DID NOT EXIST, AND THE LINE BETWEEN PUBLIC INFORMATION AND MERE ADVERTISING WAS STILL A BLURRY ONE.

BUT SOON THERE SHOULD COME A DAY WHEN THE PASSENGER VEHICLE WILL BE MORE IN DEMAND.

BECAUSE OF RECONSTRUCTION EFFORTS, DEMAND FOR THE THREE-WHEEL AUTO AND THE TRUCK IS HIGH RIGHT NOW,

ノロム



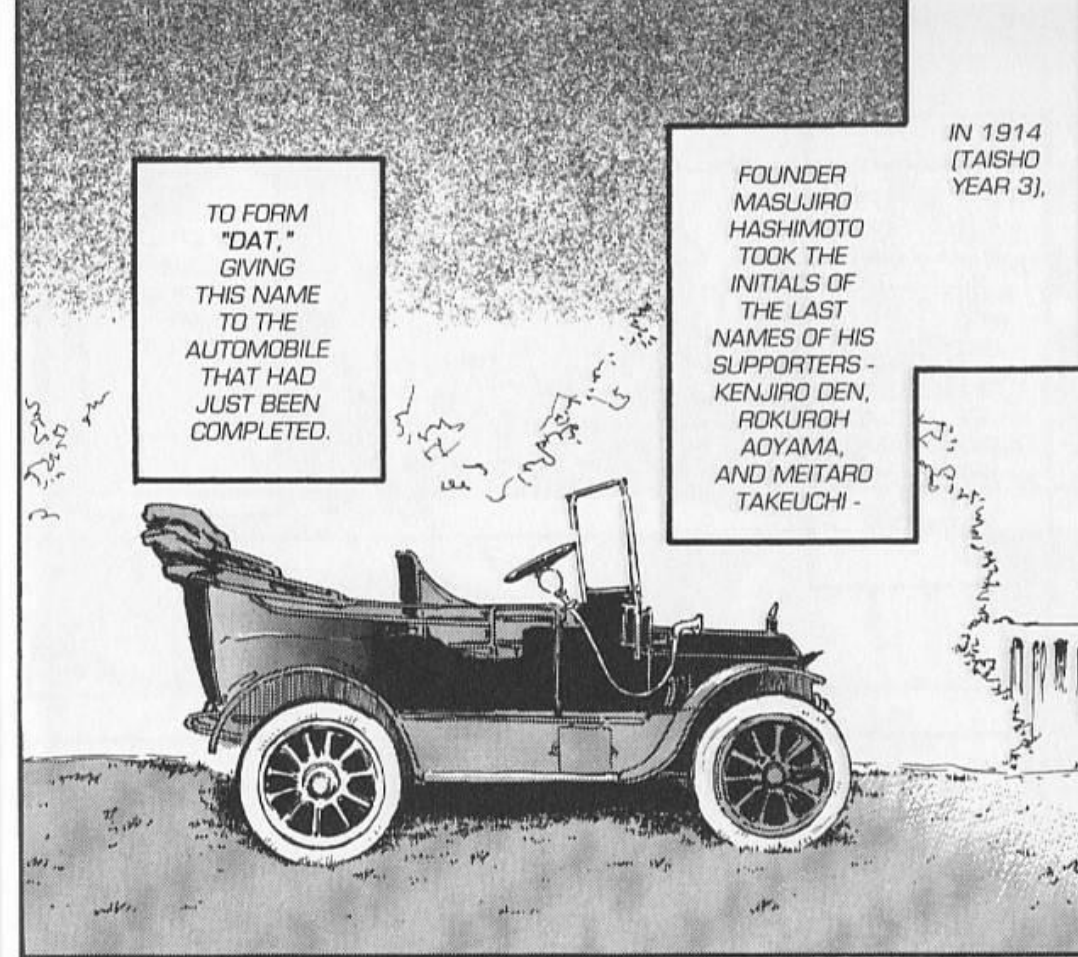
KATAYAMA ENTERED NISSAN ONE YEAR AFTER ITS COMPANY NAME CHANGE.



IN ORDER TO PRECIPITATE DEMAND FOR THE PASSENGER VEHICLE...



A MOTOR SHOW?!

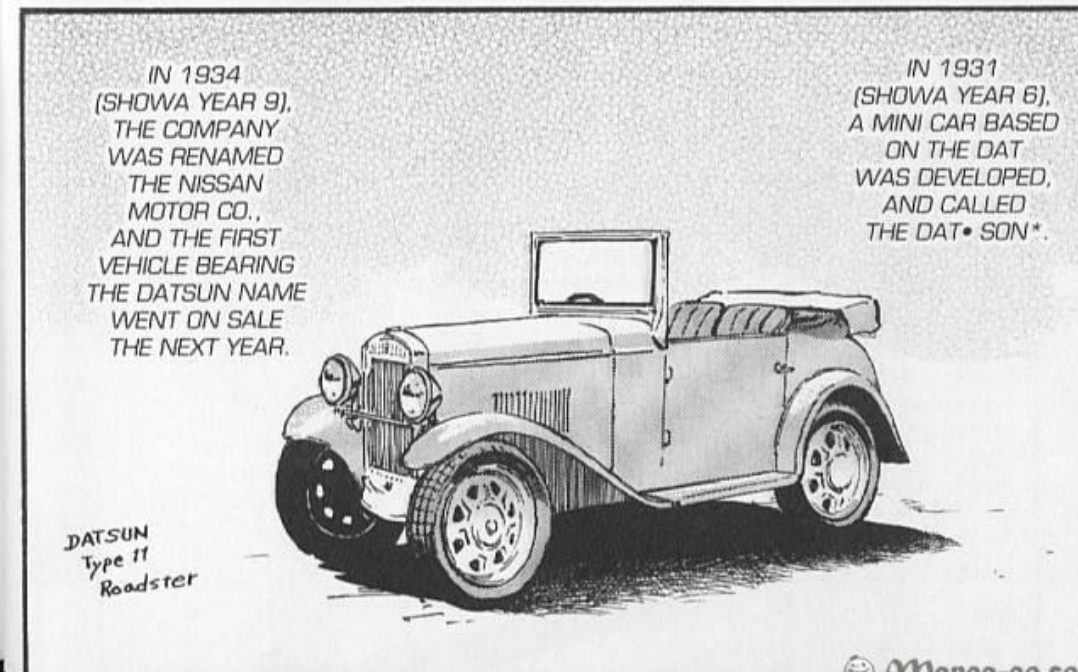


TO FORM "DAT," GIVING THIS NAME TO THE AUTOMOBILE THAT HAD JUST BEEN COMPLETED.

FOUNDER MASUJIRO HASHIMOTO TOOK THE INITIALS OF THE LAST NAMES OF HIS SUPPORTERS - KENJIRO DEN, ROKUROH AOYAMA, AND MEITARO TAKEUCHI -

IN 1914 (TAISHO YEAR 3),

\*ORIGINALLY NAMED TO MEAN "THE SON OF DAT," LATER CHANGED TO "SUN."



IN 1934 (SHOWA YEAR 9), THE COMPANY WAS RENAMED THE NISSAN MOTOR CO., AND THE FIRST VEHICLE BEARING THE DATSUN NAME WENT ON SALE THE NEXT YEAR.

IN 1931 (SHOWA YEAR 6), A MINI CAR BASED ON THE DAT WAS DEVELOPED, AND CALLED THE DAT•SON\*.

DATSUN Type 11 Roadster

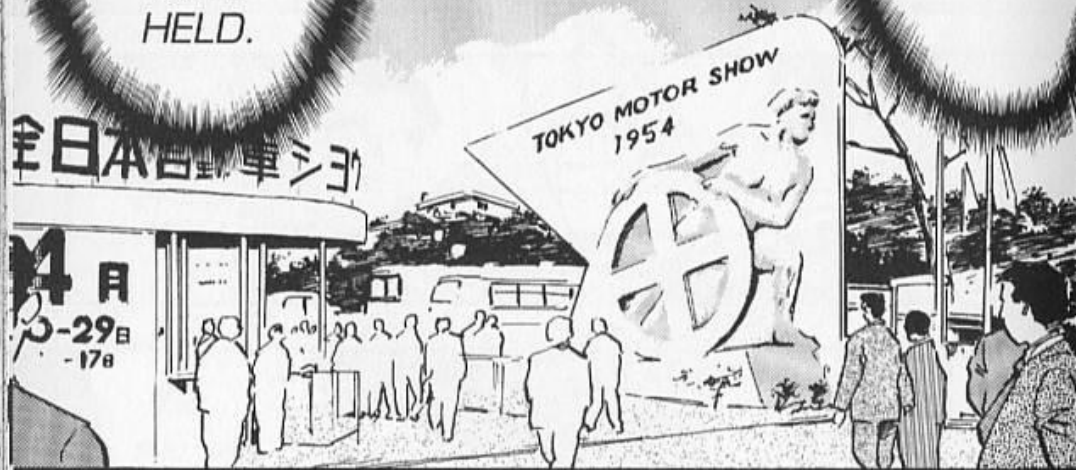
THE FIRST TOKYO MOTOR SHOW WAS HELD.

IN 1954 (SHOWA 29), AT TOKYO'S HIBIYA PARK,

IT'S MUCH MORE EFFICIENT THAN EACH COMPANY HAVING THEIR OWN INDIVIDUAL SHOW, RIGHT?

WE'D GATHER CARS FROM EACH OF JAPAN'S AUTO MAKERS IN ONE PLACE, AND HAVE THE PUBLIC COME LOOK AT THEM.

YEAH.



AND AT KATAYAMA'S CALL, AD EXECUTIVES FROM SEVERAL PROMINENT AUTO MAKERS GATHERED OCCASIONALLY TO HOLD INFORMAL SOCIAL MEETINGS\*.

THERE WERE OTHERS WHO ALSO BELIEVED IN THE IMPORTANCE OF PUBLIC RELATIONS.



\*AT THESE MEETINGS WERE PARTICIPANTS FROM SUCH MAKERS AS MINSEI DIESEL, TOYOTA, ISUZU, HINO, MITSUBISHI AND FUSO.

I'M SO GLAD... THE VISITORS SEEM TO BE ENJOYING THEMSELVES, TOO.

THIS EXPERIMENT IN SHOWING THE POWER OF PUBLIC INFORMATION WAS A HUGE SUCCESS, AND THANKS TO THIS EVENT, THE PHRASE "PUBLIC RELATIONS" ALSO CAME TO BE PREVALENT.

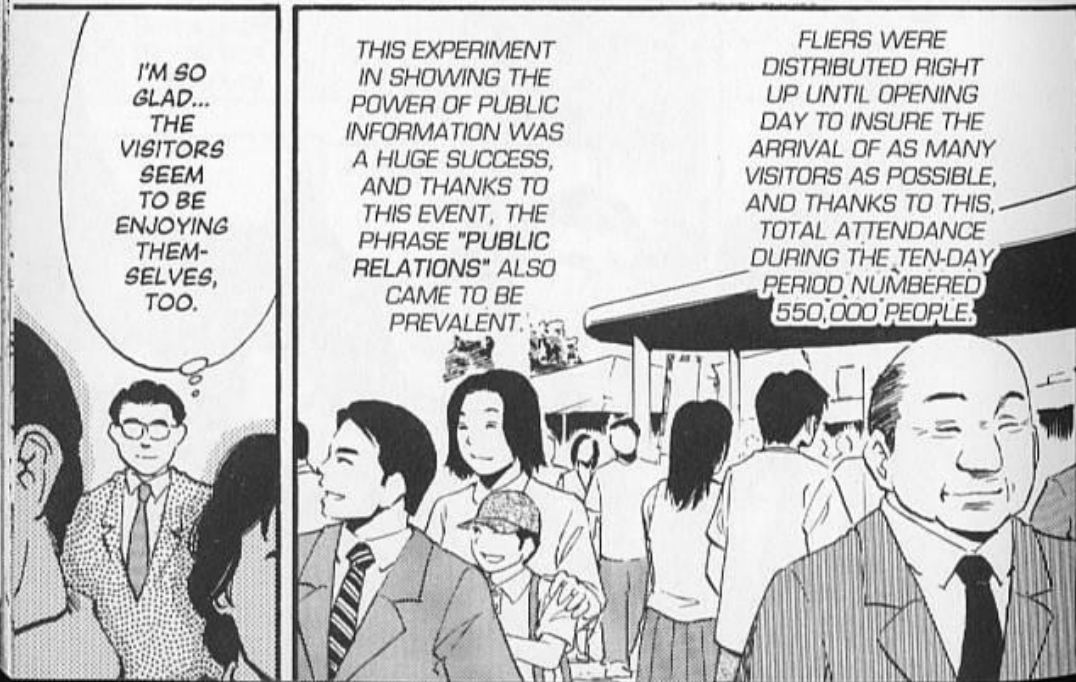
FLIERS WERE DISTRIBUTED RIGHT UP UNTIL OPENING DAY TO INSURE THE ARRIVAL OF AS MANY VISITORS AS POSSIBLE, AND THANKS TO THIS, TOTAL ATTENDANCE DURING THE TEN-DAY PERIOD NUMBERED 550,000 PEOPLE.

IN THIS WAY, THESE BOUNDARY-DEFYING PLANS CAME TO FRUITION.

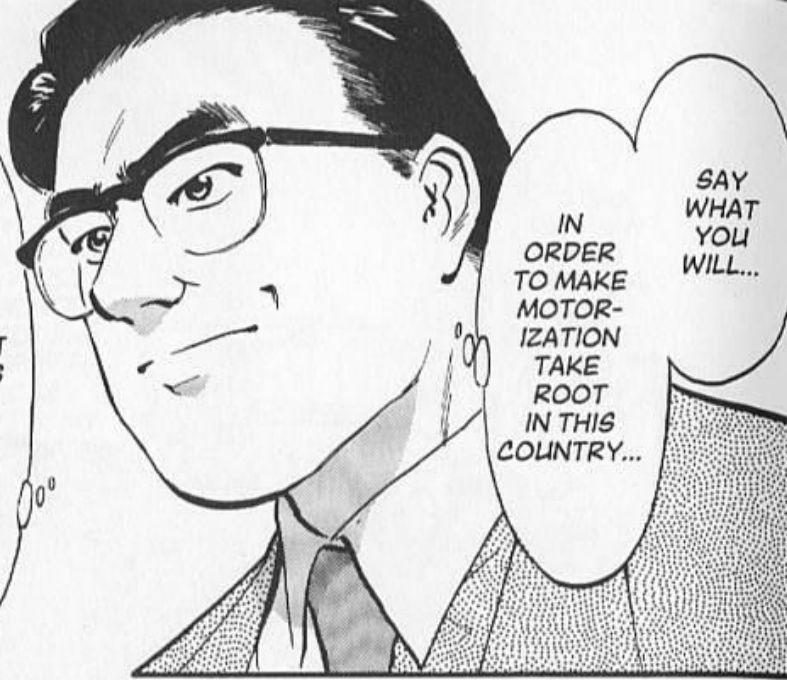
THE LOCATION? IT WOULD HAVE TO BE TOKYO.

THAT'S A GREAT IDEA, MR. KATAYAMA!!

LET'S ASK FOREIGN MAKERS, TOO.



WE HAVE TO START BY INFORMING AS MANY PEOPLE AS POSSIBLE ABOUT THE GREATNESS OF THE AUTOMOBILE... AND LET THEM SEE AND CHOOSE FOR THEMSELVES.



IN ORDER TO MAKE MOTORIZATION TAKE ROOT IN THIS COUNTRY...

SAY WHAT YOU WILL...



IT'S DOING WELL, I SEE.



HEY THERE, MR. KATAYAMA.



COOL!

WOW!

AND IN THAT CLIMATE, ALL NISSAN WILL HAVE TO DO TO EXPAND AND PROGRESS IS TO BUILD GOOD CARS.



BUT I MUST SAY...

UH, YES... THANKS TO YOU...



KATAYAMA HAD READIED ONE PARTICULARLY SPECIAL AUTO FOR DISPLAY.

AMONG THIS COLLECTION OF CARS, BOTH FOREIGN AND DOMESTIC,



THAT'S VERY BIG-HEARTED OF YOU, MR. KATAYAMA.

USING OUR COMPANY'S FUNDS TO ADVERTISE FOR OTHER MAKERS...

OH ABSOLUTELY.

ONE DAY  
I WILL  
CREATE A  
GENUINE  
SPORTS  
CAR...  
WITH MY  
OWN  
HANDS...!!

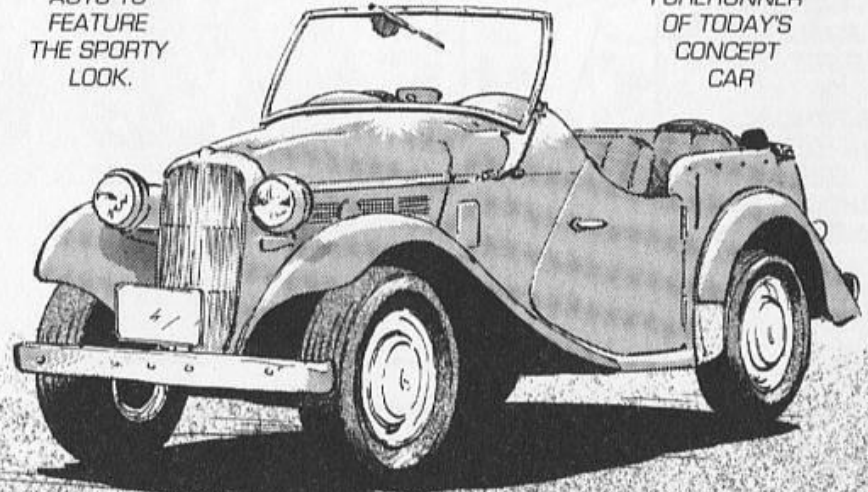


BUT AT  
THIS TIME  
IN JAPAN,  
THE  
AUTOMOBILE  
WAS STILL  
WIDELY  
CONSIDERED  
TO BE  
NOTHING  
BUT A  
MOTORIZED  
DELIVERY  
CART.

THIS  
HAD  
BEEN  
KATAYAMA'S  
DREAM  
EVER  
SINCE  
HE HAD  
JOINED  
THE  
COMPANY.

AND IT  
WAS THE  
FIRST  
JAPANESE  
AUTO TO  
FEATURE  
THE SPORTY  
LOOK.

THIS CAR,  
CALLED THE  
"DATSUN  
SPORT DC3"\*,  
WAS THE  
FORERUNNER  
OF TODAY'S  
CONCEPT  
CAR



FOOTNOTE: \* MANUFACTURED BY YUICHI OHTA.

WHEN  
POPULAR  
DEMAND  
FOR THE  
PASSENGER  
VEHICLE  
INCREASES,  
MAKERS WILL  
NEED AN  
IDENTIFIABLE  
CAR TO BE  
THE COMPANY'S  
IMAGE  
LEADER.

THE CAR  
THAT BEST  
CONVEYS THE  
APPEAL OF THE  
AUTOMOBILE...  
IS THE  
SPORTS  
CAR!!

IT'S  
JUST  
AS I  
THOUGHT  
...





1957  
(SHOWA  
32)

FOR THE FIRST TIME, COMPETING AS A JAPANESE AUTO MAKER, TOYOTA WAS PARTICIPATING IN A FOREIGN RALLY\*.

THAT'S RIGHT... IF WE ENTER A RACE AND DO WELL, THE INDUSTRY IMAGE WILL IMPROVE.

\*RESULT: RETIRED FROM THE RACE DUE TO AN ACCIDENT.

LET'S PARTICIPATE IN THIS RALLY, TOO!!

TO PARTICIPATE IN MOTOR SPORTS, A SUPERIOR BASE CAR IS NECESSARY.

稟議書

トヨタ自動車株式會社  
重要技術輸出に必要の  
外資の輸出に必要の  
可能案件の検討

WE'LL MAKE NEWS OVERSEAS... JUST BY PARTICIPATING!

IF WE CAN PROMOTE THE SUPERIOR QUALITY OF OUR CARS IN THIS RALLY, IT WILL STIMULATE EXPORTS IN THE FUTURE.

FLENC H

THE SPORTS CAR WAS NOTHING BUT AN UNREALISTIC DREAM WITHIN A DREAM.

IN THE EYES OF THE CONSUMER, NOT TO MENTION THOSE IN THE INDUSTRY,

AND AT THIS PERIOD-

### Swiss National Airline Ground Service Deal

Psychiatrists are likely to be charged with assault, but investigators were... The grand jury said in court... Prosecutors said they did not believe the boy's address provided...  
Prosecutors said the attack took place 15 months ago, but investigators were... The grand jury said in court... Prosecutors said they did not believe the boy's address provided...  
Prosecutors said the attack took place 15 months ago, but investigators were... The grand jury said in court... Prosecutors said they did not believe the boy's address provided...  
Prosecutors said the attack took place 15 months ago, but investigators were... The grand jury said in court... Prosecutors said they did not believe the boy's address provided...

TOYOTA IS IN A FOREIGN RALLY...!!

### Sound Au TOYOTA

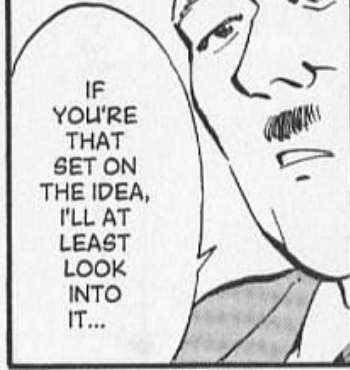
NEW YORK (AP) - Better-than-expected earnings on retail sales... Thursday, but gains were limited amid investors' lingering... It seems clear to me this economy will accelerate and earn... Wren, equity strategist for A.G. Edwards & Sons. "But we... the year we'll finally see some big earnings and economics... half won't pan out the way many people thought."  
By early afternoon, the Dow Jones industrial average was... The broader market was also higher. The Nasdaq compo... Standard & Poor's 500 index rose 4.11, or... that business productiv...





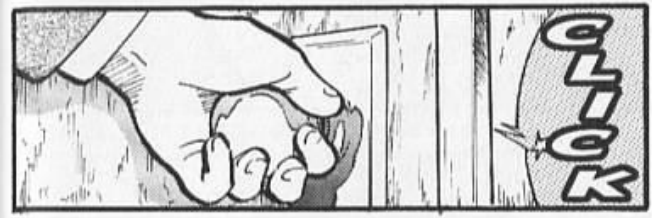
...AND THAT'S THAT. GOOD LUCK!

THE COMPANY MANAGEMENT APPROVED KATAYAMA'S PROPOSAL IN THE UNPRECEDENTED SHORT SPACE OF A WEEK.



IF THE RESULTS ARE BAD, THE NEGATIVE REFLECTION ON OUR COMPANY IMAGE IS GUARANTEED!

THIS IS SERIOUS...



WHAT IS A "RALLY"?  
IS IT DIFFERENT FROM A RACE?



IF WE CAN'T DO THAT...



AT THE VERY LEAST, WE'LL HAVE TO DO WHAT TOYOTA COULDN'T ACCOMPLISH LAST YEAR AND FINISH THE RACE.

AND IF THAT HAPPENS, WE CAN FORGET THE DEVELOPMENT OF ANY SPORTS CAR ALL TOGETHER...



I THOUGHT IT WOULD BE A GOOD IMPETUS FOR THE DEVELOPMENT OF A SPORTS CAR, BUT...

I GUESS IT'S NO GO...

HOWEVER.....

HA~

BEGAN  
THE  
GRUELING  
19-DAY  
16,000  
KILOMETER  
RACE THAT  
WAS THE  
AUSTRALIAN  
RALLY\*.

**obilgas Tr**  
ROUND AUSTRALIA

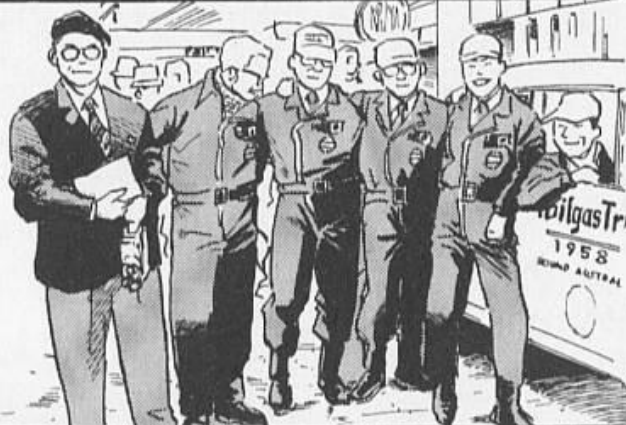
1958  
(SHOWA 33)  
SEPTEMBER -

WITH  
KATAYAMA  
AS TEAM  
MANAGER,  
THE TWO  
DATSUN  
210S



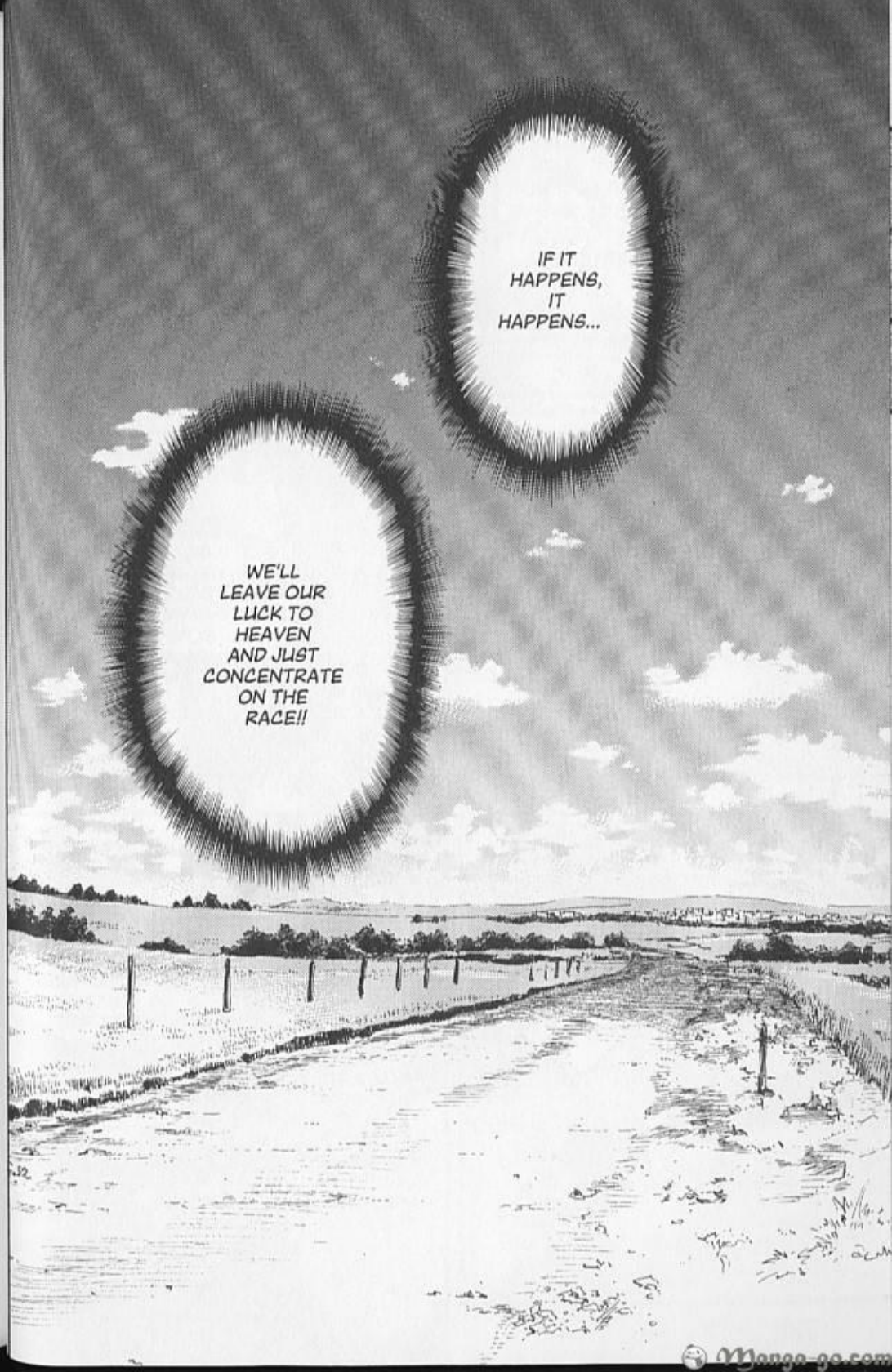
FOOTNOTE: \* 10,000 MILE ROUND-TRIP RALLY OF AUSTRALIA.

WITH NO  
SUPPORT  
CAR AND  
NO SPARE  
ENGINE,  
IT WAS A  
BARE-MINIMUM  
SITUATION...



FOUR DRIVERS\*  
WERE CHOSEN  
FROM THE  
COMPANY STAFF.  
ACCOMPANYING  
THEM WERE TWO  
AUSTRALIANS,  
HIRED ON  
LOCATION,  
TO ACT AS  
NAVIGATORS.

FOOTNOTE: \* SEJI NANBA, YOSHITANE OHTSUKA, YONEKICHI MINAWA, KAZUAKI OKUYAMA




IF IT  
HAPPENS,  
IT  
HAPPENS...

WE'LL  
LEAVE OUR  
LUCK TO  
HEAVEN  
AND JUST  
CONCENTRATE  
ON THE  
RACE!!



BUT THE  
210 IS  
RUNNING  
AS TOUGH  
AS A  
LITTLE  
TANK.

IT'S A MUCH  
TOUGHER  
RALLY THAN  
I THOUGHT  
IT WOULD  
BE...




THE 210  
IS A SOLID  
MACHINE -  
AS LONG AS  
YOU DON'T FALL  
ASLEEP AT THE  
WHEEL AND PLOW  
INTO A TREE  
OR SOMETHING,  
IT WON'T BREAK!

REMEMBER,  
SAFETY FIRST!  
TAKE IT STEADY -  
RATHER THE  
TURTLE THAN  
THE HARE.  
GOT IT?



WE  
CAN  
DO  
THIS!!



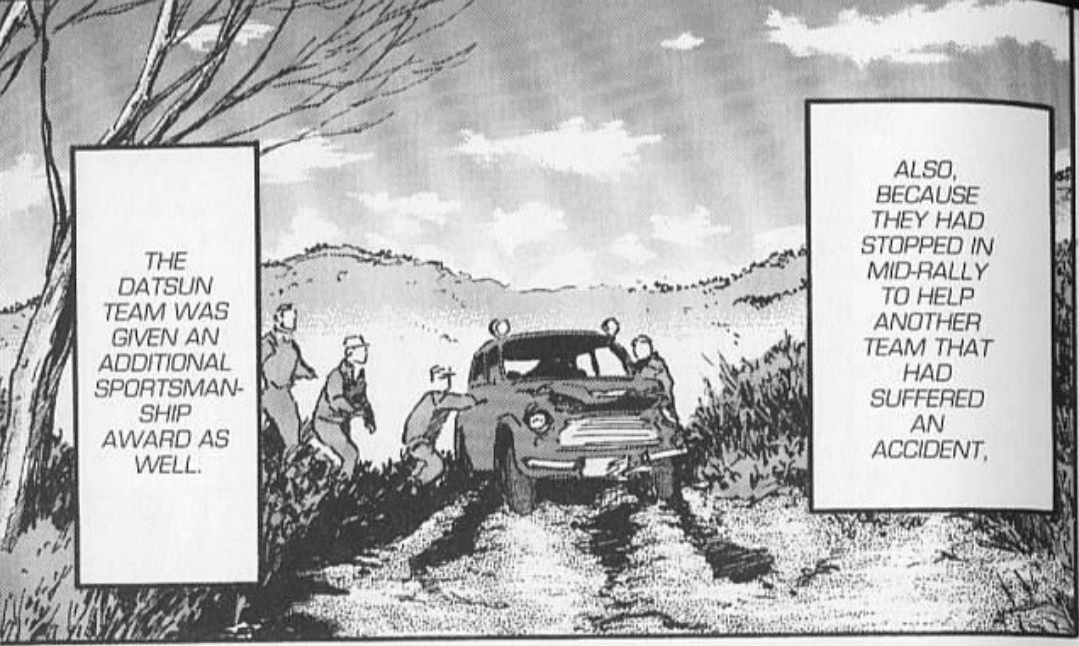
WE'LL  
BE FINE!  
WE'RE JUST  
AS TOUGH  
AS THE 210.



RIGHT!



VROOMM



THE DATSUN TEAM WAS GIVEN AN ADDITIONAL SPORTSMANSHIP AWARD AS WELL.

ALSO, BECAUSE THEY HAD STOPPED IN MID-RALLY TO HELP ANOTHER TEAM THAT HAD SUFFERED AN ACCIDENT,



THE CAR, THE TEAM MEMBERS, THE RACERS... THEY ALL TOUGHED IT OUT TO THE END!!

A MERE YEAR AFTER PLANNING... WELL DONE!

NEWS OF THE DATSUN'S CLASS WIN SPREAD WORLDWIDE OVERNIGHT.



THE DATSUN 210, IN ITS FIRST-EVER RACE, GARNERED AN IMPRESSIVE WIN IN ITS CLASS. \*

1958 Mobilgas Trial 1958  
**FINISH**

IN THE END, KATAYAMA'S CALCULATIONS PROVED CORRECT.

FOOTNOTE: \*IN THE A-CLASS (LESS THAN 1000 CC). RANKED 24TH OVERALL.



IT WAS THE FIRST VICTORY A JAPANESE AUTO HAD WON IN AN OVERSEAS RACE.

...AND HE BECAME AN OUTCAST, RESENTED WITHIN HIS OWN COMPANY.

BUT HIS DRIVE FOR EXCELLENCE HAD OVERSTEPPED THE BOUNDARIES SET FOR AN INDIVIDUAL STAFF MEMBER OF A MAJOR CORPORATION

WITH HIS NON-CONFORMIST AND PROGRESSIVE THINKING, KATAYAMA HAD ACHIEVED SUCCESS.

THE DRIVERS, AS WELL AS KATAYAMA, WERE REGARDED AS MEN OF MERIT AND SHOWERED WITH ACCOLADES, BOTH WITHIN AND OUTSIDE THE COMPANY.

RETURNING IN TRIUMPH, THE TEAM WAS GREETED WITH UNPRECEDENTED FANFARE.

AND BUSINESS ADMINISTRATION WAS EXTREMELY RIGID.

### 春季質上共闘総決起大会

AT THE TIME, NISSAN WAS STRICTLY BOUND BY LABOR UNION POLICIES

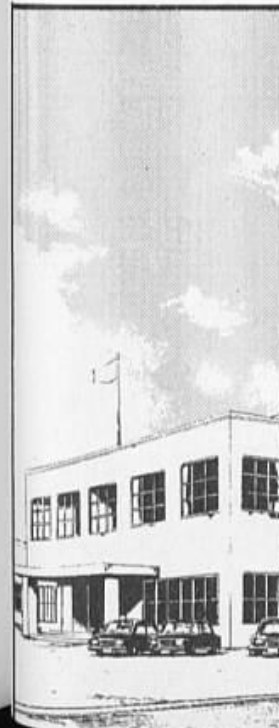


1959 (SHOWA 34)

tap

IRONICALLY, KATAYAMA'S VICTORY WAS THE VERY THING THAT SEALED HIS FATE AT THE COMPANY.

HOWEVER ...





I SEE...  
MR.  
HARASHINA  
KNEW  
ABOUT  
THIS  
AND...



I BET  
IT'S GOTTEN  
HARD FOR  
YOU TO  
STAY HERE,  
HUH?

KYOICHI HARASHINA  
MANAGING DIRECTOR,  
NISSAN MOTOR



BY  
THE  
WAY...

AND A  
GOOD  
MAN  
WHO  
UNDER-  
STOOD  
AND  
SYM-  
PATHIZED  
WITH  
KATA-  
YAMA.

HARA-  
SHINA  
WAS AN  
OLD  
ACQUAI-  
TANCE  
FROM  
THE  
EARLY  
DAYS OF  
NISSAN



WELL...  
A  
LITTLE.



.....



glance



MY  
DESK...

...  
GONE  
!?



.....

ORDER OF TRANSFER

YUTAKA KATAYAMA

THE ONE NAMED  
HEREIN IS HEREBY  
ORDERED FOR  
TRANSFER TO A  
NEW POST IN AMERICA  
(LOS ANGELES)

AMERICA...!!

THAT  
YEAR -

NISSAN  
FOUNDED  
AN OFFICE IN  
NEW YORK,  
TO BE UNDER  
THE DIRECT  
CONTROL OF  
THE HOME  
OFFICE IN  
JAPAN.

FOLLOWING  
TOYOTA'S  
EXPORTS TO  
AMERICA,  
WHICH HAD  
BEGUN THE  
PREVIOUS  
YEAR,

OFFICE  
MANAGER  
...HUH...

AN  
UNMISTAK-  
ABLE  
DEMOTION.

THE JOB  
OFFICIALLY  
ASSIGNED TO  
KATAYAMA  
WAS  
"MARKET  
RESEARCH  
OF THE  
WESTERN  
TERRITORY"

ALTHOUGH  
NISSAN  
WAS  
SERIOUS  
ABOUT  
EXPORTING  
TO  
COMPETE  
IN  
AMERICA...

HOW  
ABOUT  
IT,  
KATAYAMA?

IT  
LOOKS  
LIKE THE  
AMERICAN  
MARKET  
MAY FINALLY  
BE OPEN  
FOR A  
JAPANESE  
CAR.

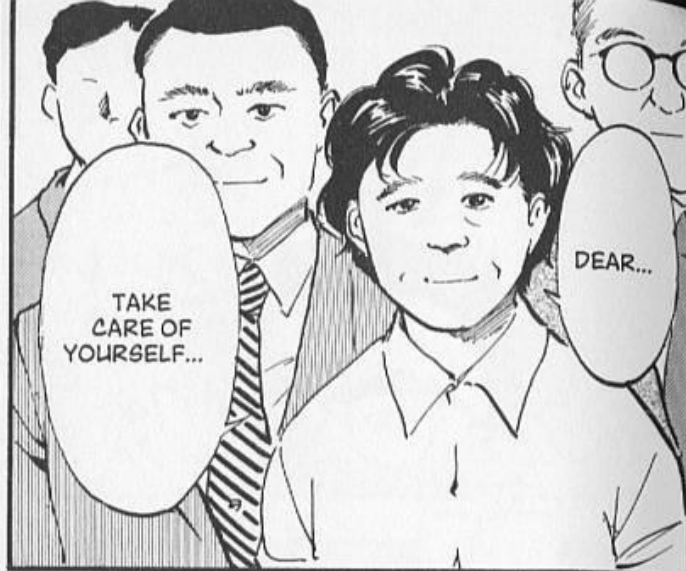
WOULD  
YOU  
LIKE  
TO  
GO  
TO  
AMERICA?







nod



TAKE CARE OF YOURSELF...

DEAR...



OH WELL...  
AT LEAST I'LL BE ABLE TO WORK WITHOUT THE UNION BREATHING DOWN MY NECK...



THE CONVENIENT REMOVAL OF A THORN IN THE SIDE, HUH?



?!



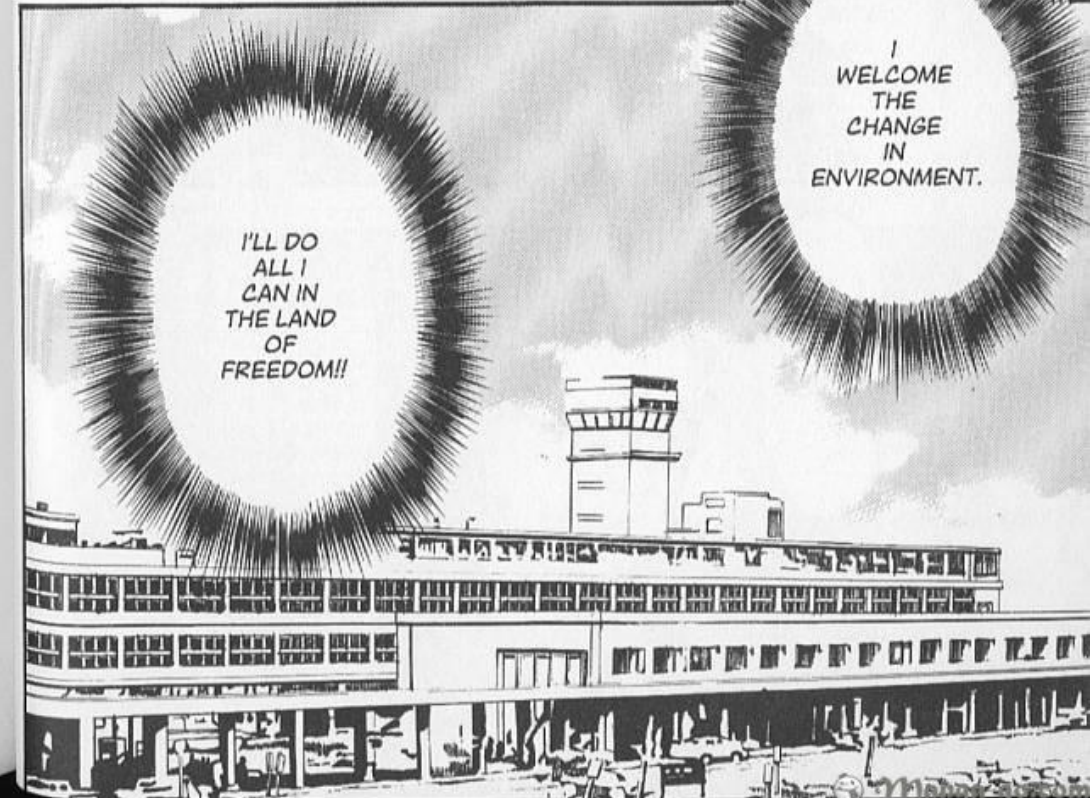
HE CAME TO SEE ME OFF...



BIG BROTHER!!

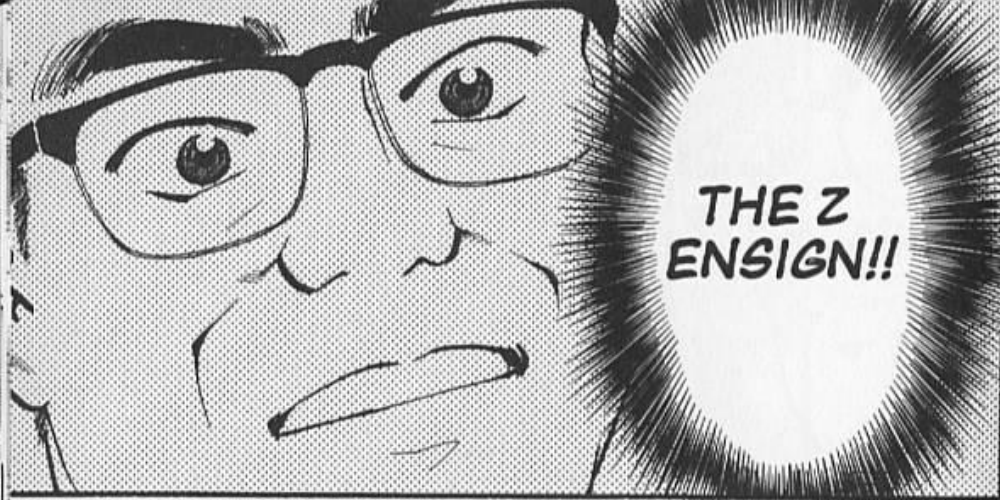


WHAT'S THIS?

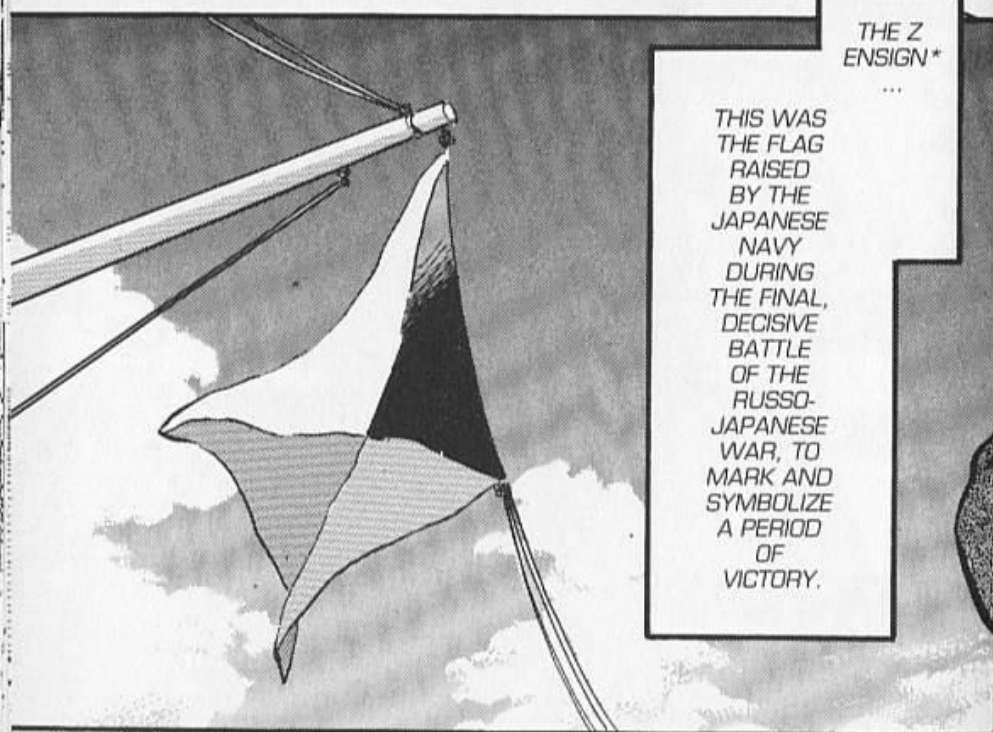


I'LL DO ALL I CAN IN THE LAND OF FREEDOM!!

I WELCOME THE CHANGE IN ENVIRONMENT.



**THE Z  
ENSIGN!!**



**THE Z  
ENSIGN\***

...  
THIS WAS  
THE FLAG  
RAISED  
BY THE  
JAPANESE  
NAVY  
DURING  
THE FINAL,  
DECISIVE  
BATTLE  
OF THE  
RUSSO-  
JAPANESE  
WAR, TO  
MARK AND  
SYMBOLIZE  
A PERIOD  
OF  
VICTORY.

FOOTNOTE: \*RAISED ON THE FLAGSHIP MIKASA, WITH THE FOLLOWING ORDERS: "THE FATE OF THE EMPIRE RESTS ON THIS ONE BATTLE. ALL THOSE INVOLVED ARE TO FIGHT WITH EXTREME EFFORT."



BROTHER  
...



IT'S A  
GOING-  
AWAY  
PRE-  
SENT.

KATAYAMA,  
AT THE  
AGE OF  
50,  
FACED  
A NEW  
CHALLENGE.

MARCH  
22,  
1960  
(SHOWA  
35)

ROARRR



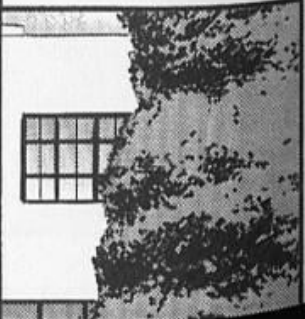
GO  
DO  
YOUR  
BEST!



I'M  
OFF!!



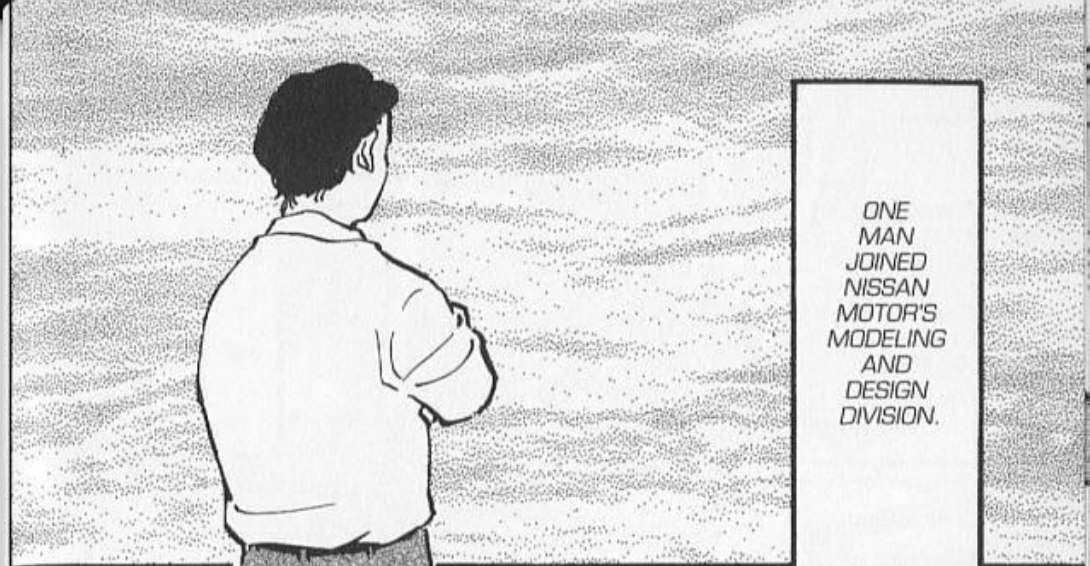
TWO  
MONTHS  
LATER -



I'LL  
BE  
BACK  
SOON.

# Chapter 2

## The Dream Sports Car



ONE  
MAN  
JOINED  
NISSAN  
MOTOR'S  
MODELING  
AND  
DESIGN  
DIVISION.

THIS MAN  
SHARED  
THE SAME  
DREAM AS  
KATAYAMA.  
HOWEVER...



IT  
WOULD  
BE A  
LITTLE  
LONGER  
BEFORE  
FATE  
ALLOWED  
THEIR  
PATHS  
TO  
CROSS.

日産自動車株式会社入社式

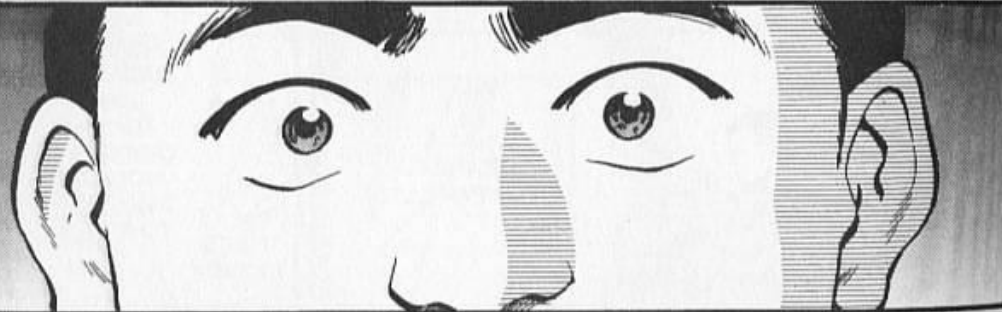
STARTING FROM TODAY, YOU MUST DISCARD ANY THOUGHTS YOU MAY HAVE ABOUT WANTING TO DRIVE A CAR.

NOW THAT YOU HAVE JOINED AN AUTOMOBILE COMPANY...

CONGRATULATIONS TO YOU ALL.

1960 (SHOWA 35) NISSAN MOTOR COMPANY ENTRANCE CEREMONY

FROM THIS DAY FORWARD, YOU ARE A MEMBER OF OUR COMPANY...



WHA...

WITH THIS THOUGHT IN MIND, ATTEND TO YOUR DAILY DUTIES...

FOR A COMPANY EMPLOYEE, A CAR IS NOT SOMETHING TO DRIVE, BUT SOMETHING TO SELL.

FINALLY, I'LL BE ABLE TO DESIGN A REAL CAR!!

YOSHIHIKO MATSUO • THEN 25 YEARS OLD

HE HAD  
FALLEN  
IN LOVE  
WITH THE  
AUTOMOBILE  
AFTER  
SEEING  
THE SHINY,  
POLISHED  
CARS  
RIDDEN  
BY THE  
OCCUPYING  
FORCES.

YOSHIHIKO!!

AS  
A BOY,  
MATSUO  
HAD  
SEEN  
THE  
WAR'S  
END  
AT THE  
AGE  
OF  
ELEVEN.

DESIGNING  
A CAR  
YOU WOULD  
WANT TO  
DRIVE  
IS HOW  
CAR-MAKING  
BEGINS!

WHAT  
THE HELL  
IS HE  
SAYING?

HOW  
MANY  
TIMES  
DO I  
HAVE  
TO TELL  
YOU?!


OW  
OW  
OW

DRAWING  
ON THE  
DOORS  
AGAIN!

WHAT A  
STRANGE  
COMPANY...

DO WE  
INTEND TO  
FOIST  
OFF TO  
CUSTOMERS  
CARS  
THAT WE  
OURSELVES  
WOULDN'T  
EVEN WANT  
TO RIDE IN?


THAT'S  
IDIOTIC!!



ONE DAY  
I'LL DESIGN  
A CAR  
THAT'LL  
MAKE THE  
AMERICANS  
SIT UP  
AND TAKE  
NOTICE!!

HIS  
ENTRY  
INTO  
NISSAN  
WAS A  
DREAM  
COME  
TRUE.

HOW-  
EVER  
...



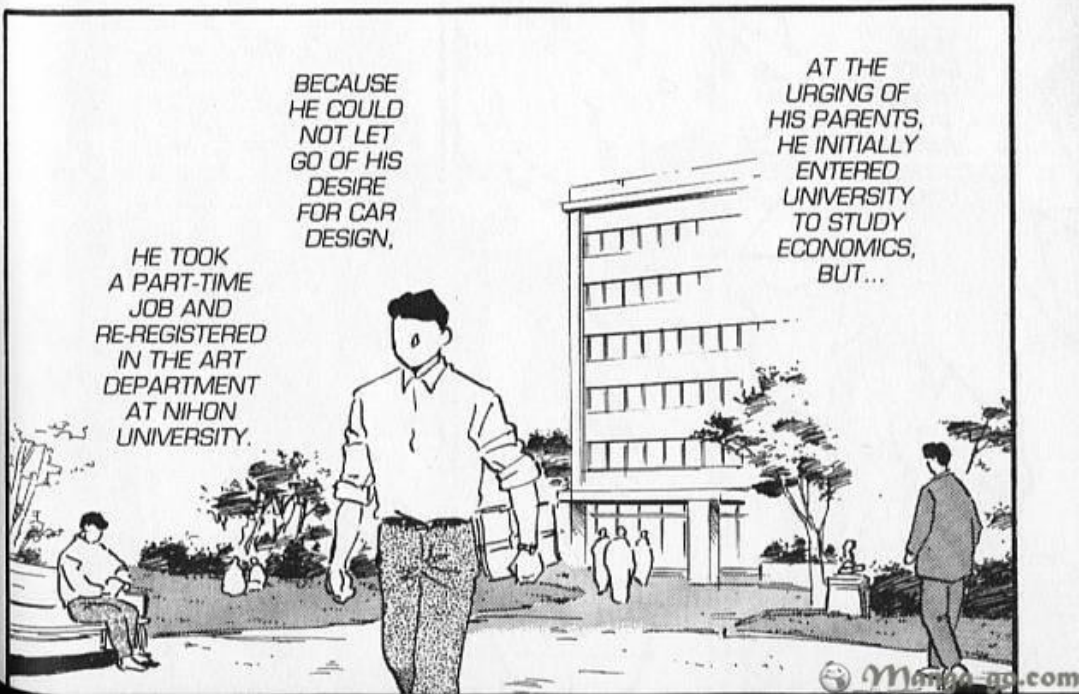
THE  
YOUNG  
MATSUO  
WOULD  
DOODLE  
PICTURES  
OF CARS  
ON THE  
SLIDING  
DOORS,  
AND WAS  
CONSTANTLY  
SCOLDED  
FOR IT.

HAVING LOST  
THEIR OWN  
HOME TO  
AN AIR RAID,  
THE MATSUO  
FAMILY RENTED  
LIVING SPACE  
IN A  
STOREHOUSE  
AT A  
RELATIVE'S  
HOME.



BUT...

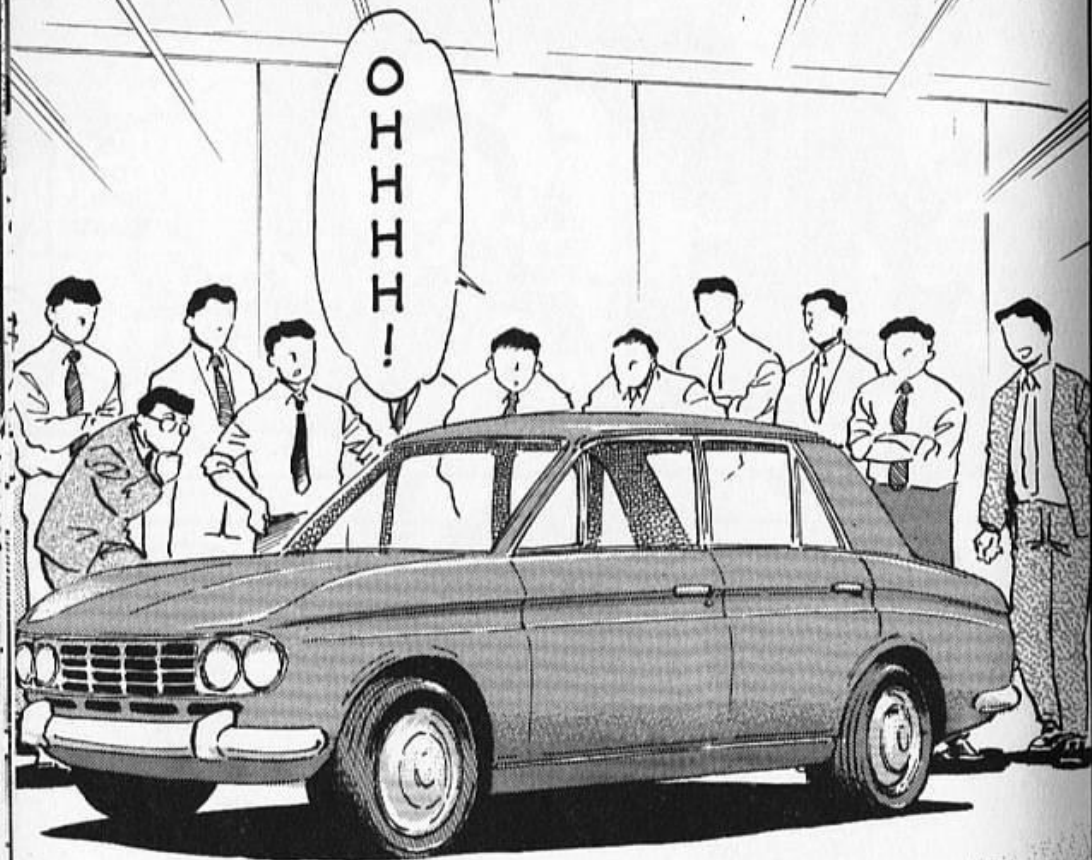
I LIKE  
CARS...  
I CAN'T  
HELP  
IT...



HE TOOK  
A PART-TIME  
JOB AND  
RE-REGISTERED  
IN THE ART  
DEPARTMENT  
AT NIHON  
UNIVERSITY.

BECAUSE  
HE COULD  
NOT LET  
GO OF HIS  
DESIRE  
FOR CAR  
DESIGN,

AT THE  
URGING OF  
HIS PARENTS,  
HE INITIALLY  
ENTERED  
UNIVERSITY  
TO STUDY  
ECONOMICS,  
BUT...



MOST OF HIS WORK CONSISTED OF DESIGNING SMALL ITEMS, SUCH AS A BACK MIRROR OR TAIL LIGHT...

ALTHOUGH ASSIGNED TO THE MODEL SCULPTING DIVISION, THE RESPONSIBILITY OF DESIGNING AN ENTIRE CAR WOULD NEVER FALL TO A ROOKIE.



THAT CAR FROM TORINO... IT'S HERE!!



THEN ONE DAY...

HEY!



HAD COMMISSIONED THE FAMED ITALIAN CAR DESIGNER PININ FARINA\*.

IT'S A FARINA ALL RIGHT!

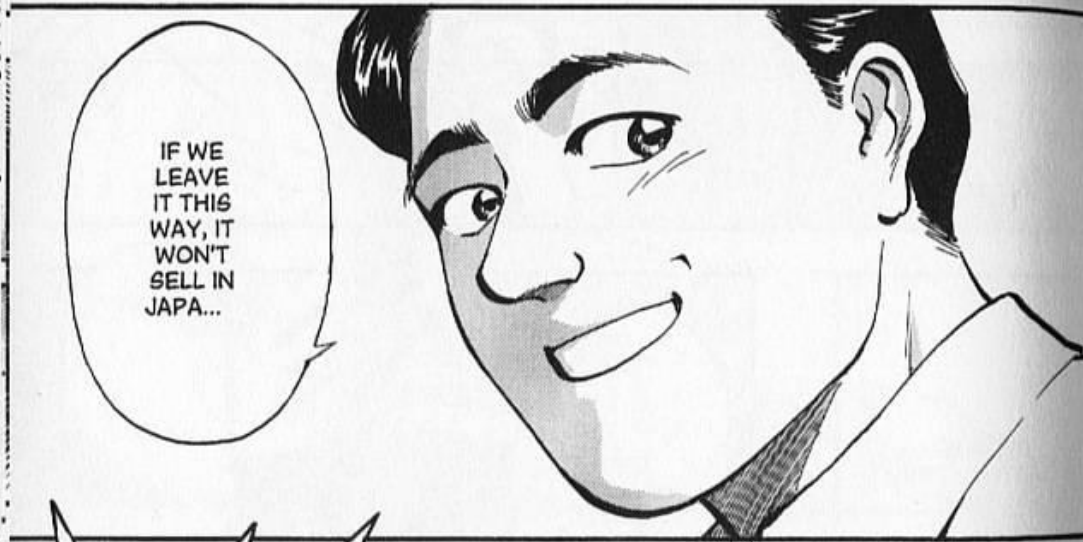
.....

IT'S BEAUTIFUL.

AT THE TIME, NISSAN, IN EFFORTS TO OUTDO THE COMPETITION IN DESIGN,

\*PININ FARINA - A MASTER OF CAR DESIGN, RESPONSIBLE FOR THE DESIGN OF SUCH CARS AS THE FERRARI AND THE ALFA ROMEO.





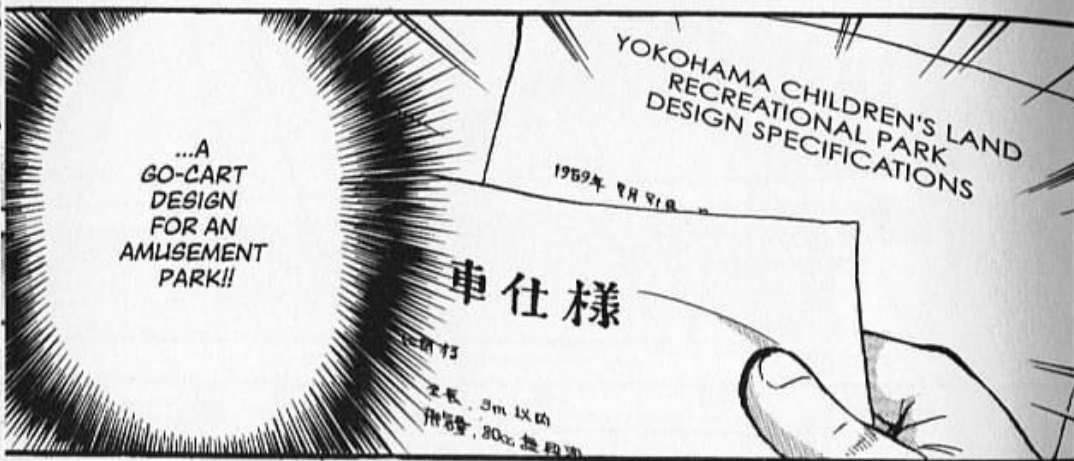


HUH...?!  
BUT  
THIS IS  
FOR...



YOU  
TRY  
THIS.

YES?



...A  
GO-CART  
DESIGN  
FOR AN  
AMUSEMENT  
PARK!!

YOKOHAMA CHILDREN'S LAND  
RECREATIONAL PARK  
DESIGN SPECIFICATIONS

1959年 昭和34年

車仕様

全長、3m 以内  
乗客数、80名 以内



YOU'D  
BETTER  
DO A  
GOOD  
JOB!!

IT'S GOING  
TO BE  
PART OF A  
CEREMONY  
COMMEMORATING  
THE CROWN  
PRINCE'S  
BIRTH, SO...



IT'S  
THE  
SPORTS  
CAR  
YOU'VE  
ALWAYS  
WANTED.

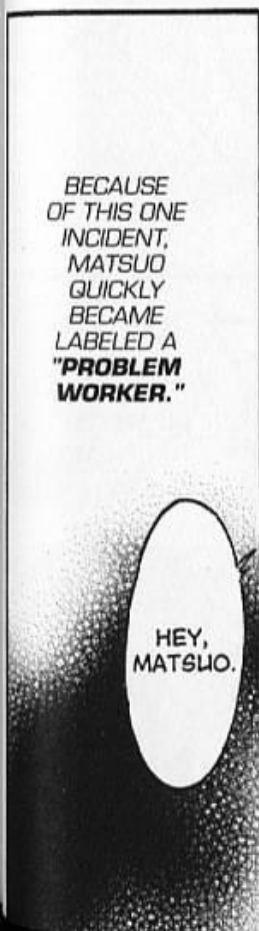
heh

heh



HOW DARE  
YOU BE SO  
INSOLENT...  
YOU'RE JUST  
A ROOKIE  
OUT OF  
PRIVATE  
COLLEGE!!

WHO  
DO  
YOU  
THINK  
YOU  
ARE?!



BECAUSE  
OF THIS ONE  
INCIDENT,  
MATSUO  
QUICKLY  
BECAME  
LABELED A  
"PROBLEM  
WORKER."

HEY,  
MATSUO.



IT'S  
WHAT I  
THINK...  
I CAN'T  
HELP  
IT...

BUT...

GRUMBLE

GRUMBLE



I'M GOING TO DESIGN A "CAR" THAT NO ONE HAS EVER SEEN BEFORE!



YES!! I'LL DO MY BEST!



TWO YEARS LATER ...



YAY!!

1962 (SHOWA 37) YOKOHAMA CHILDREN'S LAND



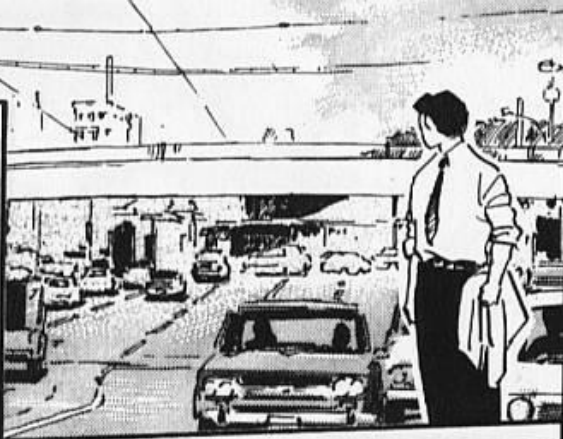
SO WHAT IF IT'S JUST A GO-CART... IF IT'S GOT FOUR WHEELS, A CAR IS A CAR.



YES SIR!

W...WELL, DON'T OVERDO IT...

BUT, TRUE TO MATSUO'S PREDICTION, SALES LAGGED DUE TO CUSTOMER DISSATISFACTION WITH ITS DESIGN.



NISSAN JOINED THE FRAY BY PUTTING OUT ITS PININ FARINA-DESIGNED BLUEBIRD 410 ON THE MARKET

WHAT?!

...ME?!



AS THE ORIGINAL FAULTFINDER, MATSUO WAS ASSIGNED THE TASK OF MAKING MINOR DESIGN CHANGES.

THAT'S RIGHT... GIVE IT A TRY.

THE DESIGN DIVISION WAS ASSIGNED TO FIND A COUNTERMEASURE AGAINST THE INCREASED SALES OF THE RIVAL TOYOTA CORONA.



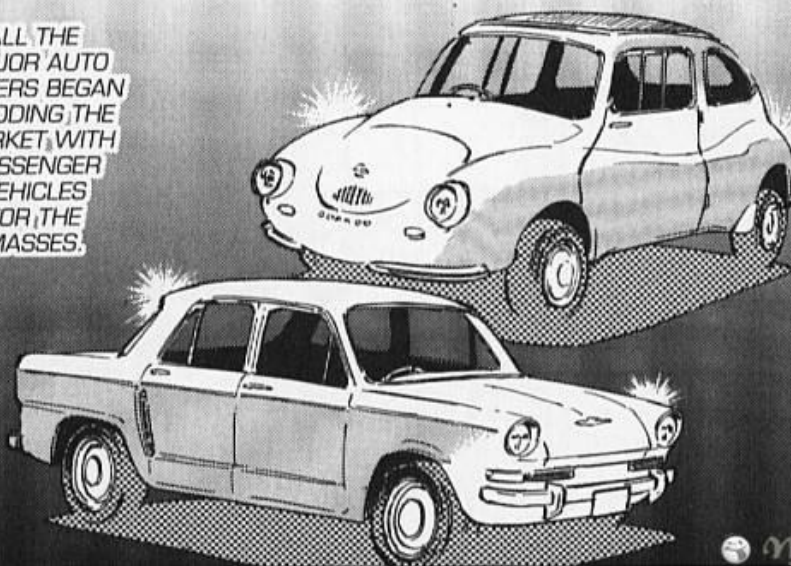
BUT WHAT IMPRESSED PARK VISITORS MOST WAS ITS SPORTY FORM.

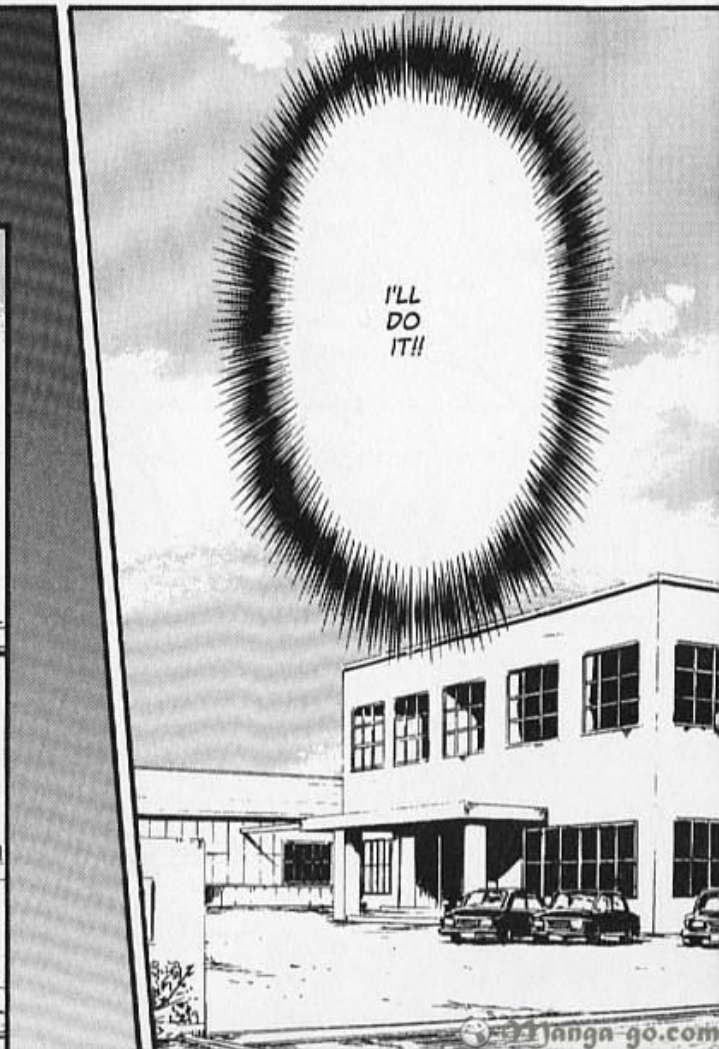


MATSUO'S GO-CART DESIGN FEATURED REALISTIC BLINKERS AND WIPERS

ALL THE MAJOR AUTO MAKERS BEGAN FLOODING THE MARKET WITH PASSENGER VEHICLES FOR THE MASSES.

IT WAS JUST AT THIS TIME THAT THE "MY CAR" BOOM BEGAN.







ALL RIGHT!

YES SIR!



THAT'S FINE. LET'S GO WITH IT.



BUT THIS SPORTY IMAGE SHOULD GO PERFECTLY WITH A EUROPEAN-DESIGN SPORTS CAR!!

HMMM ...

HMMM ...

OF COURSE IT'S ONLY SUPPLEMENTAL GRADE...

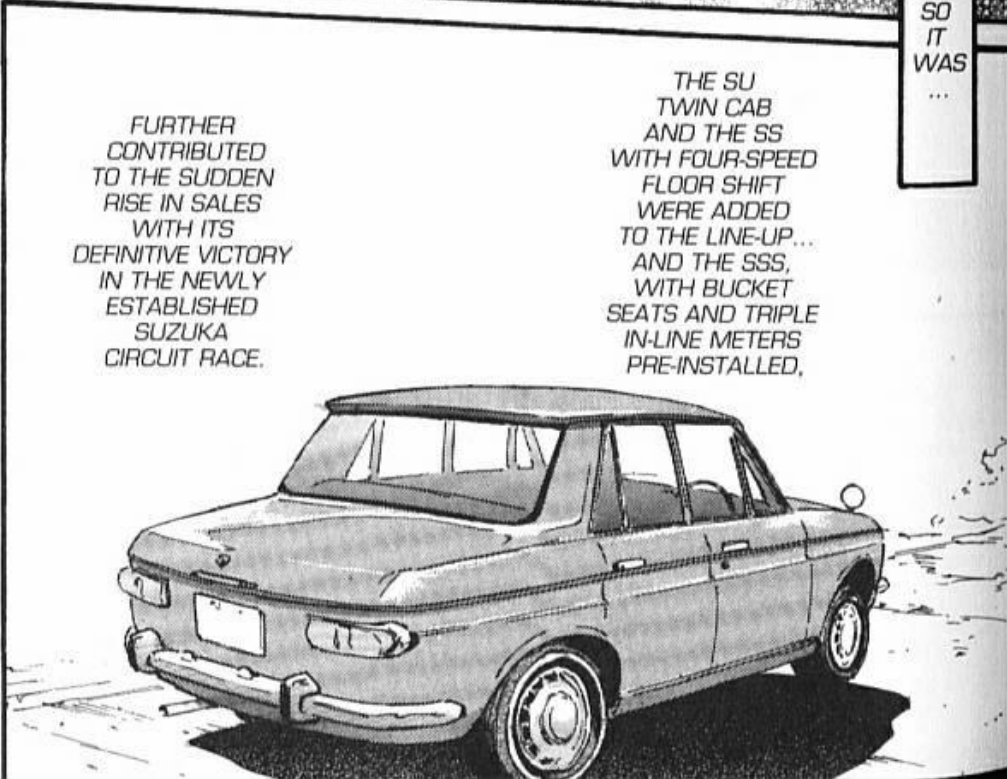
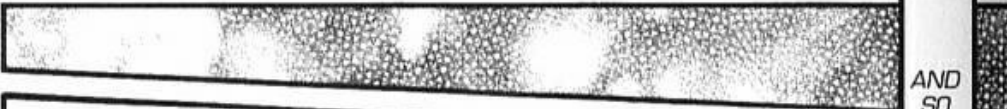
YES...



THIS GLY...



PLEASE!



AND SO IT WAS ...

FURTHER CONTRIBUTED TO THE SUDDEN RISE IN SALES WITH ITS DEFINITIVE VICTORY IN THE NEWLY ESTABLISHED SUZUKA CIRCUIT RACE.

THE SU TWIN CAB AND THE SS WITH FOUR-SPEED FLOOR SHIFT WERE ADDED TO THE LINE-UP... AND THE SSS, WITH BUCKET SEATS AND TRIPLE IN-LINE METERS PRE-INSTALLED,



...OK.



HE'S EITHER SUPREMACY CONFIDENT OR...

TO SKIP OVER HIS SUPERIOR AND COME DIRECTLY TO ME...



BUT HIS ELATION WAS BRIEF...

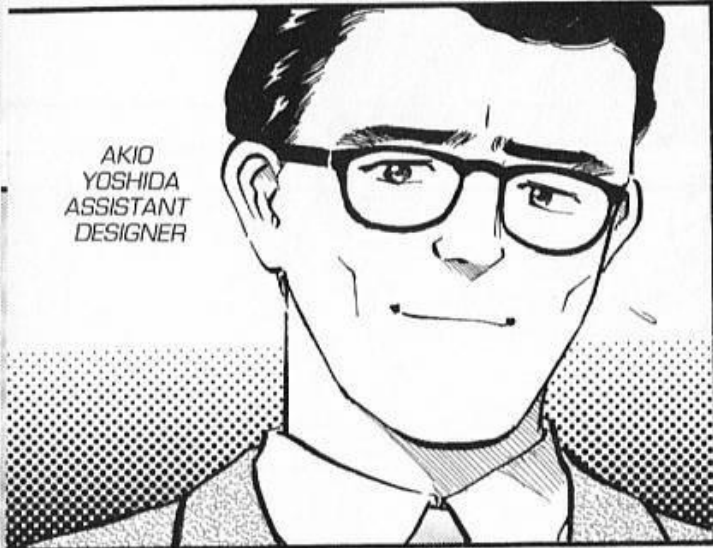
HUH?

AND MATSUO, AFTER HIS SUCCESS WITH THE BLUEBIRD, WAS ASSIGNED AS CHIEF OF THE NUMBER FOUR DESIGN STUDIO - THE SPORTS CAR DIVISION.

ALL RIIIGHT!!

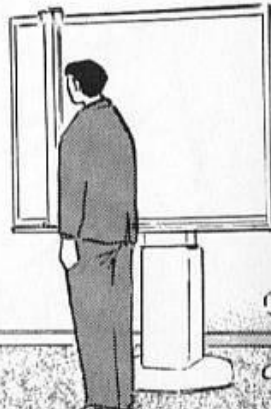


AKIO YOSHIDA ASSISTANT DESIGNER

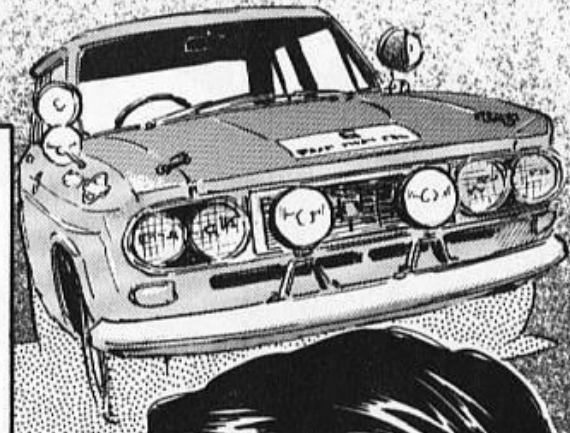


ARE WE... THE ONLY ONES?!

...LOOKS LIKE IT.



AND SUBSEQUENTLY BECAME THE SHOW-GRADE VERSION OF THE BLUEBIRD.



THE SSS WAS THE PIONEERING SPORTS SEDAN OF JAPAN

WHADDA-YA KNOW...

IT'S JUST AS I THOUGHT... PEOPLE DO WANT A SPORTY CAR!



THE FIRST WAS FOR MAIN PASSENGER VEHICLES, THE SECOND, FOR LARGE-SIZE SEDANS, THE THIRD, FOR HIGH-CLASS VEHICLES...



THE NEXT YEAR - NISSAN SPLIT ITS DESIGN DIVISION INTO FOUR SEPARATE SECTIONS.



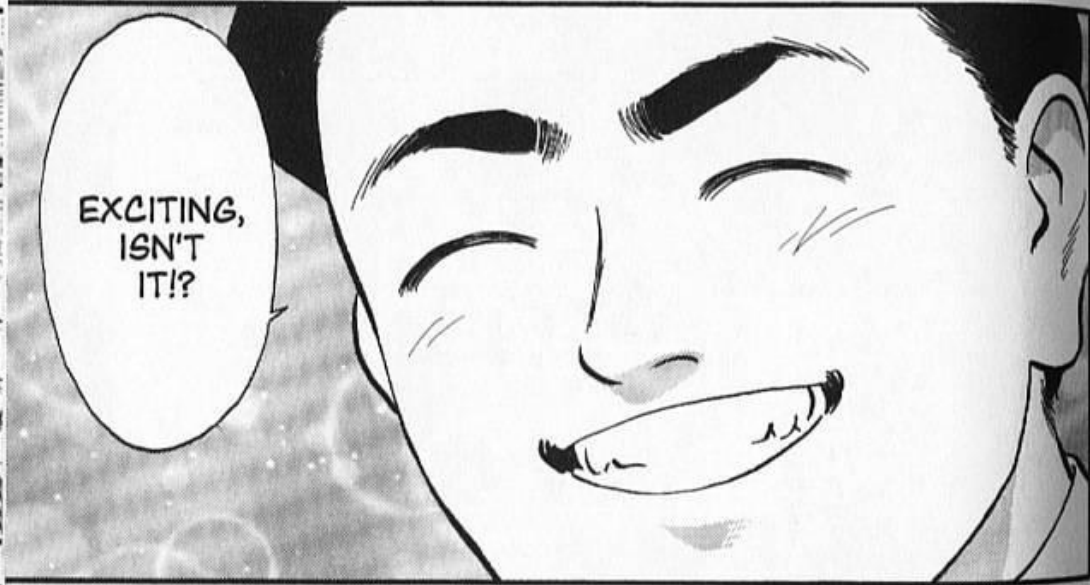
WITH JUST US TWO, WE CAN DESIGN ANY CAR THAT WE WANT!

COMPROMISING TO ACCOMMODATE A BLUNCH OF DIFFERENT IDEAS WOULD ONLY RESULT IN A MEDIOCRE CAR.



IT LOOKS LIKE THE POWERS-THAT-BE DON'T HAVE ANY REAL INTEREST IN MAKING AN ACTUAL SPORTS CAR...

AHHH... IT'S CALLED THE SPORTS CAR DIVISION, BUT...



EXCITING, ISN'T IT!?



"THE SPORTS CAR IS MERELY A DECORATION... IT WILL NOT GENERATE ANY PROFIT."

LET'S DO IT!!

YOU'RE RIGHT...



SSH

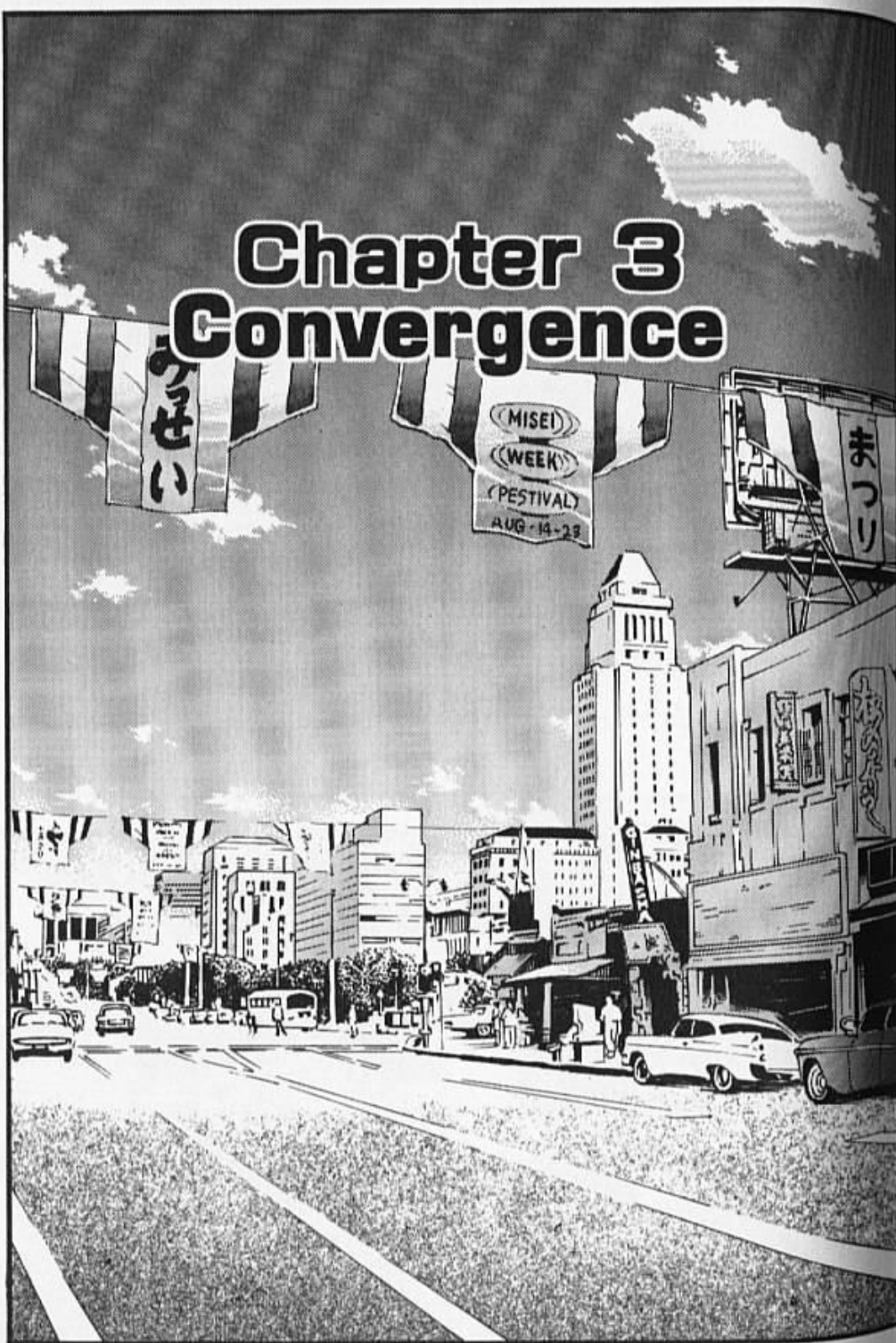
IF WE'RE GOING TO START COMPLETELY FROM SCRATCH, THE LESS PEOPLE INVOLVED, THE EASIER IT'LL BE.

THAT'S FINE.

HUH?!



# Chapter 3 Convergence

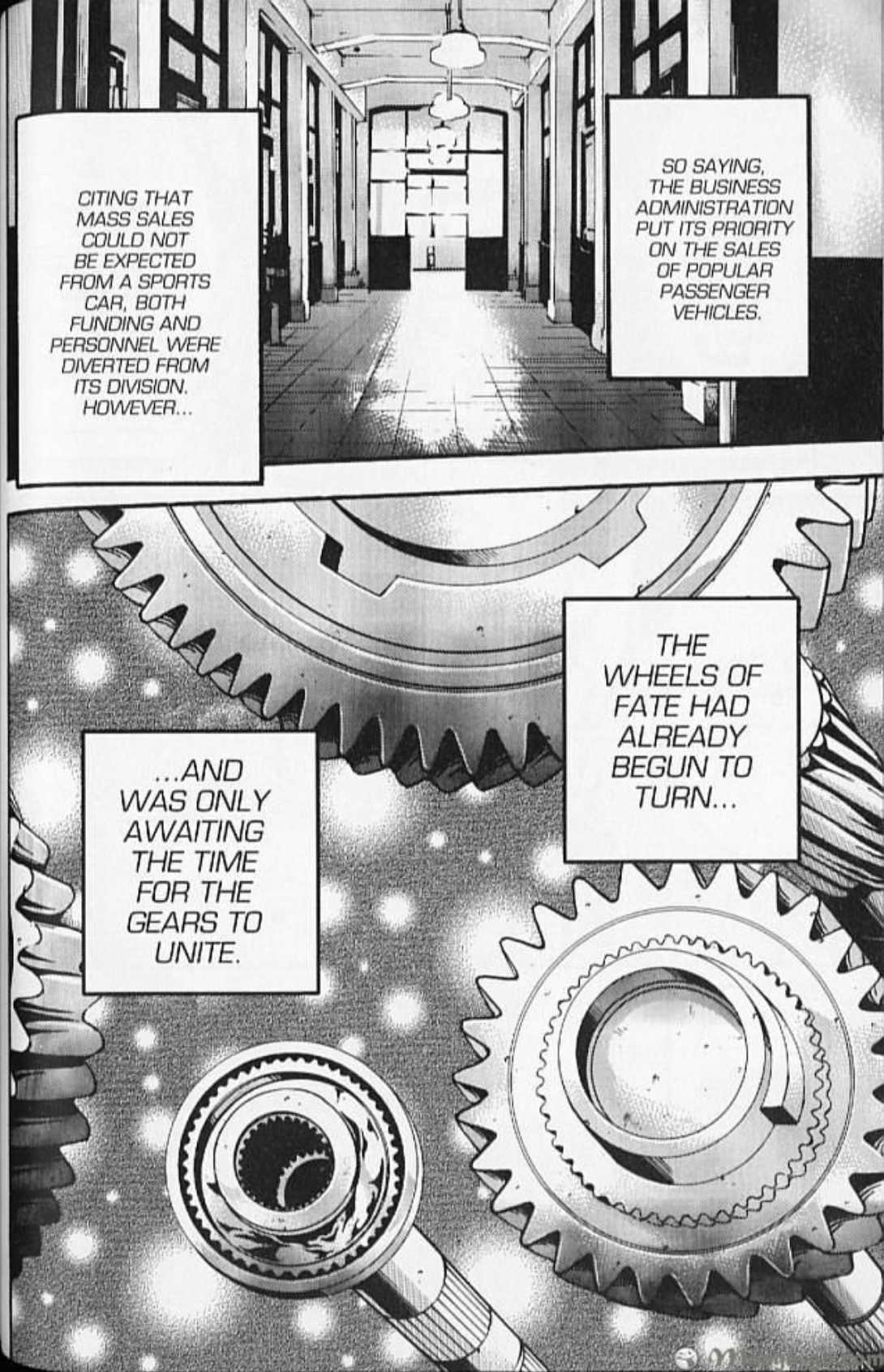


CITING THAT MASS SALES COULD NOT BE EXPECTED FROM A SPORTS CAR, BOTH FUNDING AND PERSONNEL WERE DIVERTED FROM ITS DIVISION. HOWEVER...

SO SAYING, THE BUSINESS ADMINISTRATION PUT ITS PRIORITY ON THE SALES OF POPULAR PASSENGER VEHICLES.

...AND WAS ONLY AWAITING THE TIME FOR THE GEARS TO UNITE.

THE WHEELS OF FATE HAD ALREADY BEGUN TO TURN...





HIROO MIYATE  
NISSAN  
AUTO BODY  
CONSTRUCTION  
DIVISION,  
VICE PRESIDENT

YEAH...  
I  
BET  
THE  
SAILING  
FEELS  
GOOD.



BUT  
AFTER  
SETTING  
HIS  
HEART ON  
AUTOMOBILE  
DEVELOPMENT,  
HE MOVED  
TO TOKYO.

AFTER  
THE WAR -  
MIYATE HAD  
WORKED ON  
DEVELOPING  
MACHINERY FOR  
FARMING AND  
CONSTRUCTION,  
IN A FACTORY  
CITY IN THE  
NORTHEAST.



OH!!

NICKNAMED  
"IDEA" MIYA-SAN,  
HE WAS A  
TECHNICIAN  
WHO HAD  
WORKED  
HIS WAY UP  
THROUGH  
THE RANKS.

1966 KANAGAWA PREFECTURE, HAYAMA



DAD,  
IT'S A  
SHIP!  
I CAN  
SEE A  
SHIP!!



TRRRR




I'M SORRY  
I'VE ONLY  
GOT THIS  
BROKEN-  
DOWN OLD  
TRUCK FOR  
YOU TO  
RIDE...



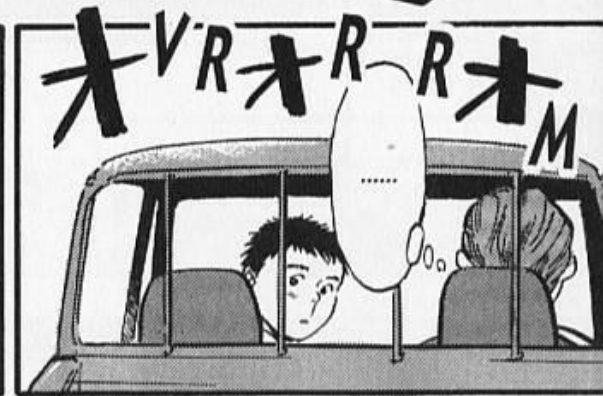
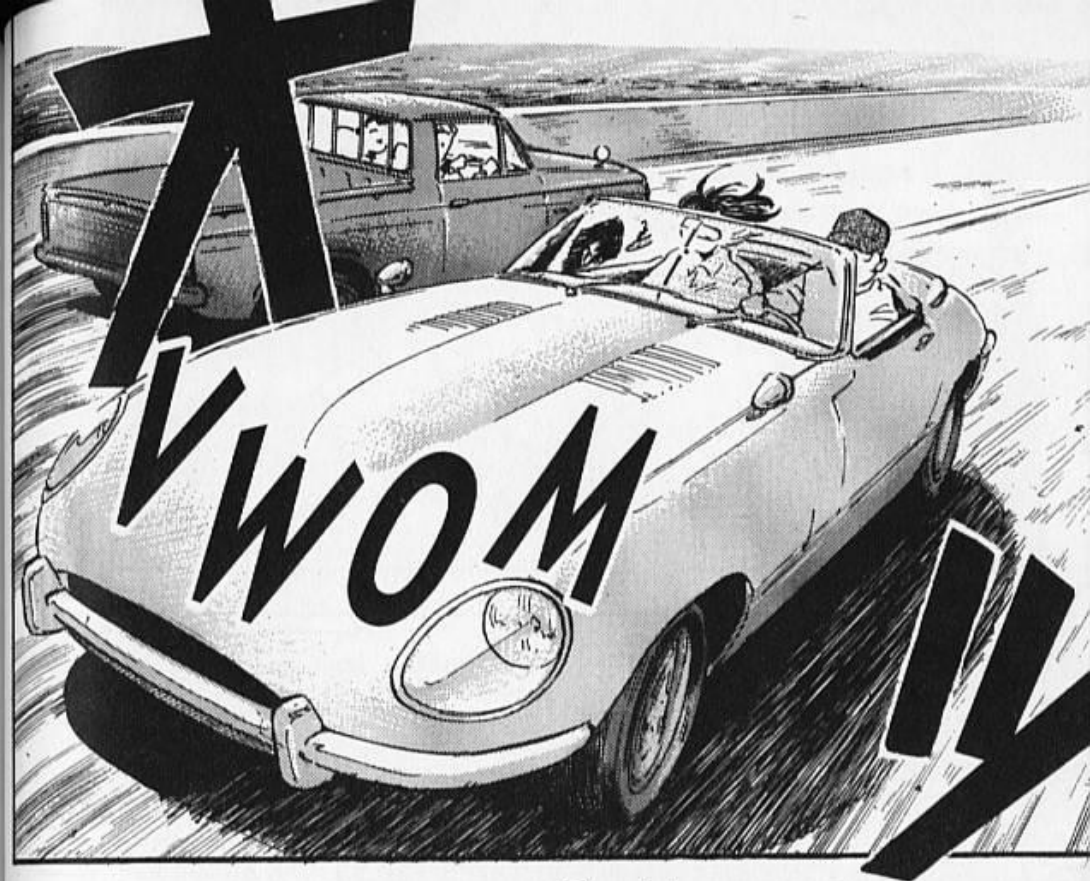
YEAH,  
ME  
TOO...



A  
CAR  
BUILT...  
BY  
ME!!



ONE DAY,  
I'D LIKE  
TO TAKE  
HIM FOR  
A DRIVE  
IN A CAR  
LIKE THAT  
ONE...



HAHA...  
I'M GLAD  
IT WAS  
SUNNY  
TODAY...



WE AT MARUBENI ARE TROUBLED BY IT, TOO.

AH, WELL... THEY JUST WON'T SELL...



WHY DO YOU LEAVE BRAND NEW CARS OUT IN THIS ENVIRONMENT?



AND ATTENTION WAS PRIMARILY FOCUSED ON THE EAST COAST, WITH ITS HIGH CONCENTRATION OF BIG CITIES.

AT THE TIME, NISSAN LEFT THE ENTIRE BUSINESS OF EXPORT SALES IN THE HANDS OF A TRADING COMPANY.



BUT YOU CONTRACTED WITH US BECAUSE YOU THOUGHT OUR VEHICLES WOULD SELL, DIDN'T YOU?!

NISSAN'S TOTAL SALES IN AMERICA FOR THIS YEAR WAS APPROXIMATELY 1600 UNITS, INCLUDING ITS TRUCKS... A MERE 1% OF THE TOP EXPORTER, VOLKSWAGEN.



1960 (SHOWA 35) LOS ANGELES



THIS IS HORRIBLE...

Grik



???

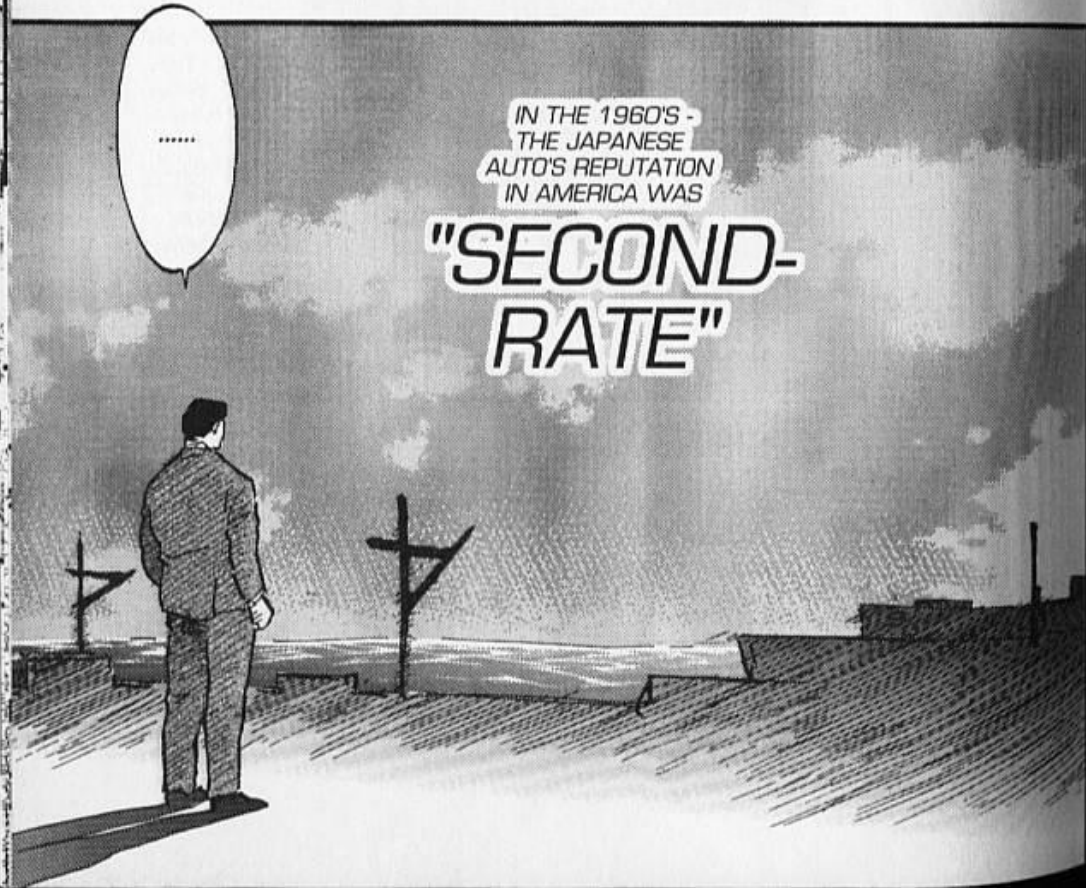


PLEASE ASK THE HEAD OFFICE TO MAKE CARS THAT WOULD BE MORE MARKETABLE IN AMERICA.



IT'S GOTTEN SO THAT I FEEL BADLY EVERY TIME I SEE A DATSUN DRIVING DOWN THE STREET IN L.A. BECAUSE I THINK, "OH, THERE GOES ANOTHER PERSON WHO'S BEEN DUPED."

EVEN IF A CAR IS SOLD, THERE ARE SO MANY COMPLAINTS AFTERWARDS...



.....

IN THE 1960'S - THE JAPANESE AUTO'S REPUTATION IN AMERICA WAS

**"SECOND-RATE"**




BUT...THESE ARE SELLING IN JAPAN. IF YOU DON'T PUT MORE EFFORT INTO SALES, THEY'LL NEVER SELL.



YOU MAY BE RIGHT, BUT...



WHAT...? SO THE DATSUN IS THAT MISTRUSTED HERE IN AMERICA...



IN ORDER TO GAIN THE USER'S TRUST, WE'LL HAVE TO HANDLE THINGS OURSELVES!!

FIRST, WE'LL PREPARE FOR THE THOROUGH ESTABLISHMENT OF SERVICE\*.

\*SERVICE=SUPPLYING OF SPARE PARTS, PROVIDING AFTERCARE SUCH AS TUNE-UPS AND REPAIRS.

AND IN SEPTEMBER 1960 (SHOWA 35), "NISSAN MOTOR CORP., U.S.A." WAS ESTABLISHED IN LOS ANGELES.

IT'S AFTER THE CAR HAS BEEN SOLD THAT OUR REAL WORK BEGINS!

THREE MONTHS AFTER TAKING HIS POST, KATAYAMA MADE AN APPLICATION TO THE HEAD OFFICE FOR THE ESTABLISHMENT OF A SALES ARM BASED IN AMERICA.

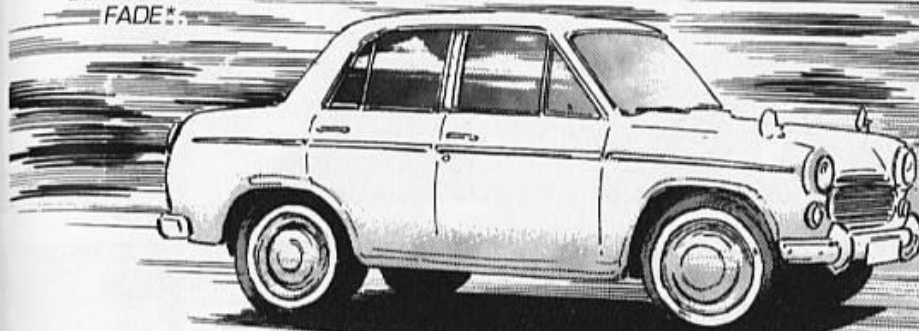


WHAT?


BUT BECAUSE THE IMMEDIATE ESTABLISHMENT OF THEIR OWN SHOWROOMS WAS NOT SO EASY...

AND ON LONG DOWNHILL RUNS, THE BRAKES WOULD CONSTANTLY FADE\*.

THE LACK OF HORSEPOWER IN THE ENGINE MADE MERGING ONTO THE FREEWAYS DIFFICULT...



\*FADE=LOWERED FUNCTION OF THE BRAKES DUE TO OVERHEATING.



IT'S TRUE THAT A LOT OF THE BREAKDOWNS OCCUR WHILE RUNNING AT HIGH SPEEDS, BUT IT DOESN'T HAPPEN IN EVERY CAR.

WE CAN'T LEAVE SALES IN SOMEONE ELSE'S HANDS AND JUST WAIT AROUND FOR A CAR THAT WILL SELL ITSELF!

THE TRADING COMPANIES HAVE NO KNOWLEDGE OF THE CARS, NOR DO THEY HAVE ANY PASSION FOR THEM.



BUT WAS MET WITH COLD RESPONSES FROM THE BIG THREE\* AND THE LARGER DEALERS...

HAVING BECOME VICE-PRESIDENT OF NISSAN USA, KATAYAMA JOINED HIS SUBORDINATES IN THE SEARCH FOR DEALERS WHO WERE WILLING TO PLACE THE DATSUN IN THEIR SHOWROOMS...

\*THE BIG THREE-GM, FORD, CHRYSLER



THAT CHEAP, UGLY JAP CAR?!

HE WANTS US TO SELL DATSUNS HERE?



JUST BECAUSE IT'S A JAPANESE CAR...!!



SEND HIM AWAY!!

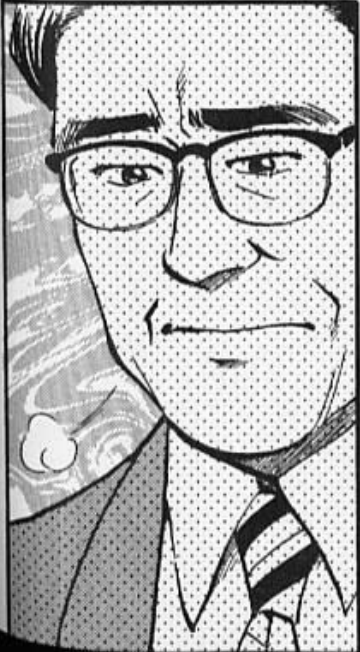
WE DON'T HAVE ANY ROOM FOR SOMETHING LIKE THAT.




PERHAPS AS FELLOW COUNTRY-MEN...



THAT'S RIGHT... LOS ANGELES HAS A LARGE NIKKEI IMMIGRANT POPULATION.


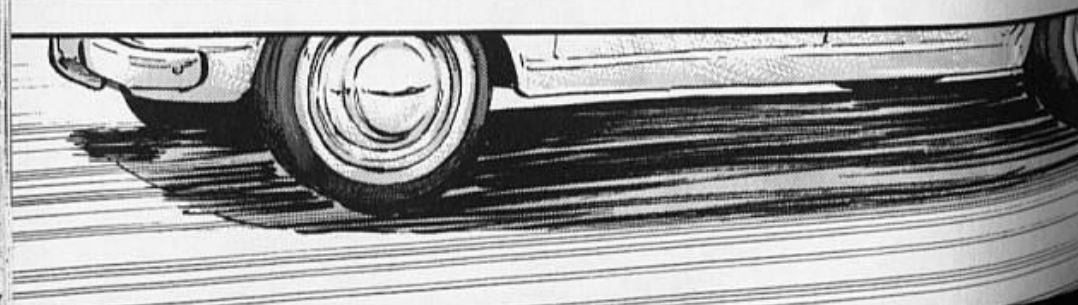
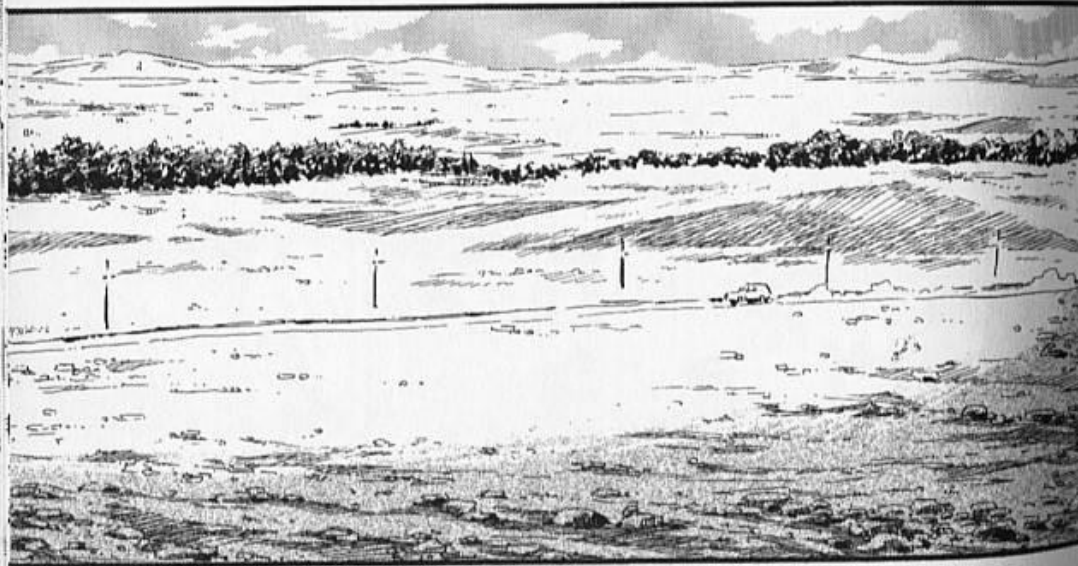


I SEE...



ITS SMALL  
SIZE MAKES  
IT EASY TO  
HANDLE AND  
FUEL-EFFICIENT  
AS WELL.

THEN  
HOW  
ABOUT A  
PICKUP  
TRUCK?!



WHY WOULD  
I COME ALL  
THE WAY TO  
AMERICA TO  
RIDE IN A  
JAPANESE  
CAR?



A CHEAP  
PRICE  
ISN'T  
ENOUGH  
TO MAKE  
ME WANT  
TO DRIVE  
A  
JAPANESE  
CAR.

MY  
DREAM  
IS TO  
SUCCEED  
OVER  
HERE AND  
DRIVE A  
CADILLAC  
OR A  
BENTLEY.

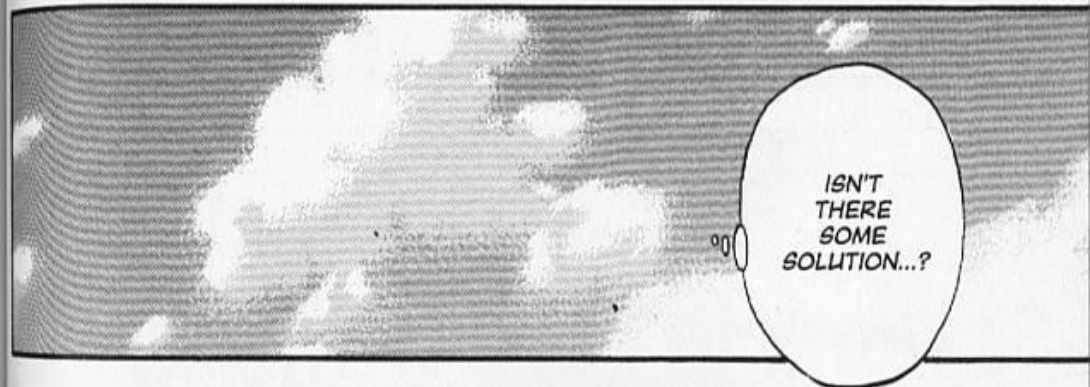
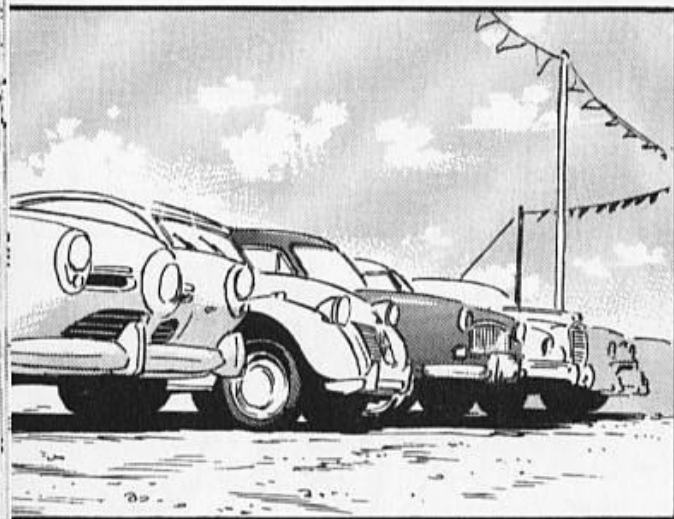


UH...  
WHY,  
YOU  
SAY...?

WELL...  
THE  
PRICE  
IS  
REASON-  
ABLE...  
AND...









A JAPANESE CAR!?



DO YOU HAVE ANY INTEREST IN A JAPANESE CAR?

I'M KATAYAMA, FROM NISSAN USA.



BUT THE CARS ARE NICELY POLISHED.

AN INDEPENDENTLY OPERATED USED CAR LOT...



THAT MAY BE TRUE NOW!

NAH, THOSE ARE NO GOOD. NO HORSEPOWER, AND THEY BREAK DOWN SO EASILY...



WHAT A BIG DIFFERENCE FROM THE TRADING COMPANY'S TREATMENT.



AND OUR PRIORITY WOULD BE TO SEE THAT YOU PROFIT!!

WE'D DEFINITELY LIKE YOU TO DISPLAY OUR DATSUNS HERE...

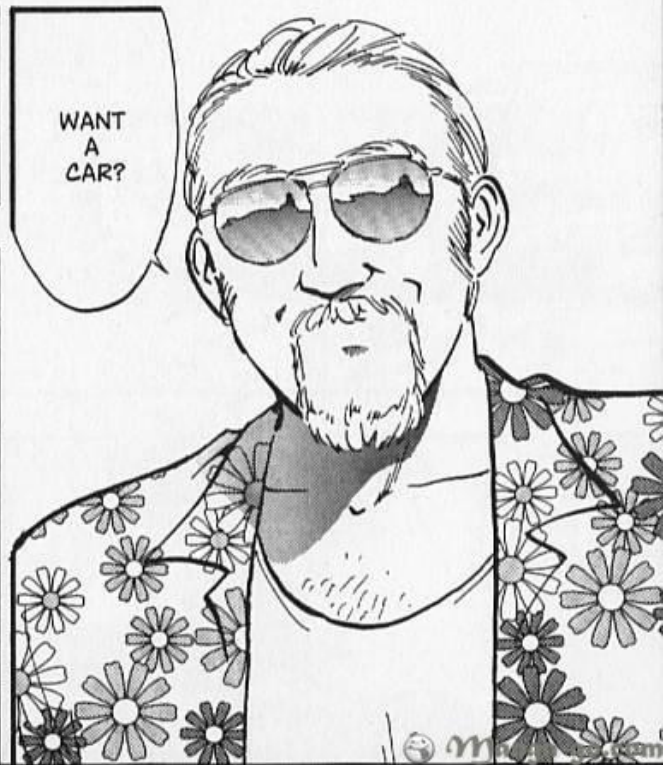
BUT WE HAVE CONFIDENCE IN OUR SERVICE!!



WANT A CAR?

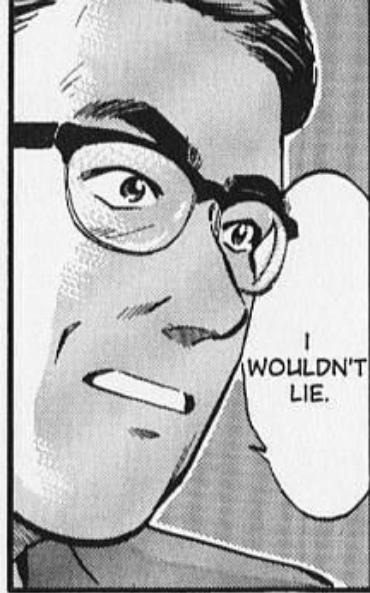


NO...





.....  
WON'T YOU SELL THE DATSUN HERE?



I WOULDN'T LIE.



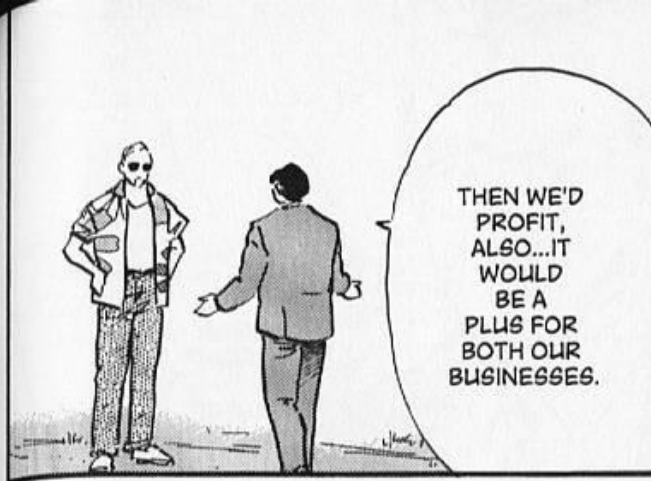
IS THAT THE TRUTH?



HEY...



YOU LIKE THAT CAR?



THEN WE'D PROFIT, ALSO...IT WOULD BE A PLUS FOR BOTH OUR BUSINESSES.



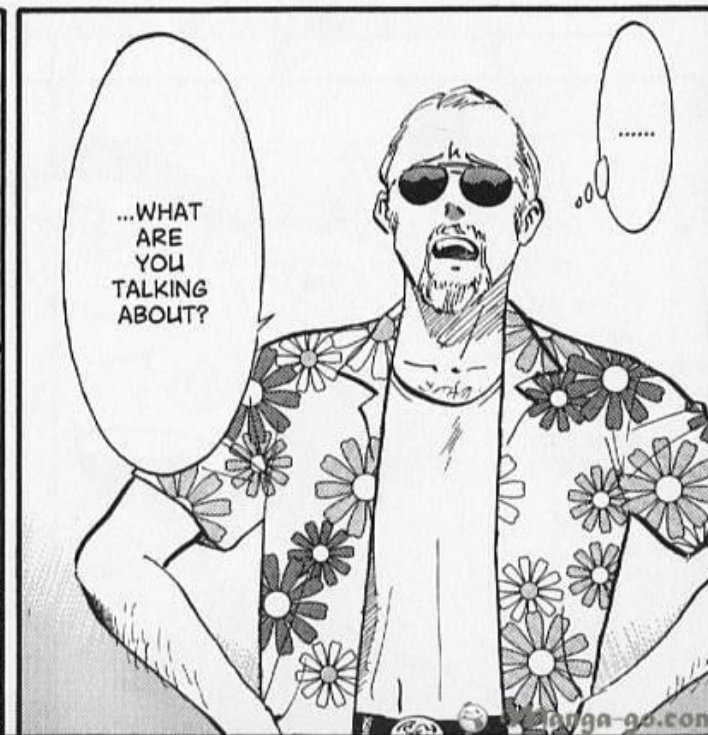
LET'S GROW TOGETHER!!



THAT'S THE FIRST TIME I'VE HEARD THAT FROM A SALESMAN...

YOU'RE SAYING YOU'D PUT MY PROFITS BEFORE YOUR OWN?!

SCRATCH SCRATCH

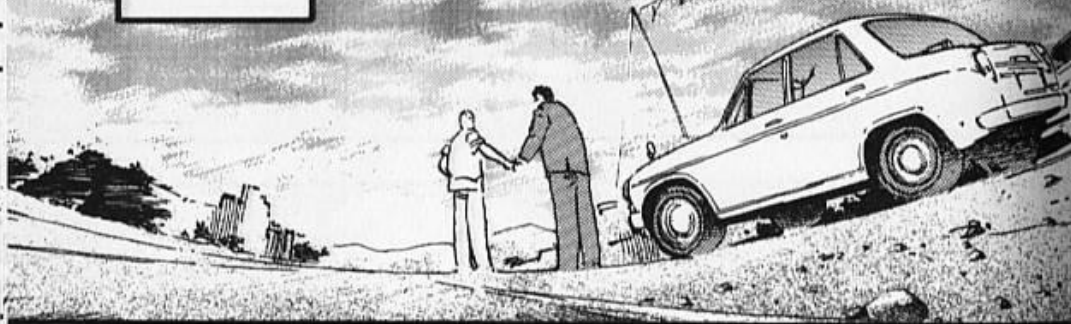


.....  
...WHAT ARE YOU TALKING ABOUT?

AND ESTABLISHED A SYSTEM IN WHICH PARTS COULD BE QUICKLY DELIVERED TO THE DEALER WITHIN DAYS OF ORDERING.

HE THEN LAID IN STOCK ON SPARE PARTS -

KATAYAMA ESTABLISHED SALES ROUTES BY CONCENTRATING ON USED CAR DEALERS LOCATED ON THE OUTSKIRTS OF THE CITY.



I LOVE THE DATSUN.

OF COURSE!!



ALL RIGHT.



BUT WE'VE GOT THE MEDICINE (PARTS)... NOW ALL WE NEED IS A "DOCTOR" WHO KNOWS THE DATSUN!

A CAR IS LIKE A LIVING THING... IT CAN BE WOUNDED... IT CAN GET SICK...



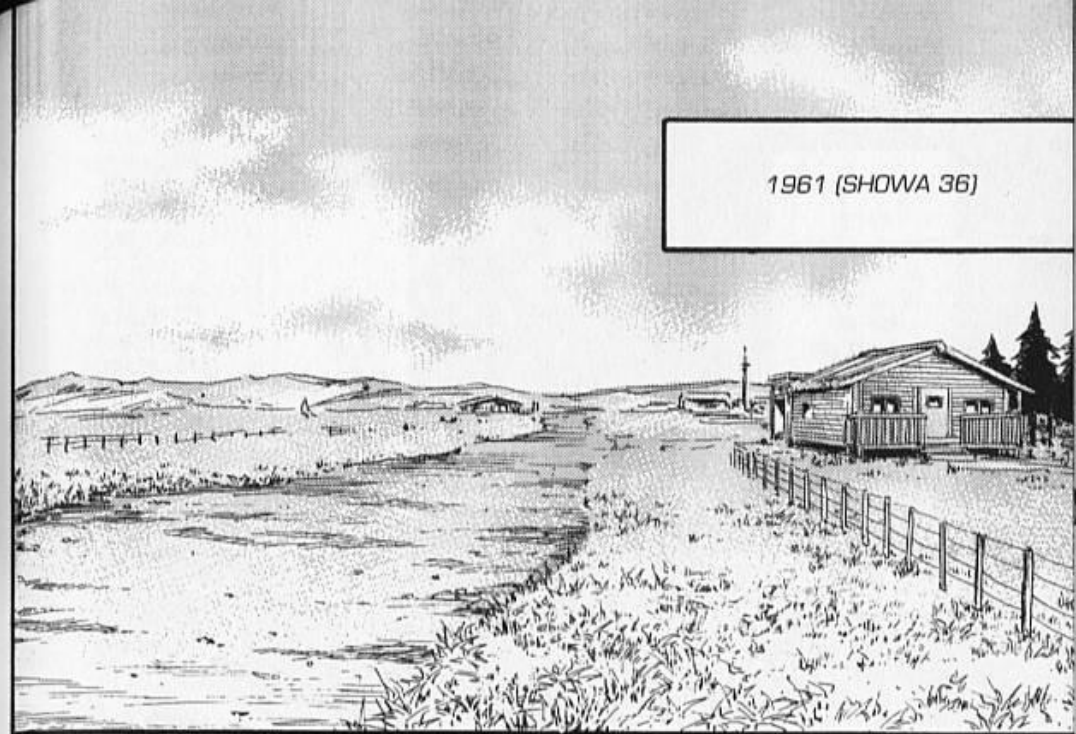
MR. KATAYAMA.

HOW MANY DO YOU WANT DISPLAYED?





1961 (SHOWA 36)





.....

I'LL COME FLYING!

IF THERE'S ANYTHING ELSE, PLEASE CALL AGAIN.



...HEY.



YES?

JUST A MINUTE, MR. DATSUN!



OH!! GOOD IDEA.

...FEEL HUNGRY.



JAPA... I MEAN, NEW YORK.

BY THE WAY, WHERE DID YOU COME FROM?

OH THAT HURT! WHAD-DAYA THINK YOU'RE DOING?

THROB




New York!!



AH... WELL, IT'S MY JOB, SO...



BUT THAT'S SO FAR... WE ONLY CALLED IN FOR REPAIRS YESTER-DAY!!



GRADUALLY  
EARNED  
THE TRUST  
OF ITS  
USERS AS  
"A STURDY  
CAR, WITH  
RELIABLE  
SERVICE."

IN  
THIS  
WAY,  
THE  
"DATSUN"  
BRAND




NO  
MATTER  
HOW  
BROKEN,  
I'LL FIX  
IT RIGHT  
AWAY!

THIS WAS  
REFLECTED  
IN THE  
INCREASED  
NUMBER OF  
VEHICLES  
SOLD.



KEEP ON  
SELLING  
THEM,  
MR.  
KATAYAMA!!



HE  
CRISSCROSSED  
THE ENTIRE  
BREADTH  
OF THE VAST  
COUNTRY,  
PROVIDING  
AFTERCARE  
AS A  
SERVICE  
ENGINEER.

CARE  
TO  
JOIN  
US  
FOR  
BREAK-  
FAST?



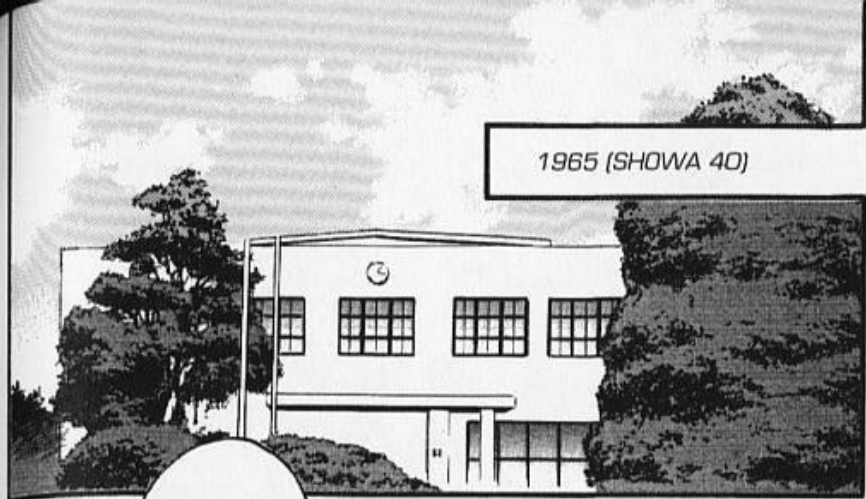
ACKNOW-  
LEDGED  
FOR HIS  
SKILLFUL  
ENGLISH AND  
MECHANICAL  
EXPERTISE,  
USAMI  
HAD BEEN  
SENT TO  
AMERICA.



THAT'S RIGHT!!  
TO CHALLENGE  
THE WORLD,  
IT'S GOTTA BE  
A JAPANESE  
ORIGINAL!



LIKE A  
JAPANESE  
SWORD...

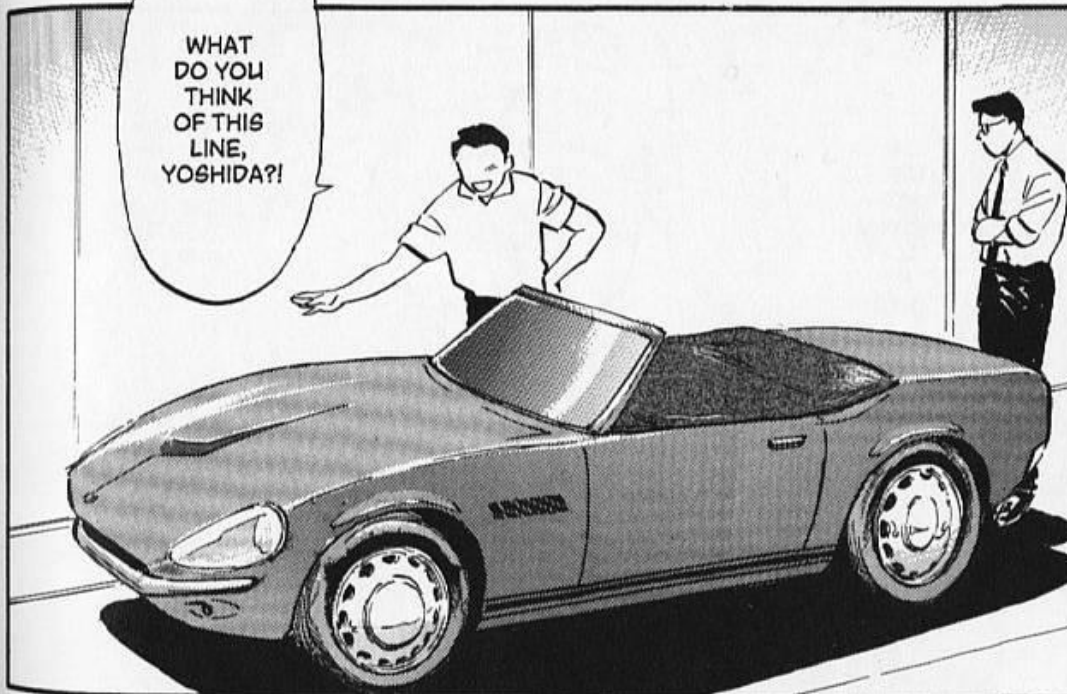


1965 (SHOWA 40)



MATSUO AND  
YOSHIDA  
ABSORBED  
THEMSELVES  
IN MAKING  
LIFE-SIZED  
CLAY MODELS  
ACCORDING  
TO THEIR OWN  
ORIGINAL  
CONCEPTS.

WITHOUT  
ANY REAL  
PRODUCTION  
PLANS  
FROM THE  
DEVELOP-  
MENT  
DIVISION



WHAT  
DO YOU  
THINK  
OF THIS  
LINE,  
YOSHIDA?!



A  
SPORTS  
CAR  
LIKE THAT  
IS SURE  
TO BE  
POPULAR!!

BUT ONE  
THAT CAN  
BE USED FOR  
TRAVELING AND  
SHOPPING, AS  
WELL AS RACING  
AND NOT TOO  
HIGH-PRICED...

A CAR  
THAT'S NOT  
JUST GOOD  
LOOKS AND  
HIGH-  
PERFORM-  
ANCE...

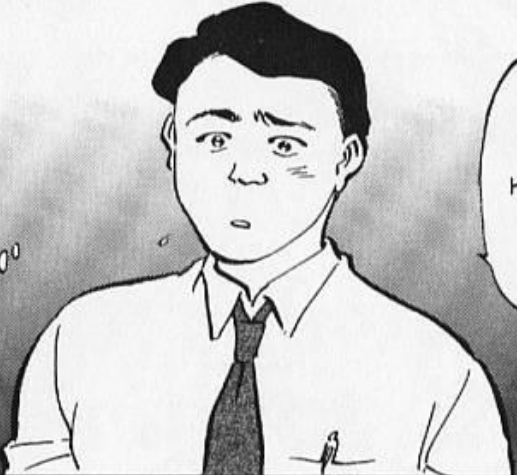


YES.

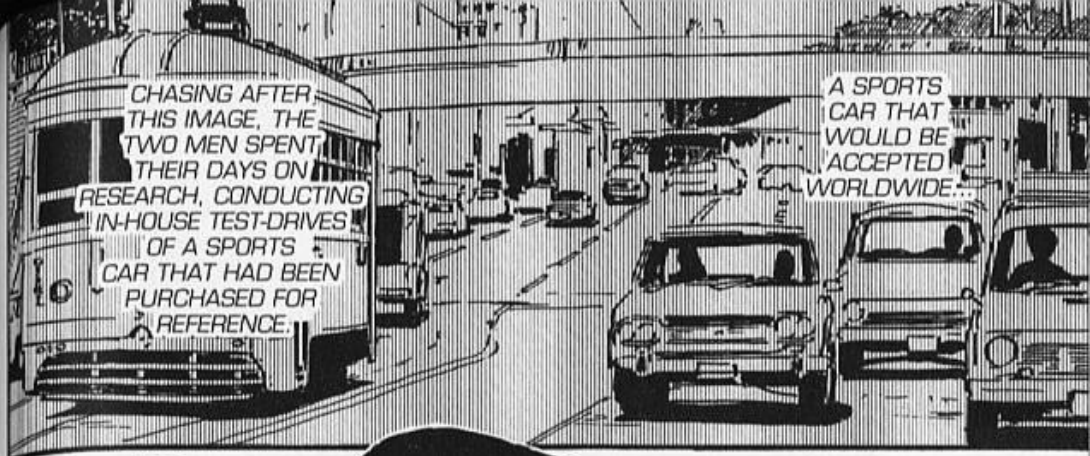
SHARP-EDGED...  
LIKE IT COULD  
MAKE A NICE,  
CLEAN CUT,  
HUH?!



WHAT NOW?  
AM I  
GONNA GET  
SCOLDED  
BY SOME  
SUPERIOR  
AGAIN?



HUH...



CHASING AFTER  
THIS IMAGE, THE  
TWO MEN SPENT  
THEIR DAYS ON  
RESEARCH, CONDUCTING  
IN-HOUSE TEST-DRIVES  
OF A SPORTS  
CAR THAT HAD BEEN  
PURCHASED FOR  
REFERENCE.

A SPORTS  
CAR THAT  
WOULD BE  
ACCEPTED  
WORLDWIDE...



PLEASE,  
COME  
IN.



CAN I  
COME IN,  
MATSUO?



THEN  
ONE  
DAY.....

KNOCK



THIS IS  
PRESIDENT  
KATAYAMA  
OF  
NISSAN  
USA.

!



SO  
YOU'RE  
MR.  
MATSUO.

TAP



THERE'S  
SOMEONE  
WHO'D LIKE  
TO SEE  
YOU.



DIRECTOR  
HARA?!

# Chapter 4 Project Z



I HEAR  
YOU'RE  
MAKING  
A  
SPORTS  
CAR!



THE  
TIME  
HAD  
COME!!

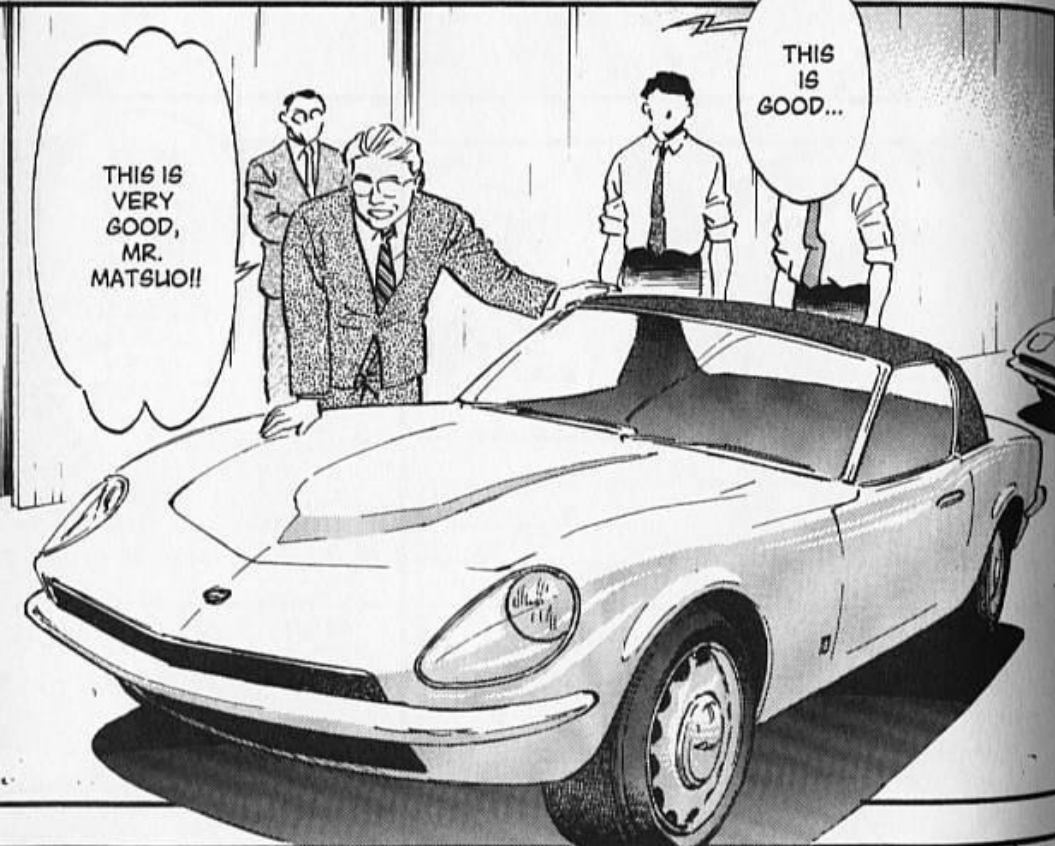
THIS  
DAY -  
THE TWO  
INDEPENDENTLY  
TURNING  
GEARS,  
WHICH  
HAD BEEN  
SEPARATED  
BY THE  
PACIFIC  
OCEAN,  
FINALLY  
CONVERGED...



OH!!



WE'RE REALLY STILL FEELING OUR WAY AROUND IN THE DEVELOPMENT STAGE, BUT...



THIS IS VERY GOOD, MR. MATSUO!!

THIS IS GOOD...



YEAH!!



Y... YOU THINK SO?!



WON'T YOU SHOW ME THE SPORTS CAR YOU'VE MADE?



UH...

THIS SPORTS CAR WILL DEFINITELY BECOME A SYMBOL OF NISSAN'S - DATSUN'S - BRAND IMAGE!

JAPAN IS A SMALL COUNTRY, LIMITED IN NATURAL RESOURCES... WHAT IT NEEDS TO COMPETE IN THE WORLD ARE IDEAS AND DESIGN SENSE.



TOGETHER, LET'S MAKE A CAR THAT WILL BE REVERED THROUGHOUT THE WORLD!

MOST OF THE CARS ARE USED AUTOS THAT HAVE BEEN MODIFIED ON A VERY LOW BUDGET.

I'VE SEEN MANY SANDLOT RACES IN AMERICA, BUT...



THAT MEANS IF WE CAN MAKE THIS CAR A REALITY...

AFTER SPEAKING TO THE DRIVERS, I LEARNED THAT THEY WOULD ALL LOVE TO HAVE A SPORTS CAR...

BUT A PORSCHE OR A JAGUAR IS TOO EXPENSIVE AND OUT OF THEIR REACH.

YEAH!! I'LL FIND A WAY TO SELL IT!

!!





THE TWO GEARS SPARKED AS THEY FINALLY CONNECTED!!



NO ONE ELSE IN THE COMPANY HAS SPOKEN LIKE THIS BEFORE....

THIS MAN IS DIFFERENT ...



AFTER BECOMING PRESIDENT OF NISSAN USA, KATAYAMA HAD SUBMITTED THE FOLLOWING WRITTEN REQUEST TO THE HOME OFFICE:



I'LL MAKE A GREAT CAR, I PROMISE YOU!

YES!



MR. MATSUO.

A FEW DAYS AFTER KATAYAMA RETURNED TO AMERICA...



THERE'S A PACKAGE FROM MR. KATAYAMA.

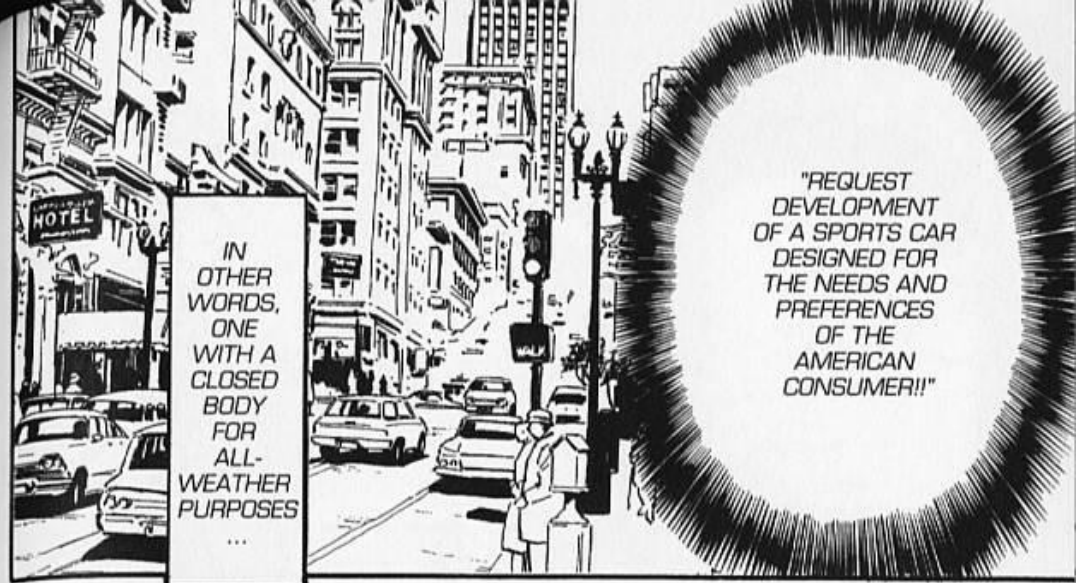
HUH?



RIP...



A PACKAGE ?!



IN OTHER WORDS, ONE WITH A CLOSED BODY FOR ALL-WEATHER PURPOSES ...

"REQUEST DEVELOPMENT OF A SPORTS CAR DESIGNED FOR THE NEEDS AND PREFERENCES OF THE AMERICAN CONSUMER!!"



AND ABOVE ALL, A BODY DESIGN THAT WOULD APPEAL TO ALL WHO SAW IT.

SUPERIOR SUSPENSION FOR A SMOOTH RIDE... ENGINE AND BRAKES THAT COULD WITHSTAND HIGH SPEEDS...

AN INTERIOR WITH SPACIOUS TRUNK ROOM FOR LONG-DISTANCE TRAVEL...

PLEASE  
LOOK  
FORWARD  
TO IT.

DO  
YOUR  
BEST.

YUTAKA  
KATAYAMA

ALTHOUGH  
BUSINESS  
MANAGEMENT  
HAD NOT YET  
FORMALLY  
ACKNOWLEDGED  
THE  
PROJECT...

MATSUO'S  
LITTLE  
DESIGN  
DIVISION  
REDOUBLED  
ITS ENERGY,  
KNOWING  
THEY HAD A  
POWERFUL  
ALLY IN  
AMERICA.

THE Z  
ENSIGN!!

THIS  
IS...

IT WAS A REPLICA  
OF THE SAME Z  
ENSIGN GIVEN TO  
KATAYAMA BY HIS  
BROTHER THE DAY  
OF HIS TRANSFER  
TO AMERICA.

?!

THE  
CODE  
NAME  
FOR  
THIS  
DEVELOP-  
MENT  
PROJECT -

KATAYAMA'S  
HOPES AND  
MATSUO'S  
IDEALS  
GRADUALLY  
BEGAN  
TO TAKE  
SHAPE.

THE  
NUMBER  
OF  
FULL-SIZED  
CLAY  
MODELS  
EXCEEDED  
TWENTY.

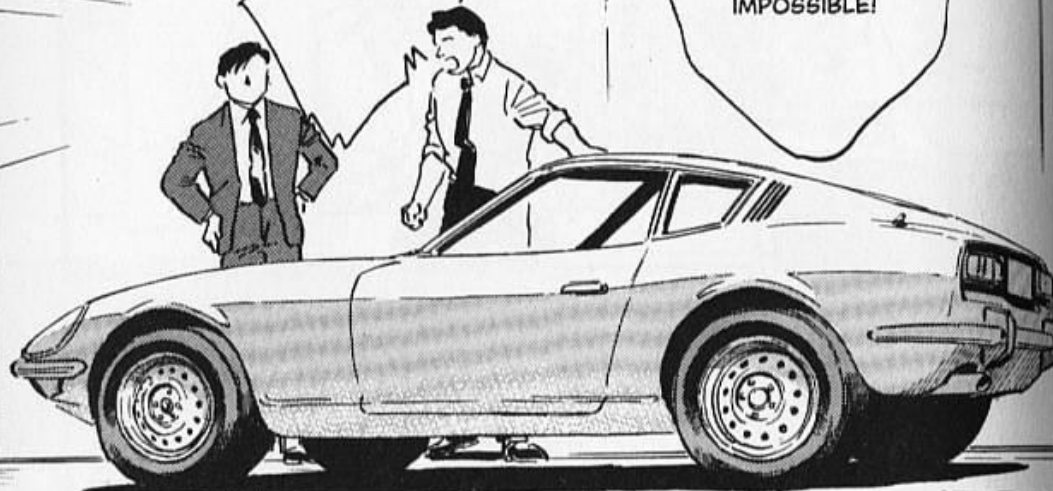
I  
UNDER-  
STAND,  
MR.  
KATAYAMA.

.....

ZZ-ZZ

THIS LOW HEIGHT IS CENTRAL TO THE Z'S DESIGN!

I CAN'T RAISE THE HEIGHT TO 1300 MILLIMETERS... IT'S IMPOSSIBLE!



**Z**  
Z, z [zed; zi:] (pl. zs, z's, [zedz, ziz:]) ① 第三の末二十六字母。② Z字形のもの。③【数】第三の末知数 (Xを第一, Yを第二とする)。④ 中世ローマ数字の2000。  
zeal [zi:] n. 熱心; 熱狂; 熱中して, 熱狂して。  
zeal'ous [zéləs] a. 熱中した, 熱狂した。  
zen'ith [zénith, zínith] n. 天頂 (鉛直線と交る点。 nadirの対); 天心; (転義) 球と交る点。 nadirの対。 天頂距点; 全盛期。 ① ~ distance 天頂距点; 全盛期。 ② ~ distance 天頂距点; 全盛期。 ③ ~ distance 天頂距点; 全盛期。  
Zeph'a-ni'ah [zéfəni'ah] n. 【聖】ヘブライ語。天頂の; 極点の。  
zig'zag [zigzag] n. ぎざぎざの路。 つづら折り; 【築】電光石火

AS THE LAST LETTER OF THE ALPHABET, "Z" SYMBOLIZES "CLIMAX" OR THE "ULTIMATE".

# PROJECT Z



BUT I'M TELLING YOU, A PERSON WON'T FIT IN THERE!!

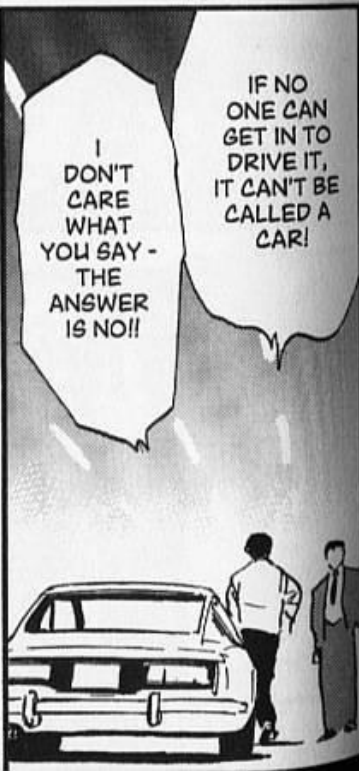
BUT JUST AS THE Z'S EXTERIOR DESIGN WAS BECOMING FINALIZED...

BUT IT'S YOUR JOB AS THE MODELER TO FIND A WAY AROUND THAT!

IF I RAISE THE ROOFLINE A WHOLE 100 MILLIMETERS, THE ENTIRE BALANCE OF THE CAR WILL BE RUINED!

I DON'T CARE WHAT YOU SAY - THE ANSWER IS NO!!

IF NO ONE CAN GET IN TO DRIVE IT, IT CAN'T BE CALLED A CAR!



NUMBER THREE VEHICLE CONSTRUCTION PLAN DIVISION GENERAL MANAGER HISASHI UEMURA



A LOW CAB HEIGHT OF 1200 MILLIMETERS DOESN'T PROVIDE ENOUGH HEAD ROOM FOR AN AMERICAN.





HOWEVER, AT THE TIME, THE CONSTRUCTION PLAN DIVISION WAS SPLIT INTO THREE SECTIONS - NUMBER ONE BEING FOR THE MASS-PRODUCED PASSENGER VEHICLES.

IN ORDER TO DO THIS, ASSISTANCE FROM THE CONSTRUCTION PLAN DIVISION WAS VITAL...

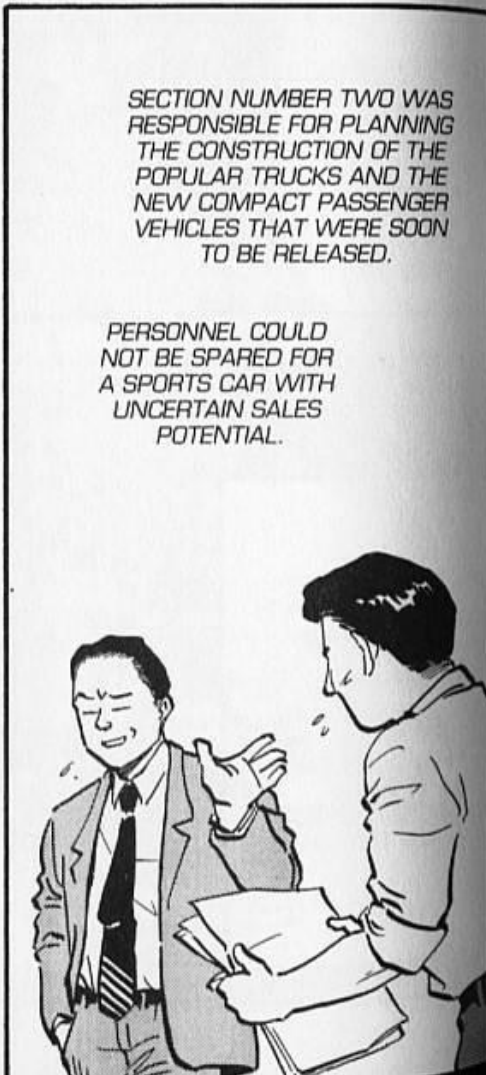


YOU'LL HAVE TO DO SOMETHING ABOUT IT IN CONSTRUCTION PLANNING.

I'M NOT A MAGICIAN.



IT WAS THEN THAT UEMURA'S NUMBER THREE VEHICLE CONSTRUCTION PLAN DIVISION STEPPED UP.



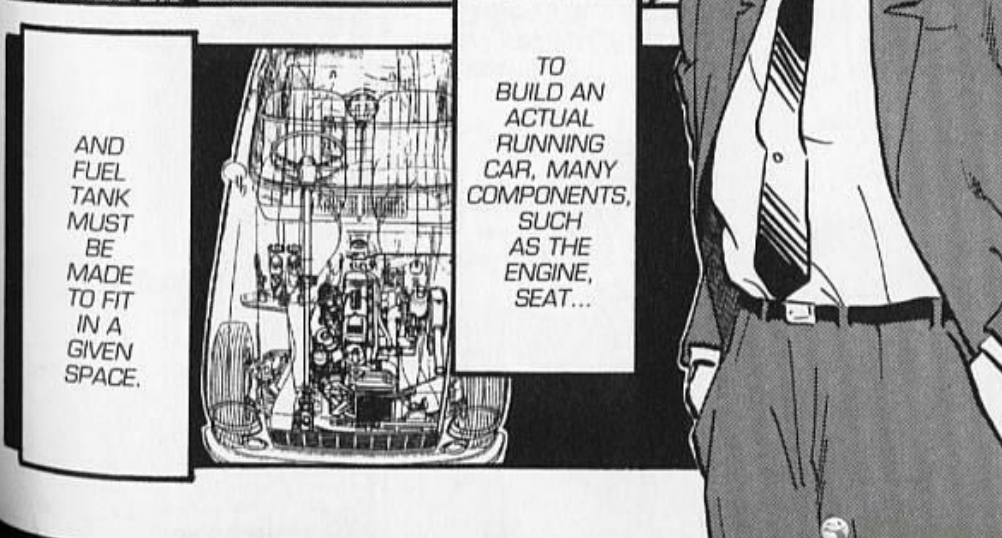
SECTION NUMBER TWO WAS RESPONSIBLE FOR PLANNING THE CONSTRUCTION OF THE POPULAR TRUCKS AND THE NEW COMPACT PASSENGER VEHICLES THAT WERE SOON TO BE RELEASED.

PERSONNEL COULD NOT BE SPARED FOR A SPORTS CAR WITH UNCERTAIN SALES POTENTIAL.



I'D LIKE TO PRESERVE IT IF I COULD...

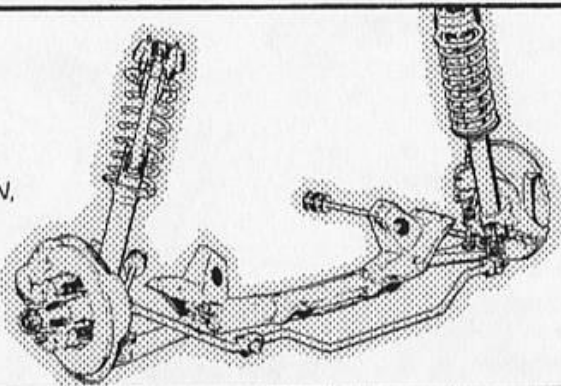
THERE'S NO DENYING THE LOW HEIGHT'S APPEAL...



AND FUEL TANK MUST BE MADE TO FIT IN A GIVEN SPACE.

TO BUILD AN ACTUAL RUNNING CAR, MANY COMPONENTS, SUCH AS THE ENGINE, SEAT...

AND THE  
SUSPENSION,  
LAUREL.



THE BRAKES  
WERE FROM  
SKYLINE

THE  
Z IS  
NOT  
AIMED  
ONLY  
AT CAR  
FANATICS.

FOR THE ENGINE,  
THEY DECIDED TO  
USE THE BLUEBIRD'S  
FOUR-CYLINDER,  
MODIFIED INTO A  
SIX-CYLINDER...

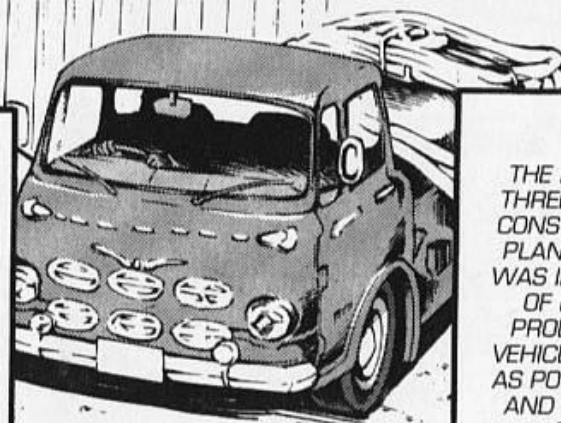
THERE'S  
NO  
POINT  
IF IT  
LACKS  
UTILITY,  
RIGHT?



.....



THIS  
SECTION  
NEVER  
BATHED  
IN THE  
GLAMOROUS  
SPOTLIGHT,  
BUT ITS  
SKILL WAS  
TOP-NOTCH.



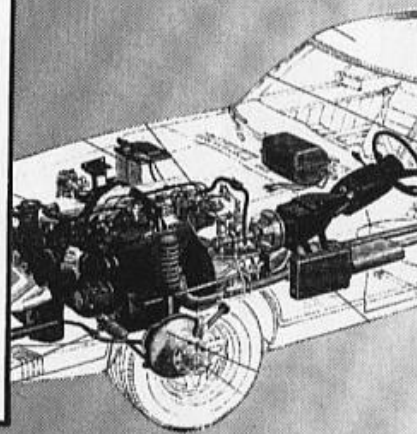
THE NUMBER  
THREE VEHICLE  
CONSTRUCTION  
PLAN DIVISION  
WAS IN CHARGE  
OF LIMITED-  
PRODUCTION  
VEHICLES, SUCH  
AS POLICE CARS  
AND VACUUM  
CARS.

I'D LIKE  
TO KEEP  
THE PRICE  
LOW SO  
THAT AS  
MANY  
PEOPLE AS  
POSSIBLE  
WILL BE  
ABLE TO  
RIDE IT.



THE  
SPORTS  
CAR IS  
EVERYONE'S  
DREAM  
CAR.

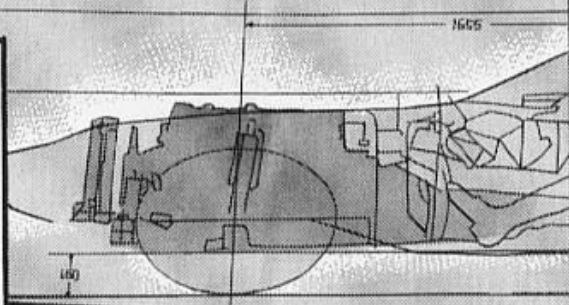
IN ORDER TO  
KEEP PRODUCTION  
COSTS DOWN,  
JEMURA AND HIS  
TEAM DECIDED TO  
USE EXISTING  
PARTS FOR THE  
MAIN COMPONENTS  
IN THE  
CONSTRUCTION  
OF THE CAR.



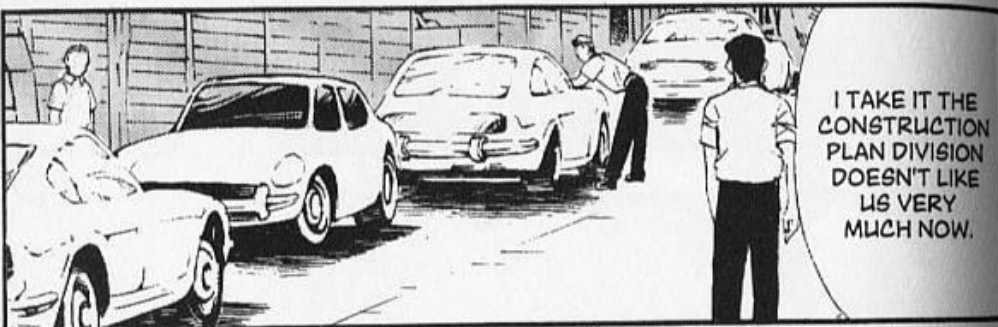
AND  
THIS MADE  
GETTING  
FUNDING  
APPROVAL  
FOR A  
SPORTS CAR  
FROM THE  
SKEPTICAL  
BUSINESS  
MANAGEMENT  
DIFFICULT.

ONLY A  
LIMITED  
NUMBER  
OF PEOPLE  
COULD  
AFFORD AN  
EXPENSIVE  
CAR

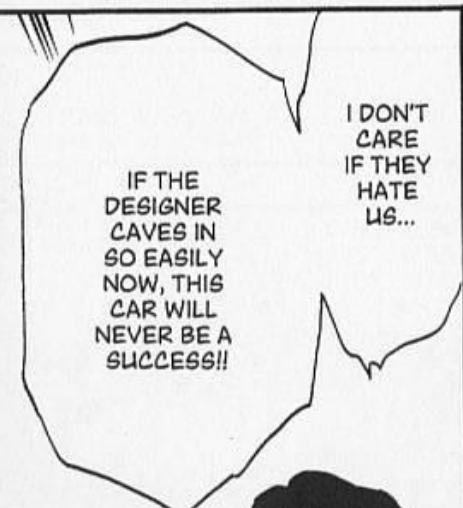
THE LOW SLANT OF THE BONNET CAUSED THE HEAD OF THE SIX-CYLINDER ENGINE TO STICK OUT...



THE CAB HEIGHT WAS NOT THE ONLY PROBLEM.



I TAKE IT THE CONSTRUCTION PLAN DIVISION DOESN'T LIKE US VERY MUCH NOW.



IF THE DESIGNER CAVES IN SO EASILY NOW, THIS CAR WILL NEVER BE A SUCCESS!!

I DON'T CARE IF THEY HATE US...



YOU WANT ME TO CHANGE IT FOR THE SAKE OF UTILITY, KNOWING THAT IT WILL BECOME UGLY?

MATSUO!

\*BILIKEN-AN IMAGE OF AN AMERICAN GOD OF FORTUNE. HAS A POINTED HEAD.



お前が馬鹿なことを言うな!!

YOU LITTLE PUNK GETTING ON YOUR HIGH HORSE WHEN I'M ASKING NICELY...

NO MATTER WHAT, I'M NOT MAKING A CAR WITH A BILIKEN\* HEAD LIKE THAT!!



NEVER! I'LL NEVER RAISE IT!!

SPIT

SPIT

SPIT

I SAID RAISE IT, SO RAISE IT!!

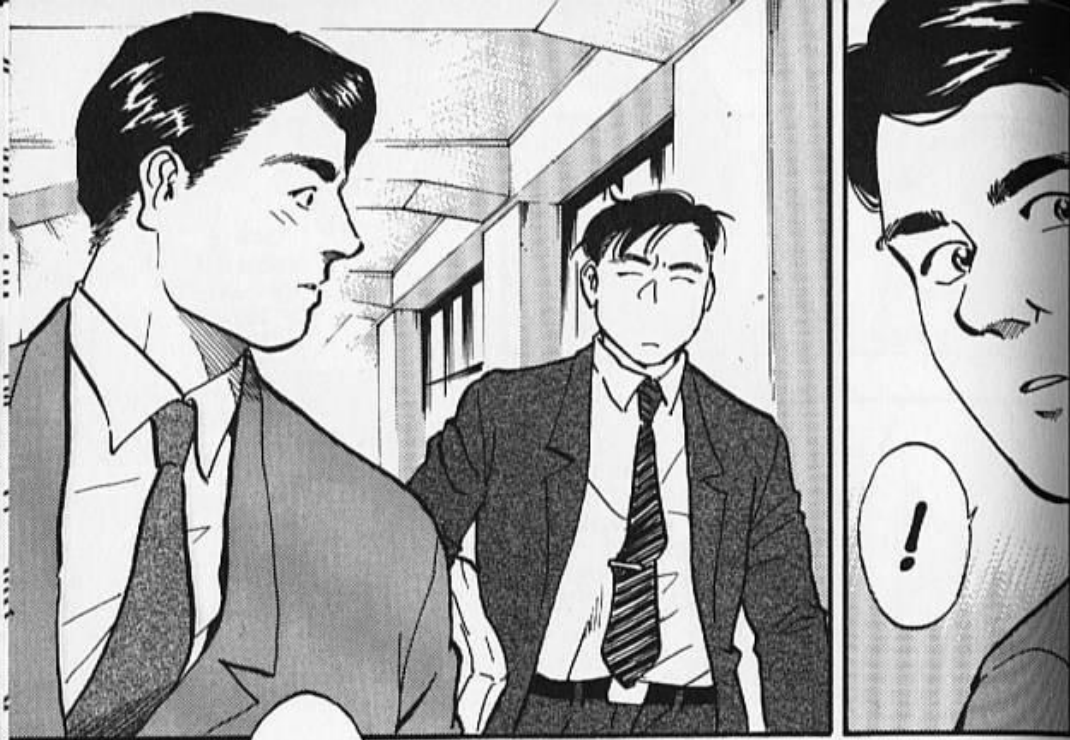


BOTH WERE STUB-BORN ...

LOOK WHO'S TALKING!

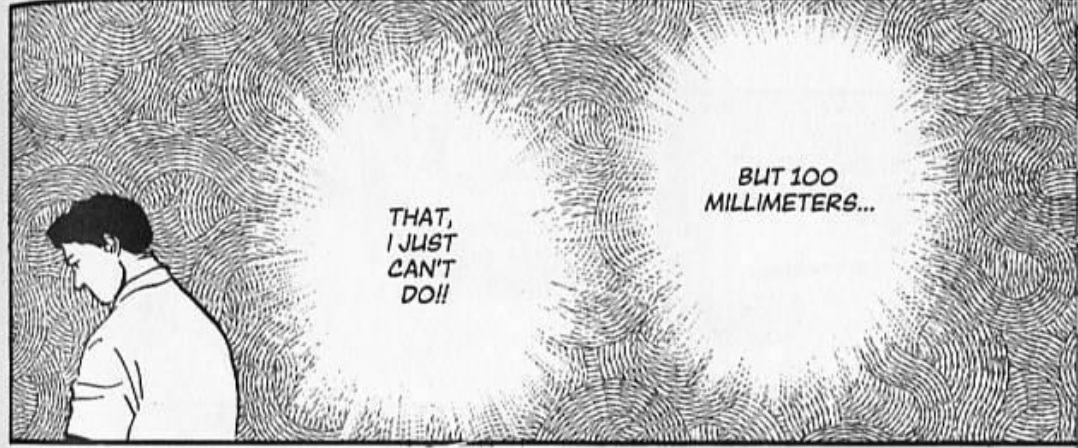
YOU STUB-BORN ASS!





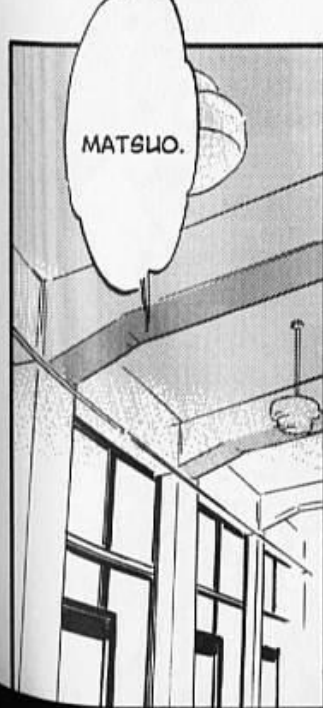
OF COURSE I KNOW THAT UTILITY IS IMPORTANT, TOO...

HMPH...



THAT, I JUST CAN'T DO!!

BUT 100 MILLIMETERS...



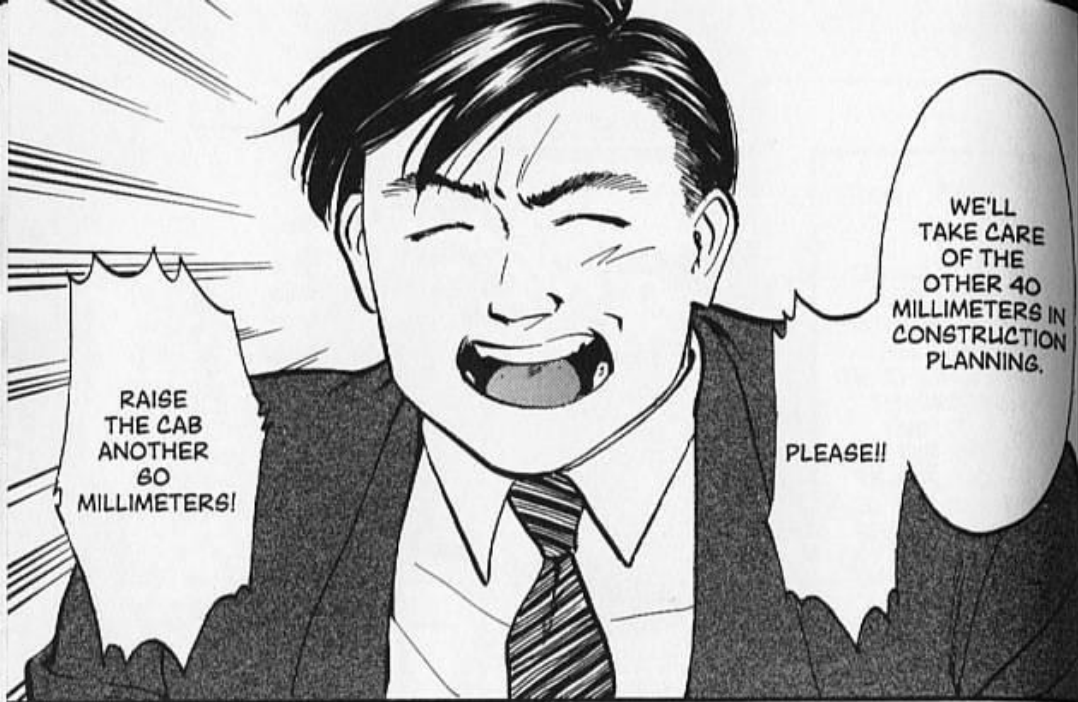
MATSUO.

THREE MONTHS LATER -



THE DEVELOPMENT OF THE Z CAME TO A HALT...

WITH NEITHER SIDE WILLING TO BACK DOWN.



RAISE THE CAB ANOTHER 60 MILLIMETERS!

PLEASE!!

WE'LL TAKE CARE OF THE OTHER 40 MILLIMETERS IN CONSTRUCTION PLANNING.



LET'S WORK IT OUT TOGETHER!!



I UNDERSTAND.



THE INTERIOR SPACE WILL BE ENOUGH TO ACCOMMODATE 97% OF ALL AMERICANS!!

THE AVERAGE HEIGHT TAKEN FROM THIS DATA SHOWS THAT IF WE CAN RAISE THE CAB HEIGHT ANOTHER 60 MILLIMETERS...

THIS IS DATA ON THE HEIGHT OF 15,000 MEMBERS OF THE AMERICAN AIR FORCE.



MATSUO ...



JUST TO GET THIS CAR OUT INTO THE WORLD!

HE DID THIS MUCH RESEARCH...



NOW ALL THAT WAS LEFT WAS THE ACTUAL CONSTRUCTION.

SUPERIOR DESIGN AND THE CONSTRUCTION PLANS TO GO WITH IT -



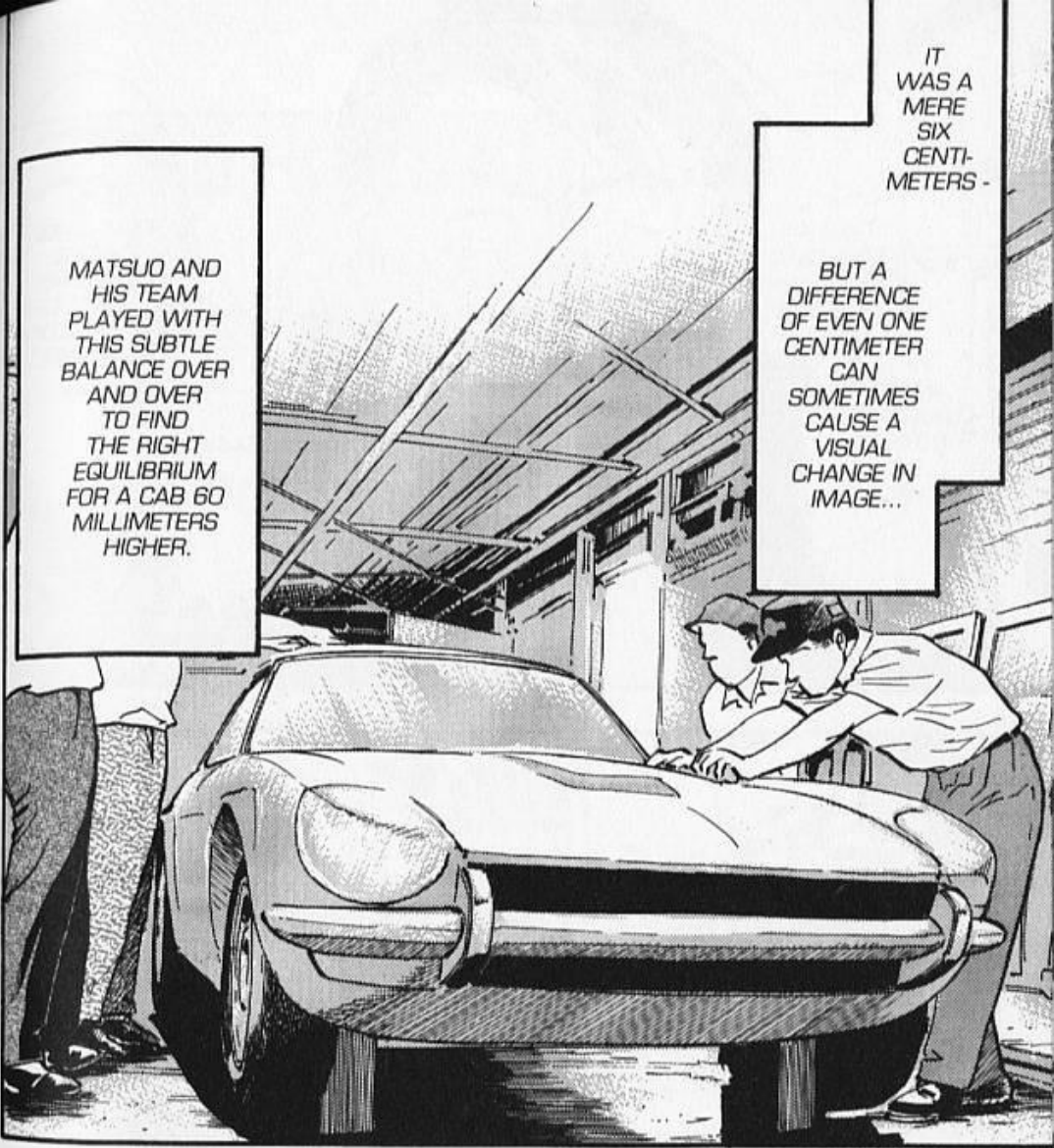
HMMM...

NISSAN AUTO BODY MIYATE



AHHH...

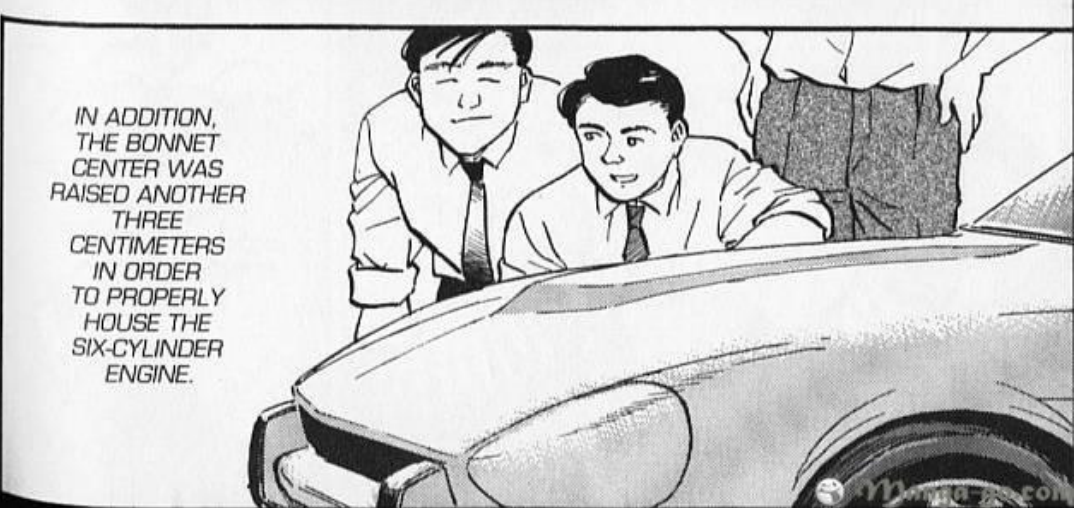
WHAT DO YOU THINK OF THIS CAR?



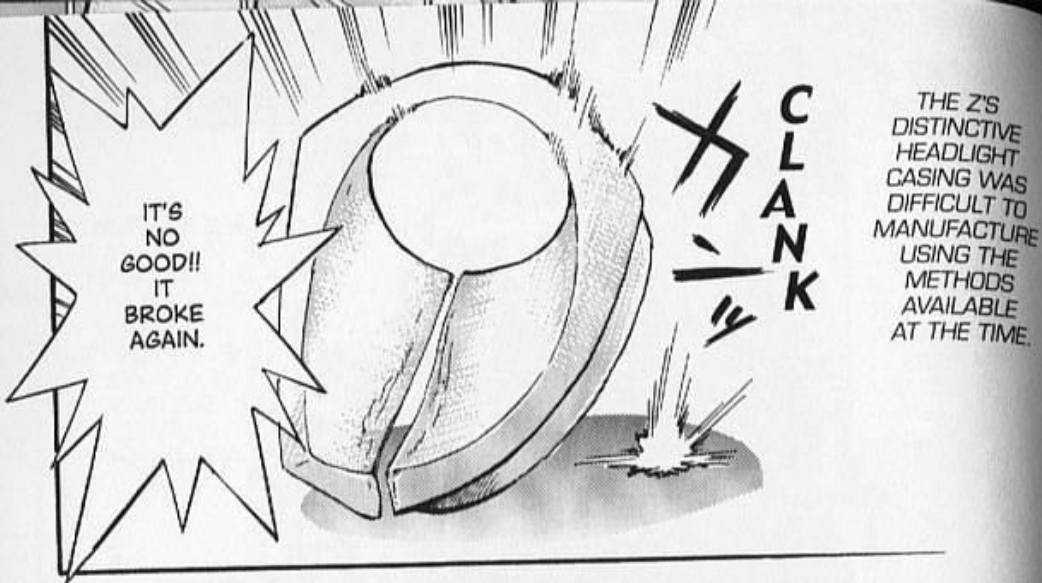
MATSUO AND HIS TEAM PLAYED WITH THIS SUBTLE BALANCE OVER AND OVER TO FIND THE RIGHT EQUILIBRIUM FOR A CAB 60 MILLIMETERS HIGHER.

BUT A DIFFERENCE OF EVEN ONE CENTIMETER CAN SOMETIMES CAUSE A VISUAL CHANGE IN IMAGE...

IT WAS A MERE SIX CENTIMETERS -



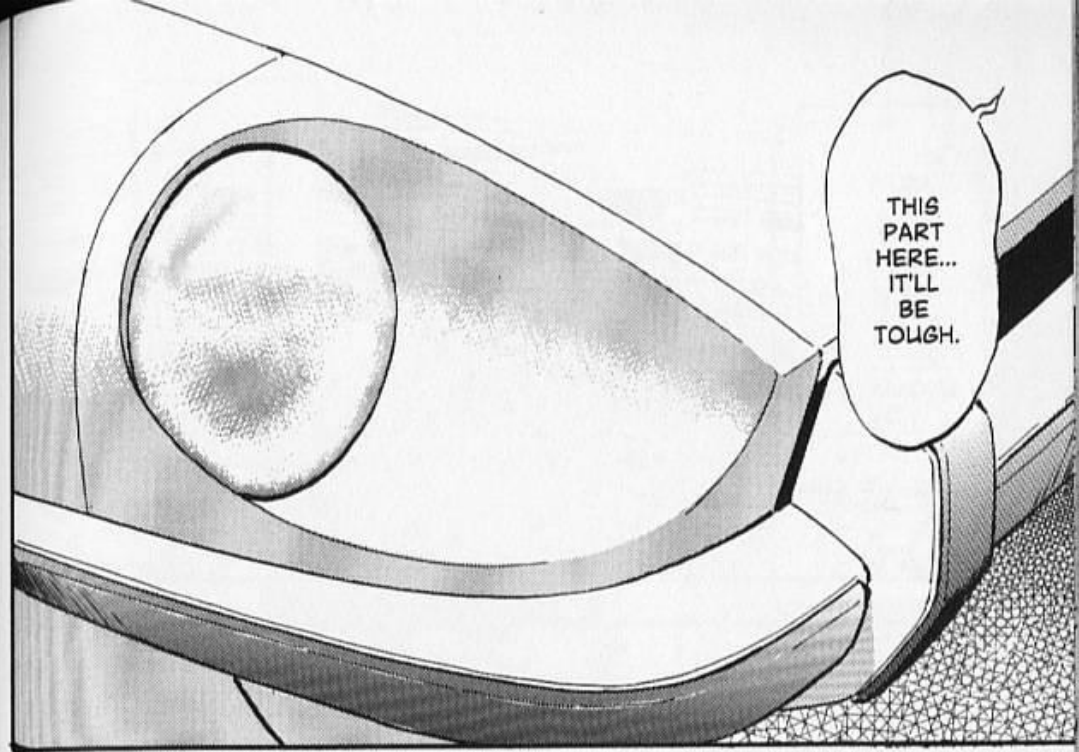
IN ADDITION, THE BONNET CENTER WAS RAISED ANOTHER THREE CENTIMETERS IN ORDER TO PROPERLY HOUSE THE SIX-CYLINDER ENGINE.



IT'S NO GOOD!! IT BROKE AGAIN.

CLANK

THE Z'S DISTINCTIVE HEADLIGHT CASING WAS DIFFICULT TO MANUFACTURE USING THE METHODS AVAILABLE AT THE TIME.



THIS PART HERE... IT'LL BE TOUGH.



BUT IF WE USE A MOLD TO CAST IT, IT'LL BE TOO HEAVY.

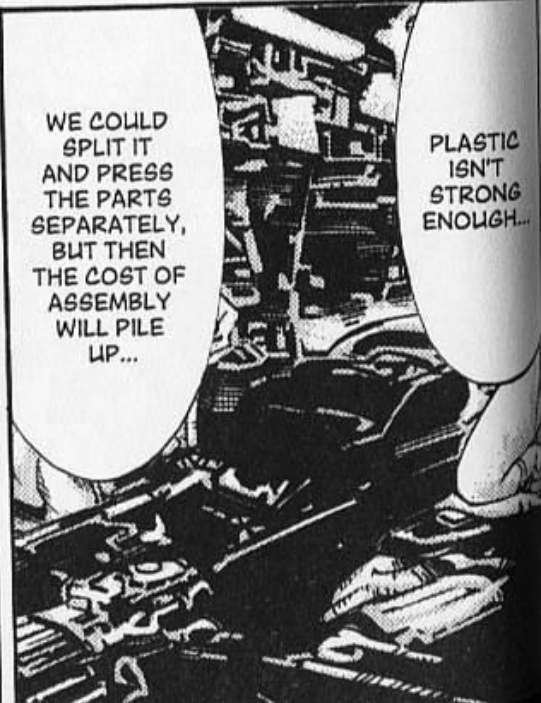
WITH A TENSION THIS HIGH, THE PRESS IS NO GOOD...



WE IMAGINED SOME SORT OF PLASTIC COULD BE USED...



WHAT SHOULD WE DO...?



WE COULD SPLIT IT AND PRESS THE PARTS SEPARATELY, BUT THEN THE COST OF ASSEMBLY WILL PILE UP...

PLASTIC ISN'T STRONG ENOUGH...



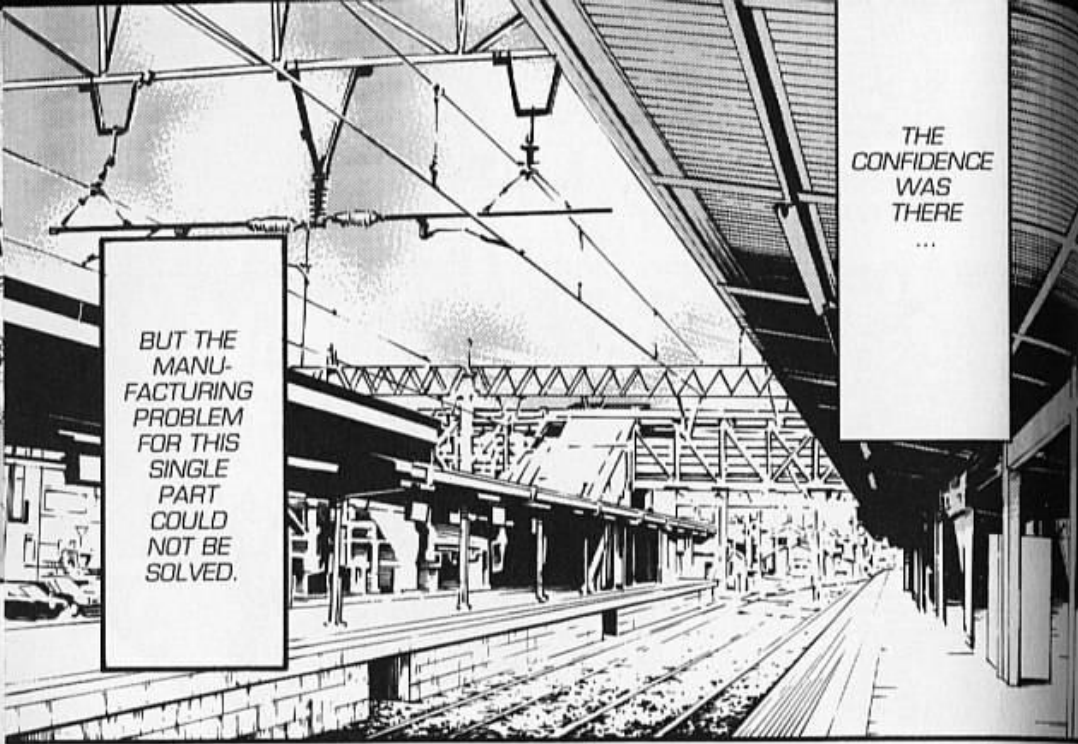
.....



.....

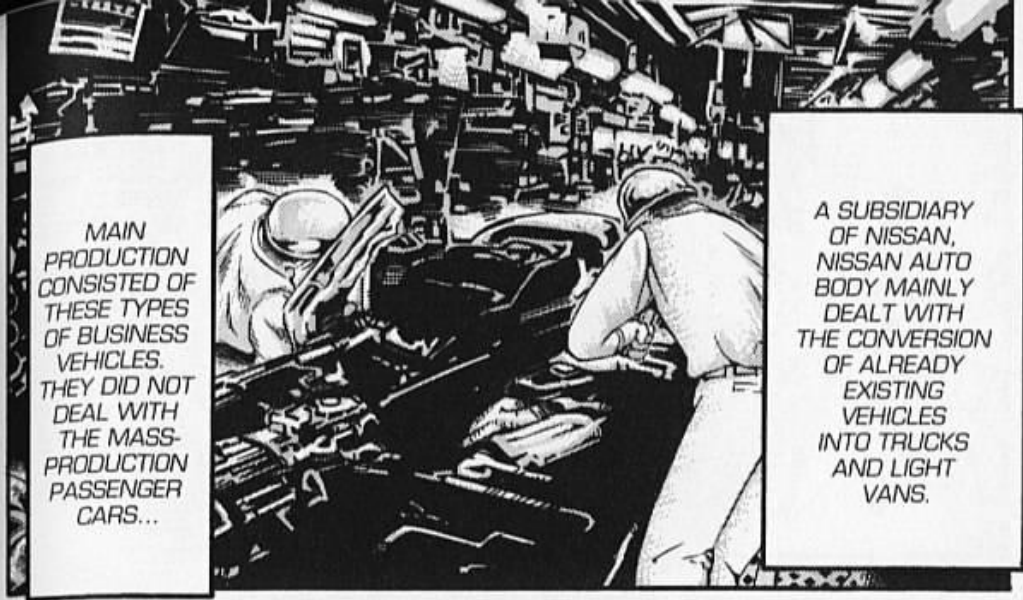


YES, WELL... I'LL TRY A COUPLE OF THINGS.



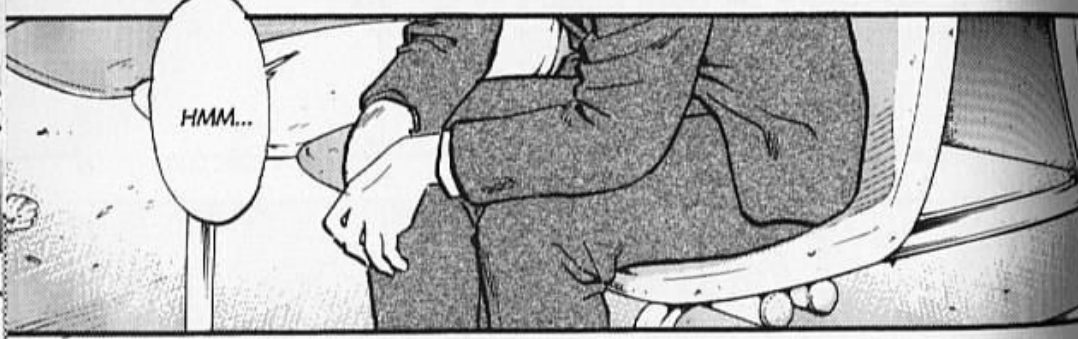
BUT THE MANUFACTURING PROBLEM FOR THIS SINGLE PART COULD NOT BE SOLVED.

THE CONFIDENCE WAS THERE ...



MAIN PRODUCTION CONSISTED OF THESE TYPES OF BUSINESS VEHICLES. THEY DID NOT DEAL WITH THE MASS-PRODUCTION PASSENGER CARS...

A SUBSIDIARY OF NISSAN, NISSAN AUTO BODY MAINLY DEALT WITH THE CONVERSION OF ALREADY EXISTING VEHICLES INTO TRUCKS AND LIGHT VANS.



HMM...



DOES SUCH AN IDEAL MATERIAL EXIST...?



AS WELL AS BEING LOW-COST AND EASY TO APPLY COLOR TO...

SOMETHING LIGHT AND STRONG... THAT CAN BE MOLDED INTO ANY SHAPE...



WE CAN MAKE A CAR FROM SCRATCH, TOO, IF WE TRY!!

I'D LIKE TO SUCCEED IN THIS, WHATEVER IT TAKES...

THE SPORTS CAR IS AN AUTO MAKER'S STAR VEHICLE...

BUT WHEN IT CAME TO THE MANUFACTURE OF LIMITED-PRODUCTION VEHICLES, THEY WERE EXPERTS.





THE KOTOBUKI CORPORATION

THIS IS IT!!



WE CAN MAKE THIS QUITE EASILY.

OH YES.



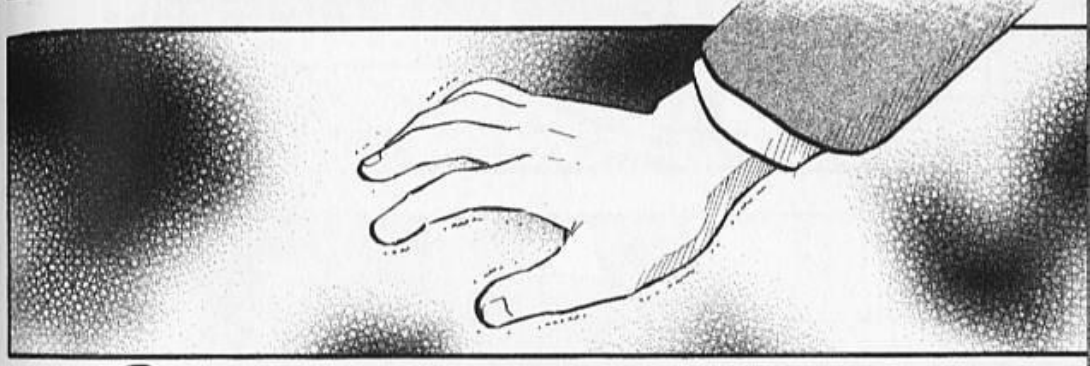
HA HA HA

OH, AT OUTDOOR BALLPARKS AND SUCH, OUR BENCHES ARE KICKED AND STOOD ON...



BUT...ON A CAR, IT WILL BE SUBJECT TO EXTREME CONDITIONS SUCH AS VIBRATION AND TEMPERATURE CHANGES...

!!



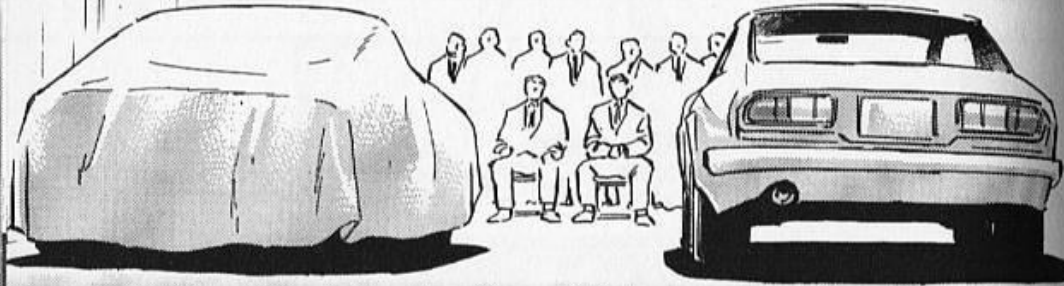
....



1967  
(SHOWA 42)  
NOVEMBER

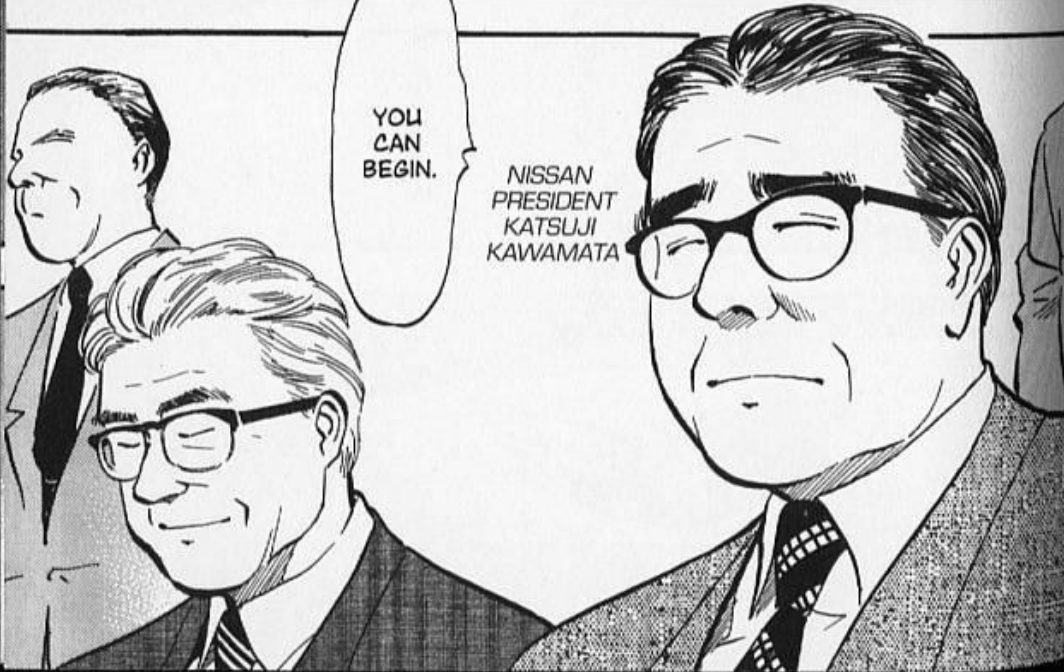
THE  
TIME  
FOR  
UNVEILING  
THE NEW  
SPORTS  
CAR TO  
UPPER  
MANAGE-  
MENT  
FINALLY  
ARRIVED.

AT A  
PRESENTATION  
MEETING,  
WITH  
KATAYAMA  
PRESENT AS  
HEAD OF  
THE MAIN  
MARKET  
IN NORTH  
AMERICA,



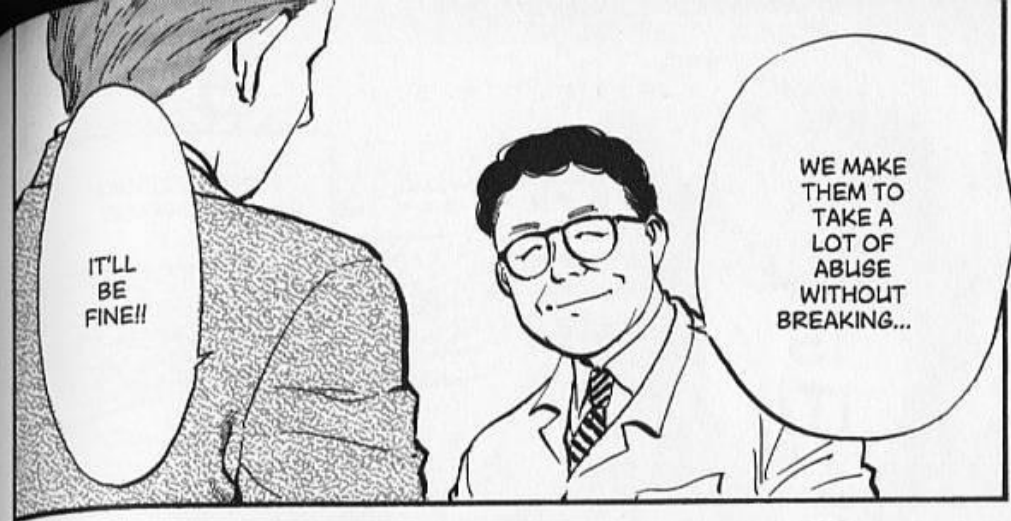
YOU  
CAN  
BEGIN.

NISSAN  
PRESIDENT  
KATSUJI  
KAWAMATA



IT'LL  
BE  
FINE!!

WE MAKE  
THEM TO  
TAKE A  
LOT OF  
ABUSE  
WITHOUT  
BREAKING...



TH...

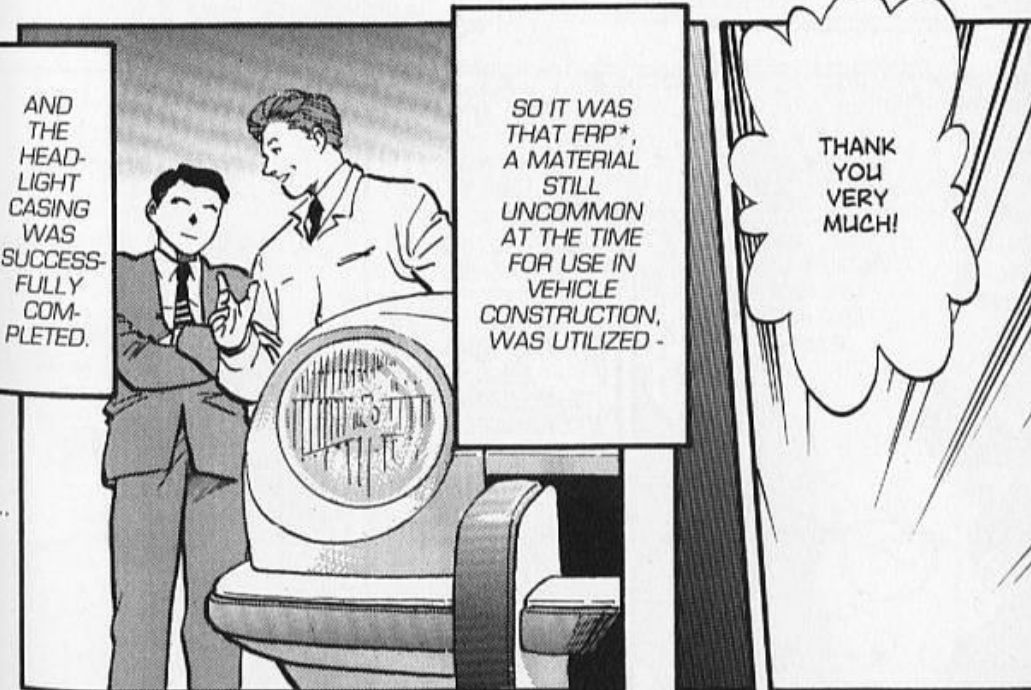


AND  
THE  
HEAD-  
LIGHT  
CASING  
WAS  
SUCCESS-  
FULLY  
COM-  
PLETED.

SO IT WAS  
THAT FRP\*,  
A MATERIAL  
STILL  
UNCOMMON  
AT THE TIME  
FOR USE IN  
VEHICLE  
CONSTRUCTION,  
WAS UTILIZED -

THANK  
YOU  
VERY  
MUCH!

THEN...



\*FRP=FIBERGLASS REINFORCED PLASTIC. BESIDES BENCHES, ALSO USED FOR BATHTUBS.



NEXT, WE HAVE HERE...

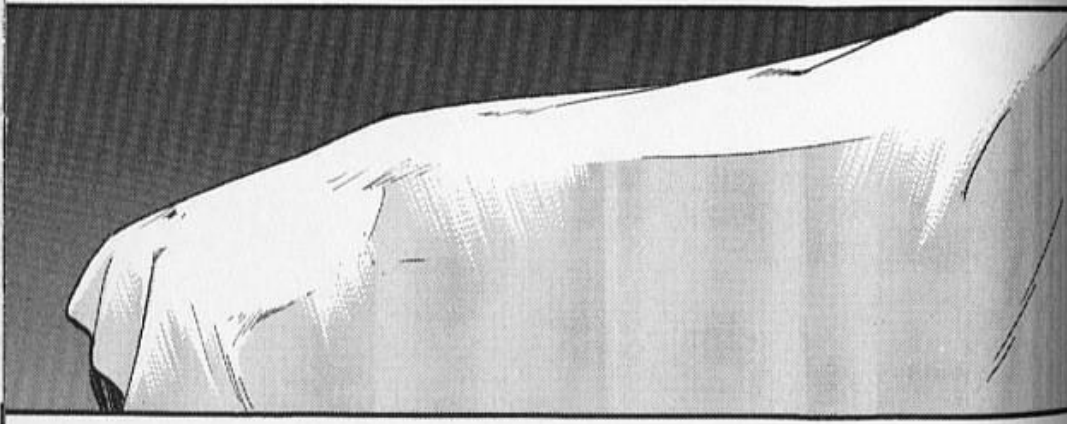
GRIP



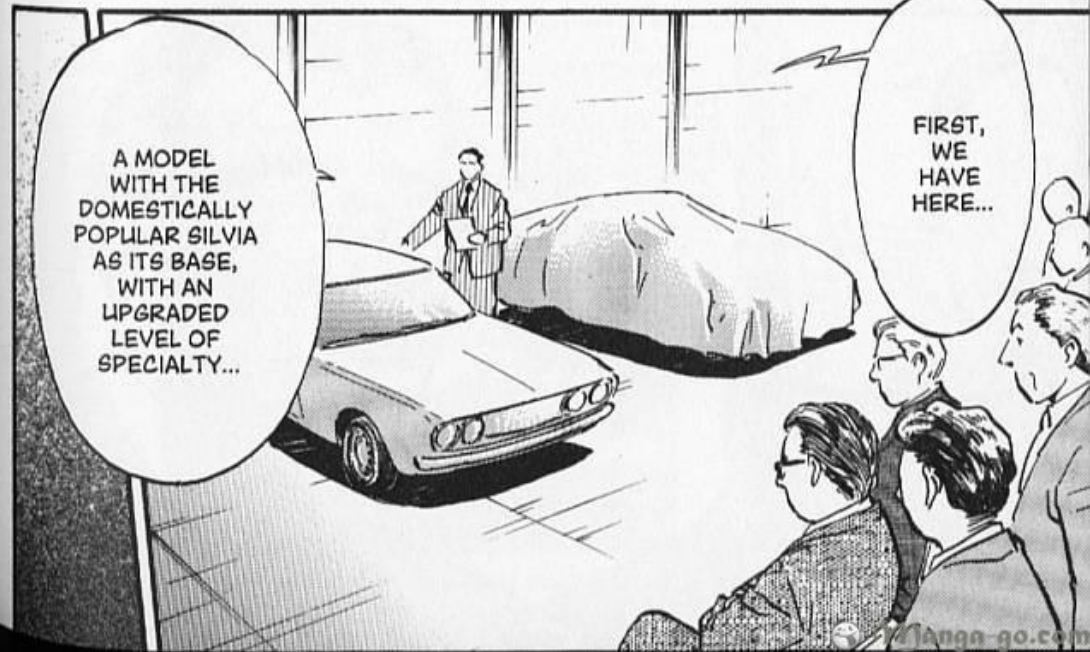
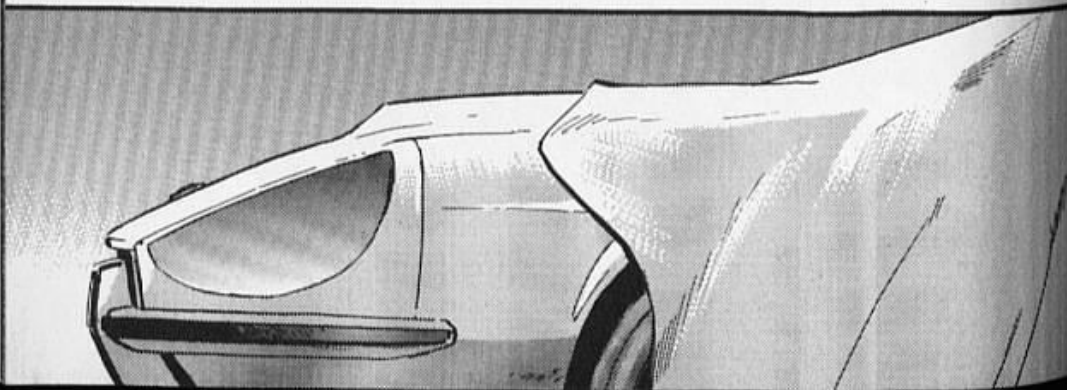
GLANCE



THEN I WILL BEGIN EXPLANATION OF THE FEATURES ON OUR BRAND NEW CARS FOR EXPORT TO AMERICA.



NOD



A MODEL WITH THE DOMESTICALLY POPULAR SILVIA AS ITS BASE, WITH AN UPGRADED LEVEL OF SPECIALTY...

FIRST, WE HAVE HERE...



OH!!



THIS IS IT!  
THIS IS GOOD!!

THIS IS A MUST-BUY!!

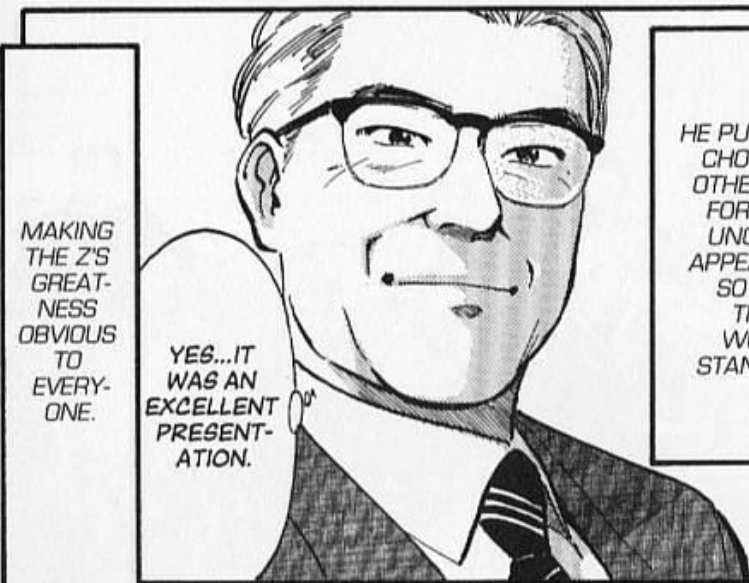


WHOOSH



IT WENT WELL.

IN ACTUALITY, KATAYAMA HAD FULL KNOWLEDGE OF THE CAR BEFOREHAND, HAVING ALREADY WITNESSED THE PROGRESS OF THE Z UPON HIS RETURN TO JAPAN.



MAKING THE Z'S GREATNESS OBVIOUS TO EVERYONE.

YES...IT WAS AN EXCELLENT PRESENTATION.

HE PURPOSELY CHOSE THE OTHER CARS FOR THEIR UNGAINLY APPEARANCE SO THAT THE Z WOULD STAND OUT -

IN ADDITION, HARA HAD COME UP WITH AN IDEA.

AND BEGAN TO GATHER SPEED!!

THE PLANS OF ALL THOSE INVOLVED MESHED TOGETHER WITH ABSOLUTE PRECISION



PRESIDENT... WHAT DO YOU THINK?



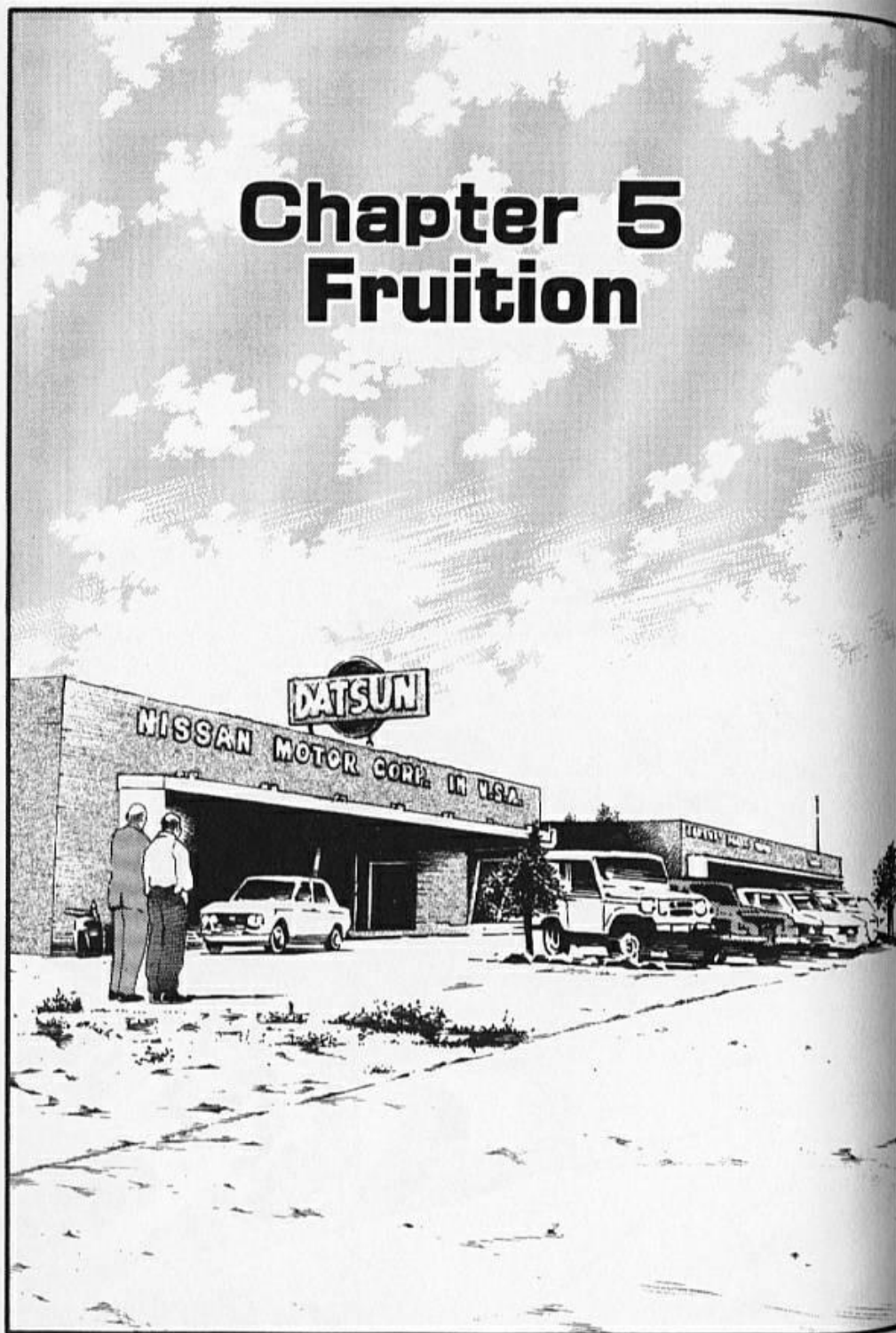
IT'S GOOD.



PRODUCTION OF THE Z WAS OFFICIAL.

WITH THIS ONE SHORT PHRASE, IT WAS DETERMINED.....

# Chapter 5 Fruition



HOWEVER...

ALTHOUGH  
THE WHEELS  
HAD FINALLY  
BEGUN  
TO MOVE,  
THERE WAS  
ONE LAST  
OBSTACLE  
AWAITING  
THE Z...



ARIZONA,  
U.S.A. -

BEFORE  
RELEASING A  
NEW MODEL  
FOR SALE,  
AUTO MAKERS  
NOT ONLY PUT  
THEIR CAR  
THROUGH A  
TEST COURSE  
BUT ALSO  
CONDUCT  
TEST-DRIVES  
ON ACTUAL  
ROADS,

PUTTING  
THE CAR  
THROUGH ITS  
"FINAL WRAP" -  
RIGOROUS  
CONDITIONS OF  
ACTUAL USE  
THAT COULD  
NOT BE  
REPLICATED  
ON A TEST  
COURSE.

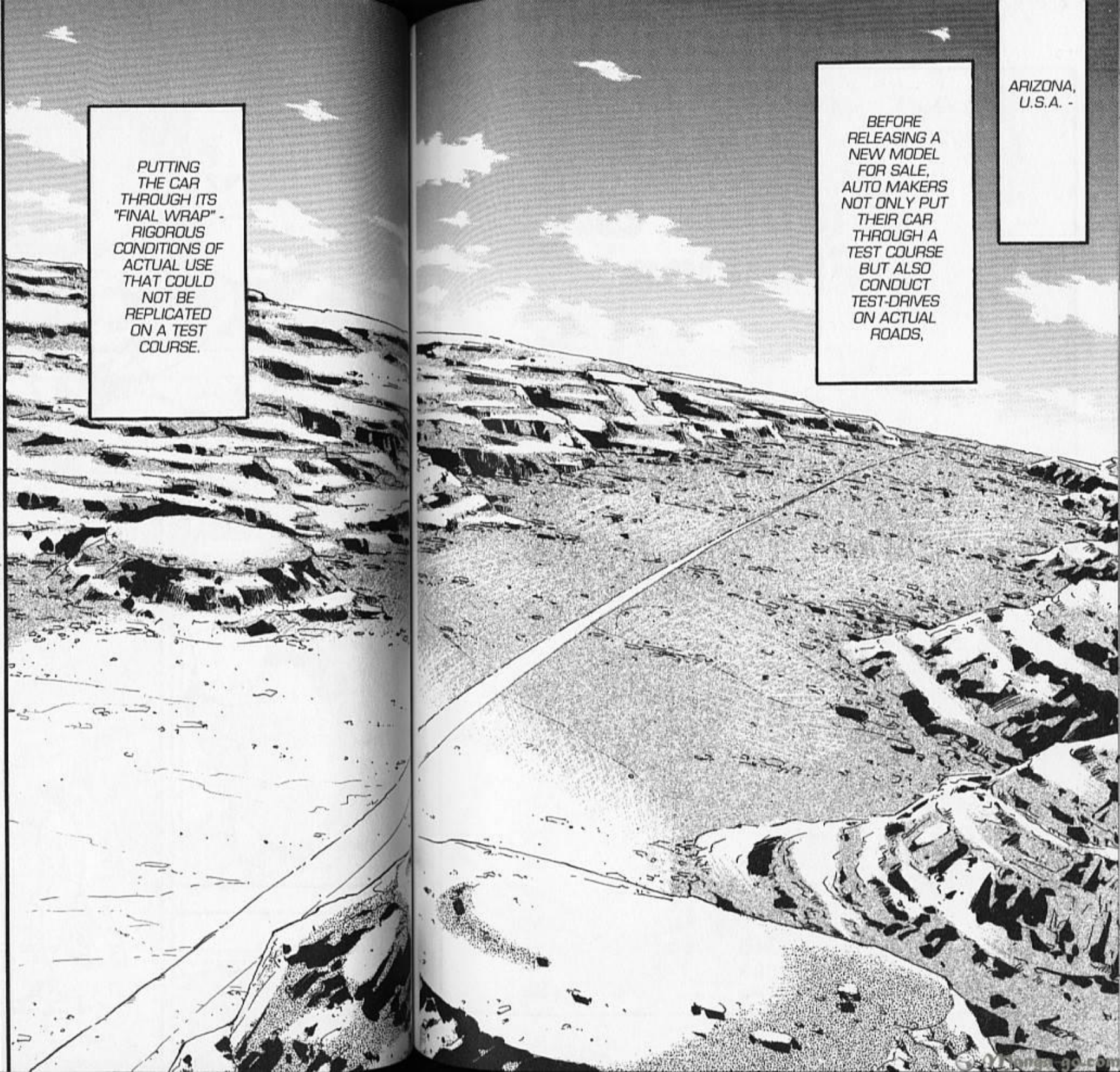
THE Z  
WAS NOW  
UNDERGOING  
THIS  
BAPTISM...

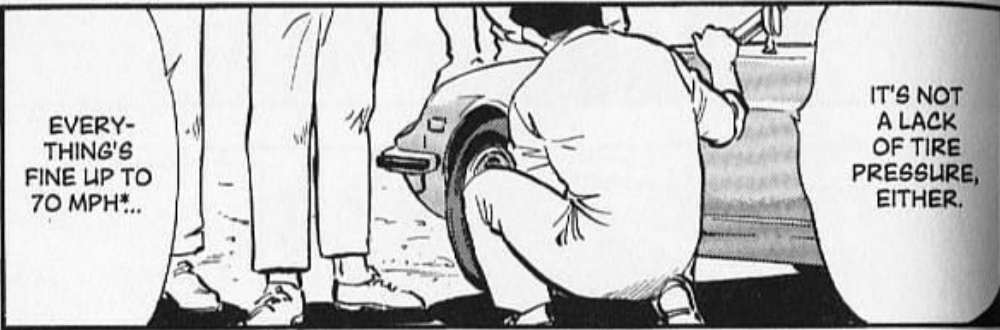
R†

RR†

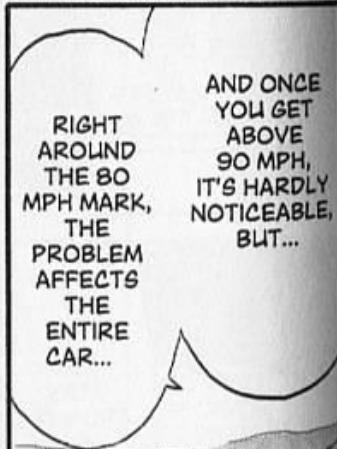
R†

†R





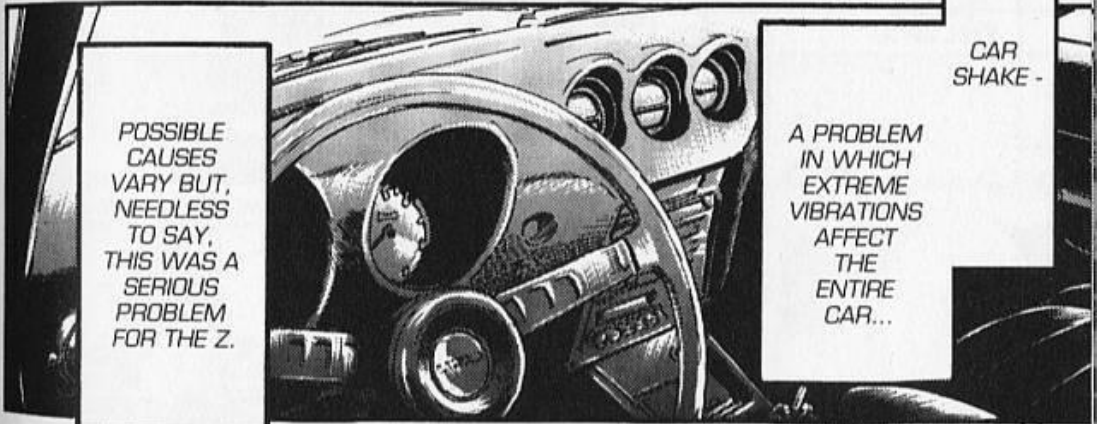
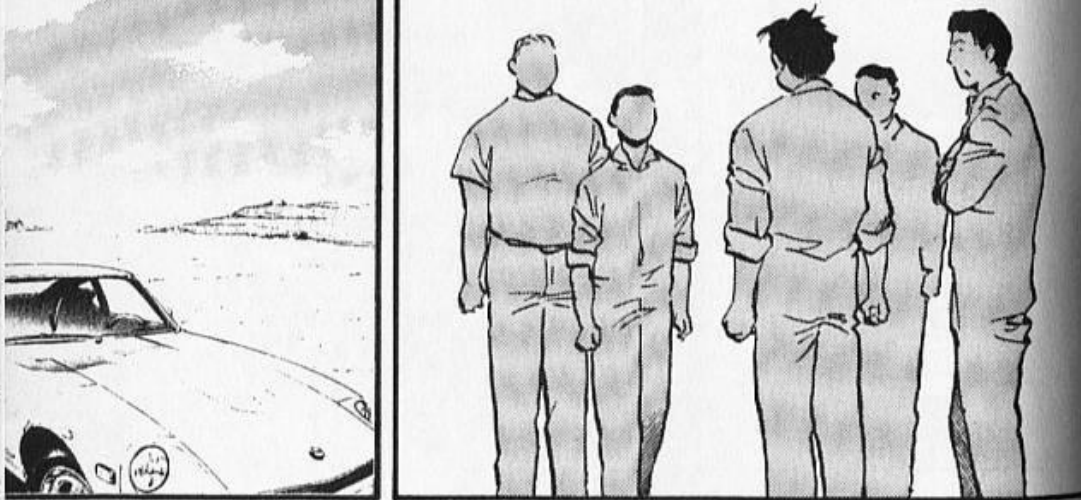
\*70 MILES PER HOUR = APPROXIMATELY 112 KM PER HOUR. 1 MILE = 1.6KM





CAR SHAKE WAS NOT THE ONLY PROBLEM.

I CAN'T GO BACK TO JAPAN WITHOUT DETERMINING THE CAUSE...

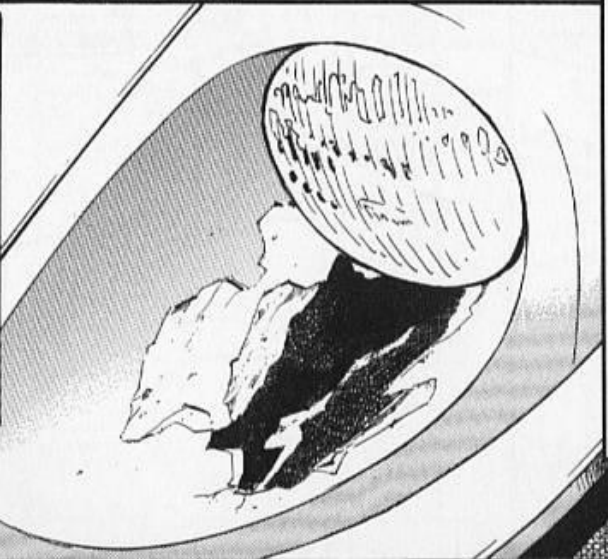


POSSIBLE CAUSES VARY BUT, NEEDLESS TO SAY, THIS WAS A SERIOUS PROBLEM FOR THE Z.

A PROBLEM IN WHICH EXTREME VIBRATIONS AFFECT THE ENTIRE CAR...

CAR SHAKE -

CRACKED UNDER THE WEIGHT OF AN AMERICAN STAFF MEMBER.



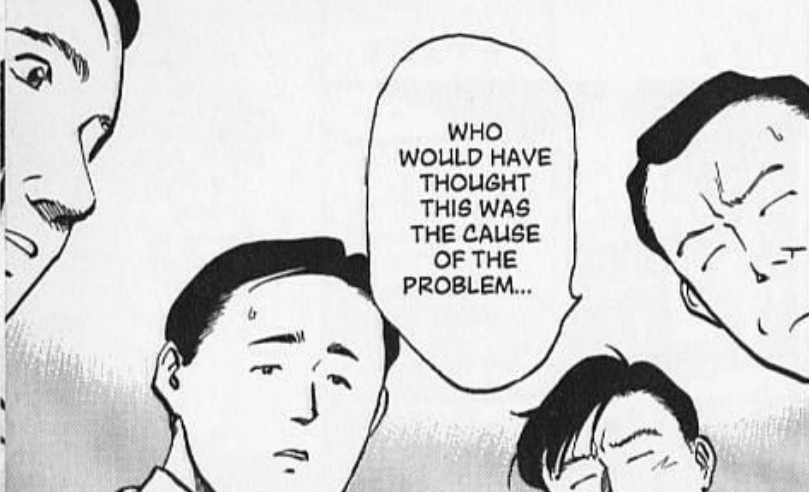
THE HEADLIGHT HOUSING, WHICH HAD BEEN THOUGHT TO BE OF SUFFICIENT STRENGTH,



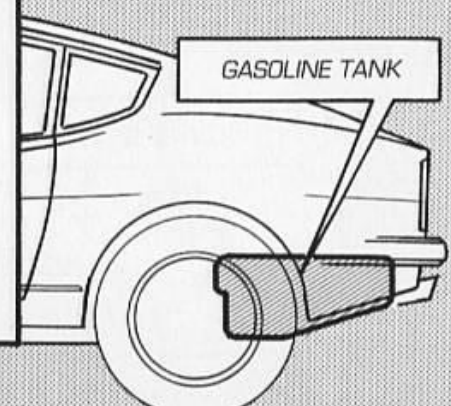
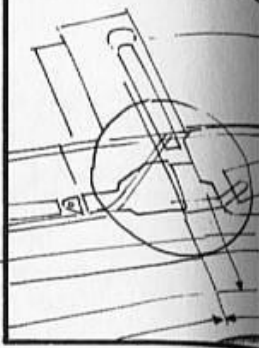
I'LL STAY BEHIND HERE IN AMERICA.



AND THERE'S ONLY TWO MONTHS BEFORE THE CAR GOES ON SALE...



WHO WOULD HAVE THOUGHT THIS WAS THE CAUSE OF THE PROBLEM...



SIMILAR TO MANY OTHER CARS, THE Z'S TANK WAS LOCATED BENEATH THE TRUNK ROOM.

GASOLINE TANK

IN ORDER TO MAKE LONG-DISTANCE TRAVEL ACROSS THE VAST AMERICAN CONTINENT POSSIBLE, THE NEED FOR A LARGE-CAPACITY FUEL TANK WAS ABSOLUTE.



JAPAN-ONE MONTH LATER



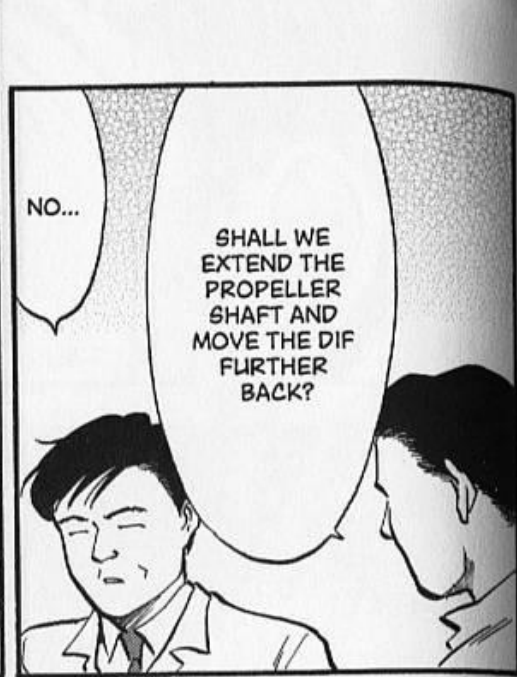
NUMBER 3 VEHICLE CONSTRUCTION



THE RELEASE DATE WAS POSTPONED FOUR MONTHS...

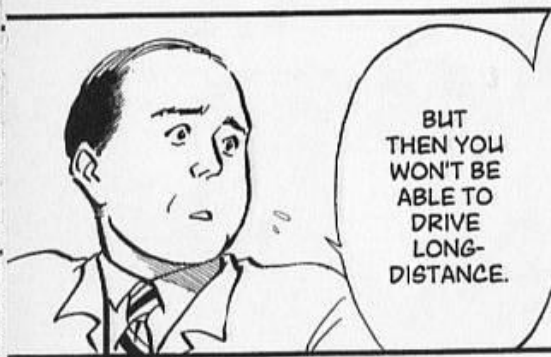


IF WE MOVE THE DIFFERENTIAL BACK, A COLLISION MIGHT CAUSE IT TO COME INTO CONTACT WITH THE TANK, RESULTING IN A FUEL LEAK.

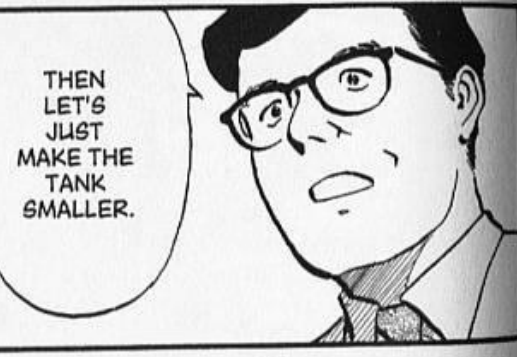


NO...

SHALL WE EXTEND THE PROPELLER SHAFT AND MOVE THE DIF FURTHER BACK?



BUT THEN YOU WON'T BE ABLE TO DRIVE LONG-DISTANCE.



THEN LET'S JUST MAKE THE TANK SMALLER.

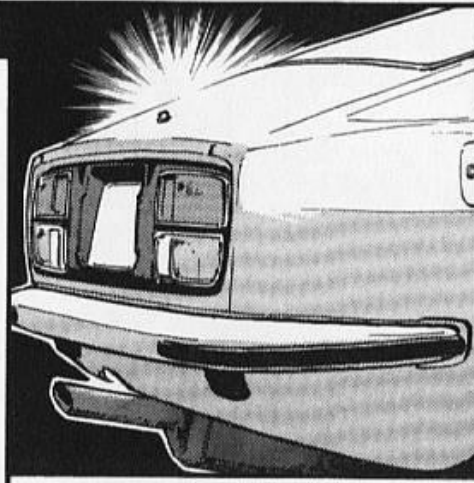


THE PROBLEM WOULD BE SOLVED IF WE JUST EXTENDED THE REAR OUT AND MOVED THE TANK BACK, DIF AND ALL, BUT...

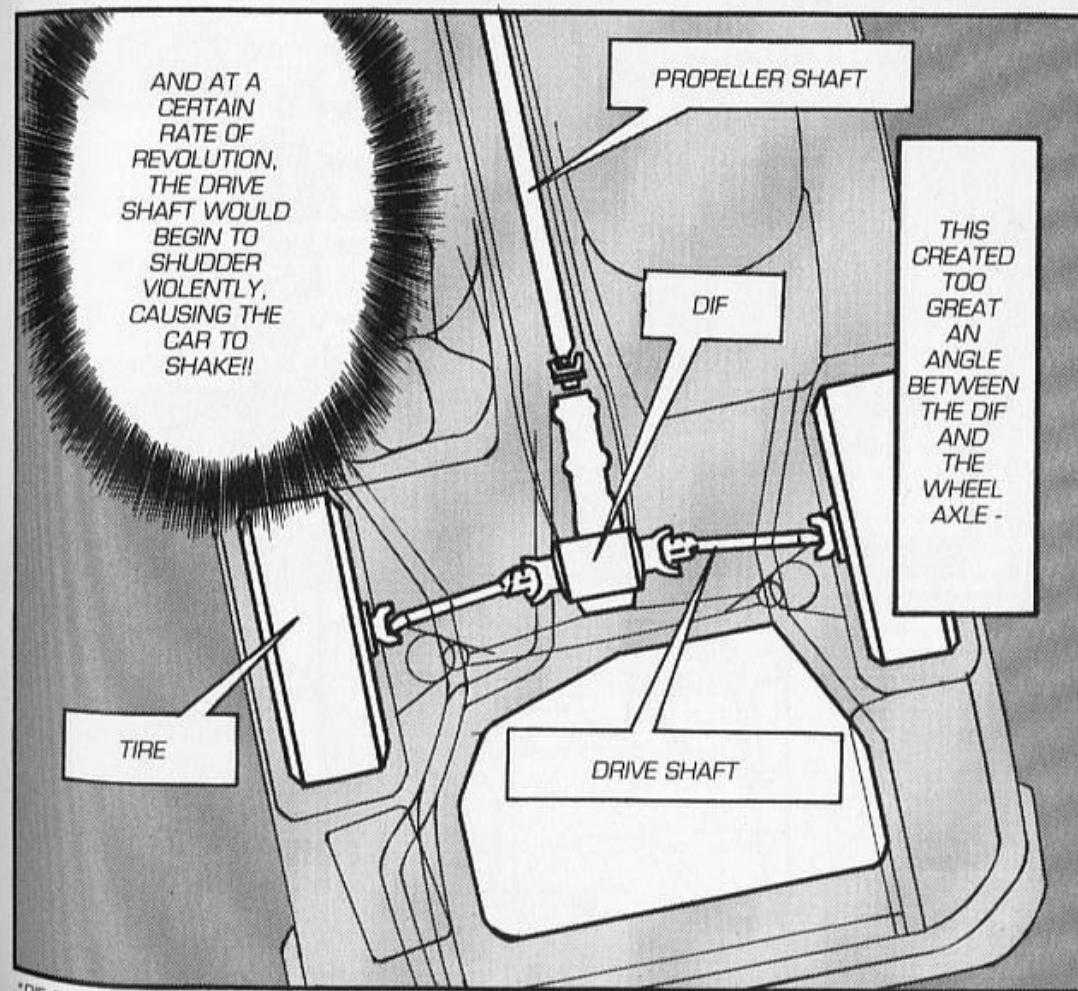


.....  
YAK YAK YAK

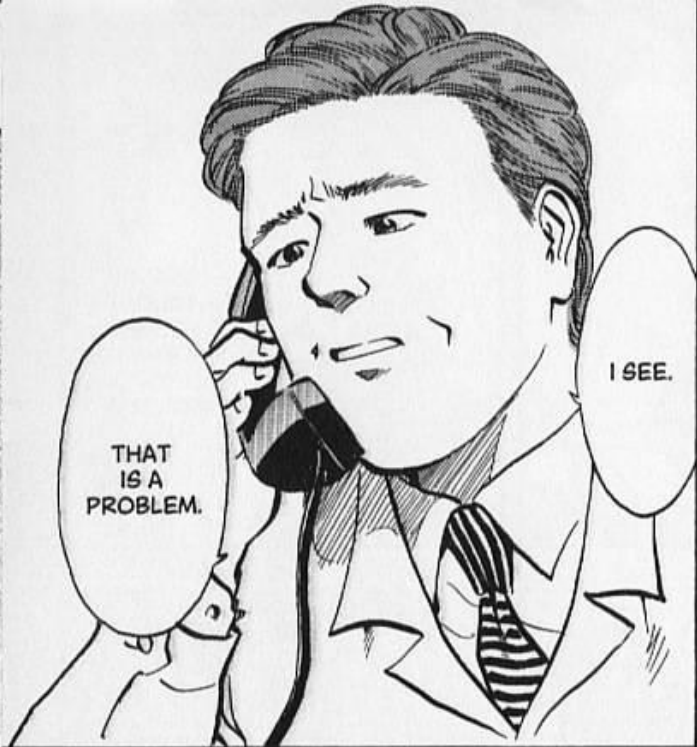
IN A STYLE CALLED THE "SHORT DECK" DESIGN, AND THE POSITION OF THE DIF\* WAS CHOSEN TO ACCOMMODATE THIS STYLE. HOWEVER...



MAINTAINING SPACE FOR THE GAS TANK, THE REAR WAS CUT SHORT



\*DIF-DIFFERENTIAL GEAR. PERMITS DIFFERENCE IN SPEED BETWEEN INNER AND OUTER WHEELS (WHILE CORNERING) AND DISTRIBUTES POWER TO THE LEFT AND RIGHT WHEEL AXLES.



THAT IS A PROBLEM.

I SEE.



WHAT TO DO...



YES...I WAS WONDERING IF YOU MIGHT HAVE ANY IDEAS...



WE'D JUST HAVE TO IMPROVE FUEL EFFICIENCY, RIGHT?

IN OTHER WORDS, IN ORDER TO BE ABLE TO TRAVEL THE SAME DISTANCE WITH A SMALLER FUEL TANK...

LET'S SEE...




NO...



I DON'T WANT TO CHANGE IT.

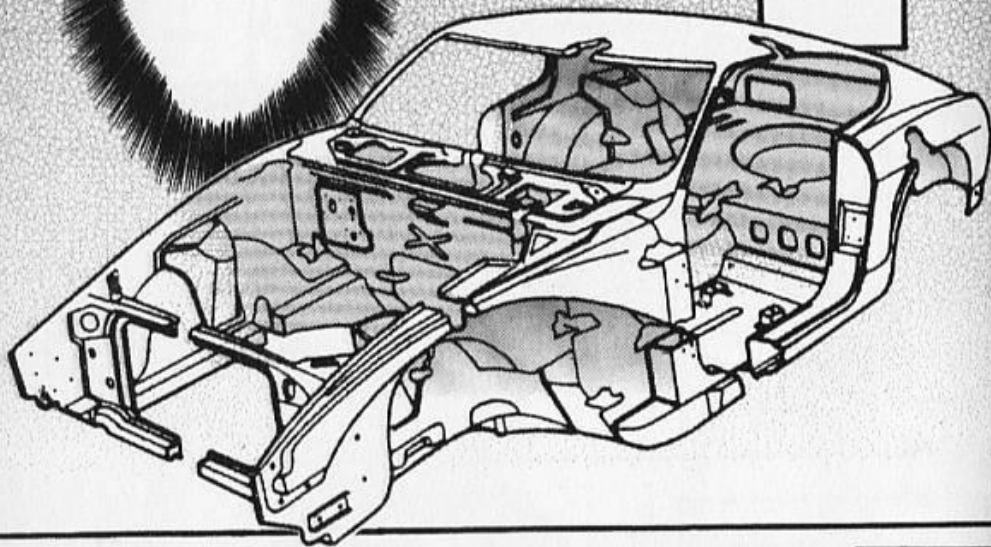
THE SHORT DECK IS ESSENTIAL TO THE Z...

I'VE ALREADY ASKED A LOT OF MATSUO.



LIGHTEN  
THE  
BODY.

THE  
KEY  
TO  
RAISING  
FUEL  
EFFICIENCY:



AND  
SHOULD  
THE PEDAL  
BE FLOORED,  
THE LIGHTER  
CAR'S  
ACCELERATION  
WOULD BE  
SUPERIOR TO  
THAT OF A  
HEAVIER  
CAR.


THIS IS  
BECAUSE A  
SATISFACTORY  
INCREASE IN  
SPEED IS  
POSSIBLE  
WITH ONLY  
A MINIMAL  
AMOUNT OF  
PRESSURE  
ON THE  
ACCELERATOR.

EVEN WITH  
THE SAME  
ENGINE, FUEL  
EFFICIENCY IS  
INCREASED  
FOR A  
LIGHTER CAR  
THAN FOR A  
HEAVIER ONE.



ASIDE  
FROM  
THE  
ENGINE...

NO...  
THERE  
ARE  
OTHER  
WAYS...



BUT IF  
WE DO  
THAT WITH  
THE ENGINE,  
THE TORQUE  
WILL THIN  
OUT.



?



I'LL DO  
SOMETHING.  
LEAVE IT  
TO ME.



OH!!

CONVERSELY, THE DURABILITY OF THE MATERIAL USED FOR THE HEADLIGHT CASING THAT HAD CRACKED WAS INCREASED TO CONTAIN DOUBLE THE FIBERS FOR STRENGTH.



THE ENDEAVOR TO DECREASE THE WEIGHT OF THE CAR APPLIED EVERYTHING DOWN TO THE SHAPE AND THICKNESS OF A SCREW WAS REEXAMINED.

YES!!



HAVING SHED AN ENTIRE 50 KILOS OF WEIGHT, THE Z CROSSED THE SEA ONCE AGAIN.

BUT THIS SOLUTION WAS NOT WITHOUT ITS SHARE OF PROBLEMS...



LIGHTNESS IN WEIGHT IS THE SPORTS CAR'S ULTIMATE WEAPON.

FURTHERMORE, BRAKING DISTANCE WOULD BE DECREASED FOR A LIGHTER CAR, PROVIDING SUPERIOR HANDLING WHILE CORNERING.


WE'LL HOLLOW OUT THE BODY, SELECTING AREAS THAT WILL BE LEAST INFLUENCED BY THE CHANGES.

WITHOUT COMPROMISING SAFETY, WITHOUT REDUCING THE RESILIENCE OF NECESSARY PARTS,



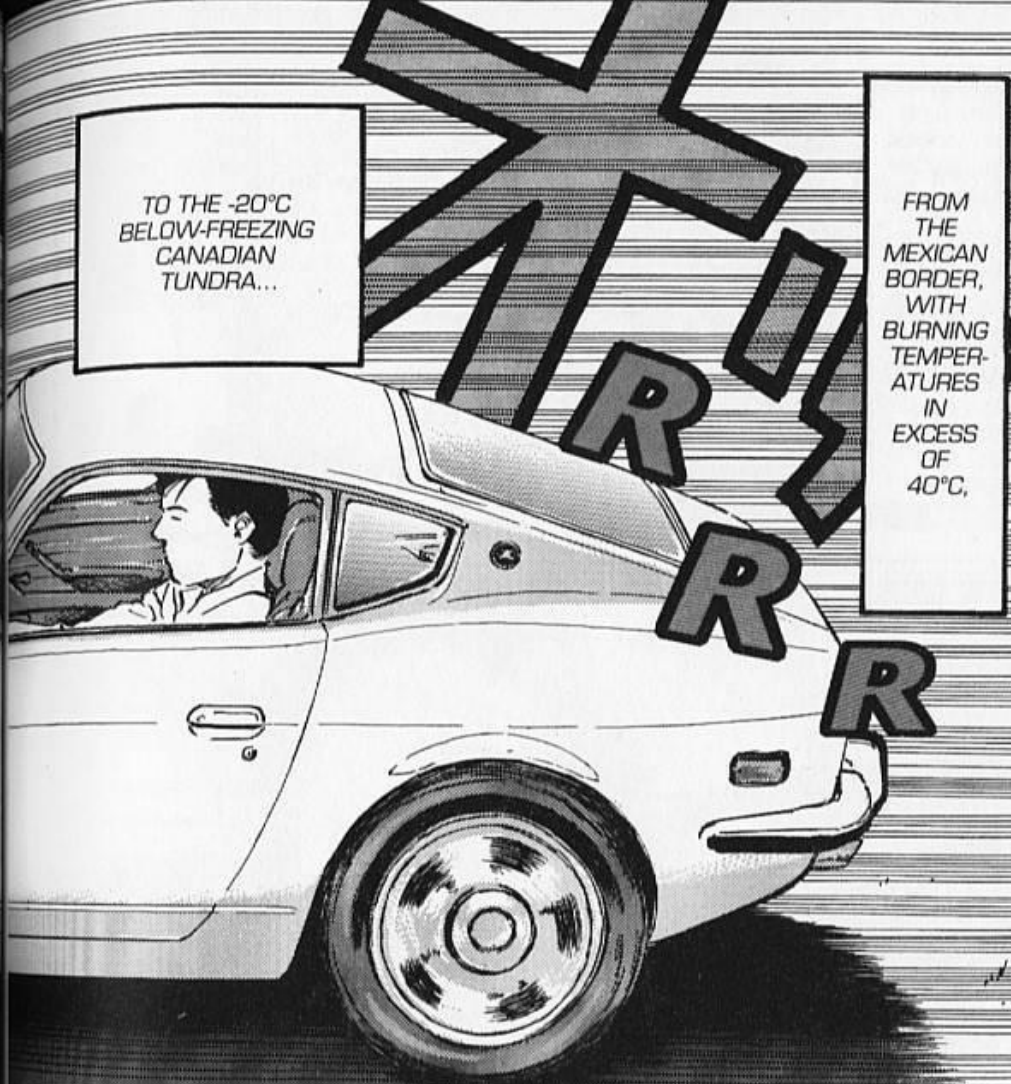
JUST RANDOMLY TAKING OFF WEIGHT WILL AFFECT THE DRIVING ADVERSELY.





AND ANY CAR SHAKE WAS COMPLETELY GONE.

FUEL EFFICIENCY WAS EQUAL TO THAT OF A CAR ONE CLASS UNDER -



TO THE -20°C BELOW-FREEZING CANADIAN TUNDRA...

FROM THE MEXICAN BORDER, WITH BURNING TEMPERATURES IN EXCESS OF 40°C.



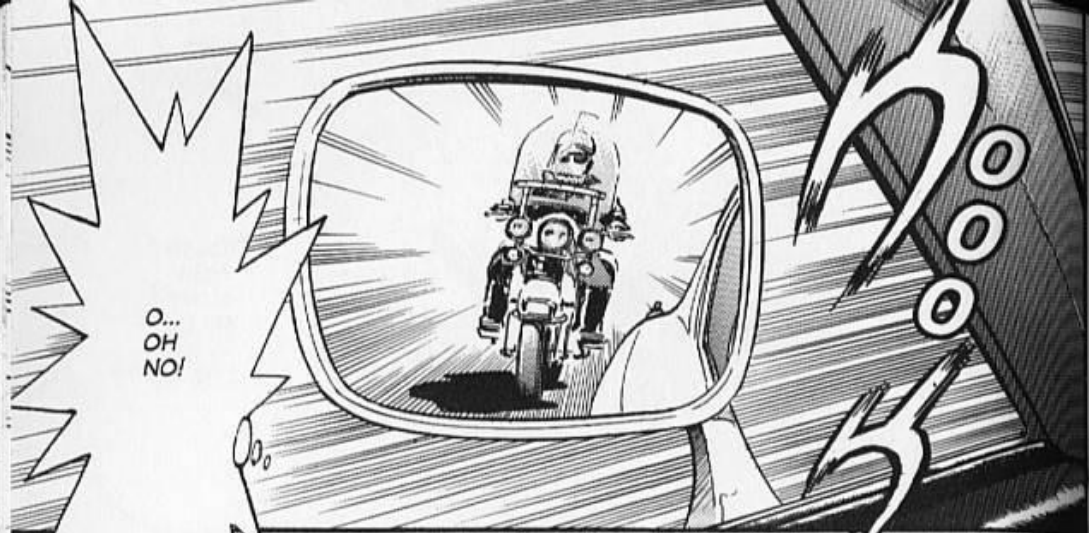
THE Z IS A TRUE SPORTS CAR!

THE MORE I DRIVE, THE MORE FUN IT IS...



ACCELERATION... BRAKING... BOTH PERFORM ADMIRABLY.

OK!!



O... OH NO!



トッ トッ トッ  
DUK DDUK DUK

ZSSH...



SH SH SH



BUT...



PERHAPS IT ONLY SEEMS LIKE A WONDERFUL CAR BECAUSE I'M LOOKING THROUGH THE BIASED EYES OF A PARENT...

ROAR

WILL THE Z REALLY BE ACCEPTED IN AMERICA...?



?!

000





SO THIS IS A DATSUN!!



DATSUN.



HM!

LMM...



I SEE...

HO...

HMM...



IN AMERICA, FLAGRANT TRAFFIC VIOLATIONS COULD RESULT IN IMMEDIATE ARREST.

SPEEDING... HOW MANY MILES WAS I OVER?!



YOU WERE DOING 15 MILES OVER THE LIMIT.



HMM... WHICH COMPANY?

NO...I'M JAPANESE. I WAS DOING A TEST DRIVE OF THIS CAR SOON TO BE SOLD IN AMERICA.



YOU CHINESE? WHY WERE YOU GOING SO FAST?

I'M SORRY... I WAS JUST...

HUH?

WELL...  
KEEP  
YOUR  
TEST  
DRIVES  
TO ROADS  
WITH  
LESS  
TRAFFIC.

2  
HUH?!

LAPD  
SO?  
HOW  
MUCH  
YOU  
GONNA  
SELL  
THIS  
FOR?

WHEN  
IT  
COMES  
OUT,  
I'LL  
BUY  
ONE  
TOO.

VRRM  
KIIIIII

UM...  
THAT  
CAR...

REALLY?!  
THAT'S  
HALF  
THE  
PRICE  
OF A  
PORSCHE!!  
WELL,  
THE  
PLANNED  
PRICE  
IS  
3,800  
DOLLARS,  
BUT...

IT  
REALLY  
IS A  
WONDERFUL  
SPORTS  
CAR!  
I...IT'S  
NOT  
ONLY  
LOW-  
PRICED.

THE  
DATSUN  
240Z  
FINALLY  
MADE  
ITS  
DEBUT  
ALL  
ACROSS  
AMERICA.



THEN,  
IN JAPAN,  
A BELATED  
FOUR  
MONTHS  
LATER IN  
MARCH,  
1970  
(SHOWA 45)



YES...  
PLEASE  
DO!!



THIS IS IT... THIS IS THE CAR I WAS WAITING FOR.



ALTHOUGH BRAND NEW, THE CAR WAS SOLD AT A PREMIUM, AND THE LONGEST BACK ORDER CONSISTED OF A FIVE-MONTH WAIT.

AT ITS PEAK, PRODUCTION REACHED 7000 UNITS PER MONTH.

THIS... IS A DATSUN!

KATAYAMA CAME UP WITH THIS CATCH PHRASE HIMSELF, AND BEGAN SALES WITH CONFIDENCE.

MR. HARA, MR. MATSUO, MR. UEMURA... THANK YOU ALL!!

"THIS IS NOT A SPORTS CAR FOR RACING - IT IS A SPORTS CAR FOR YOU."

The Datsun 240-Z is not exactly what you'd call a common sight. Those who've been able to get their hands on one are a fortunate few. They report the center of attention wherever they go. Their biggest problem is keeping the newspaper prints wiped up. At first we figured it was a combination of a new car and glowing reviews in car magazines. But now the car has been out a few months. The car books have used all their adjectives. There's a sexy GT car with its 150-hp cam engine and four-wheel independent suspension just plain turns people on. At a price of \$3,596\* (complete!) we've bogged some minds that could never afford to be bogged by a GT car before. So join our minority group. If you're thinking of a GT, do yourself a favor. Drive a Datsun... then decide.

**DATSUN**  
PRODUCT OF NISSAN



THIS IS THE CAR I'VE BEEN WAITING FOR...

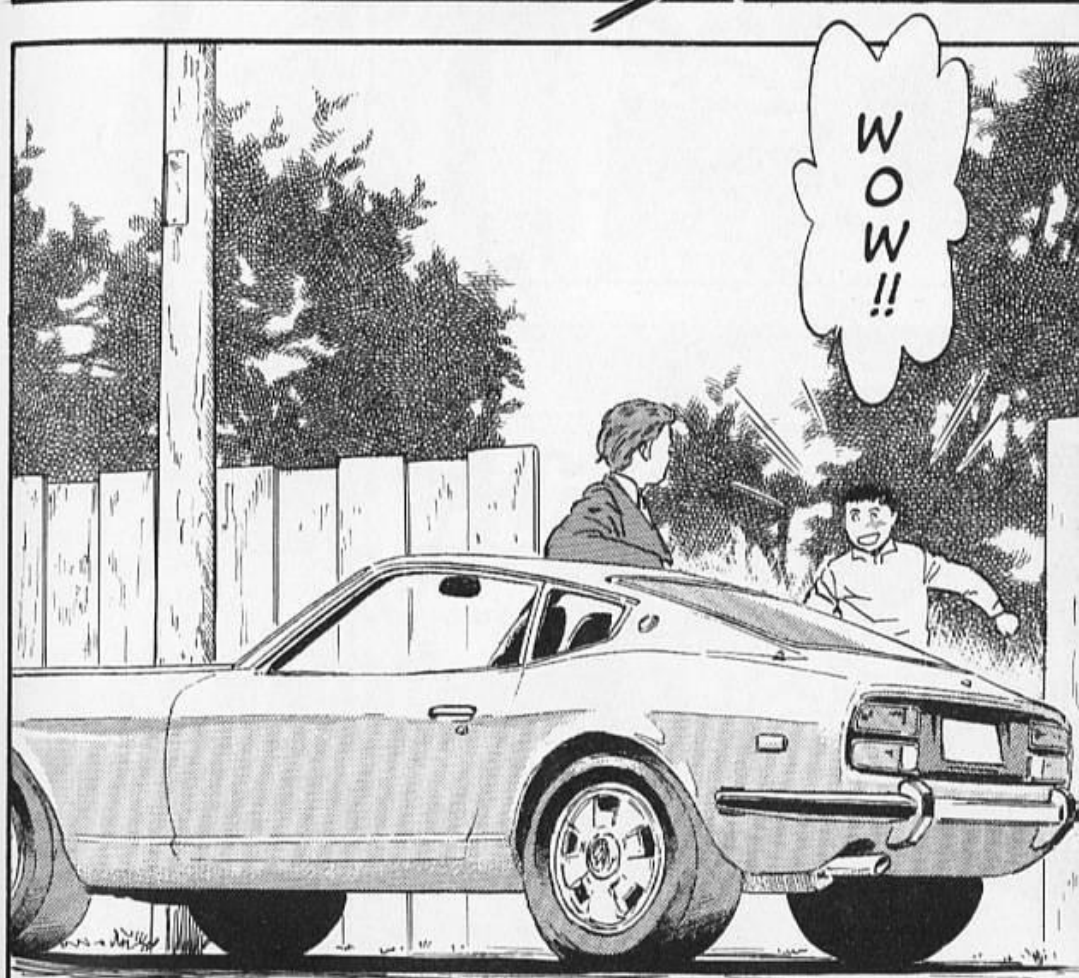
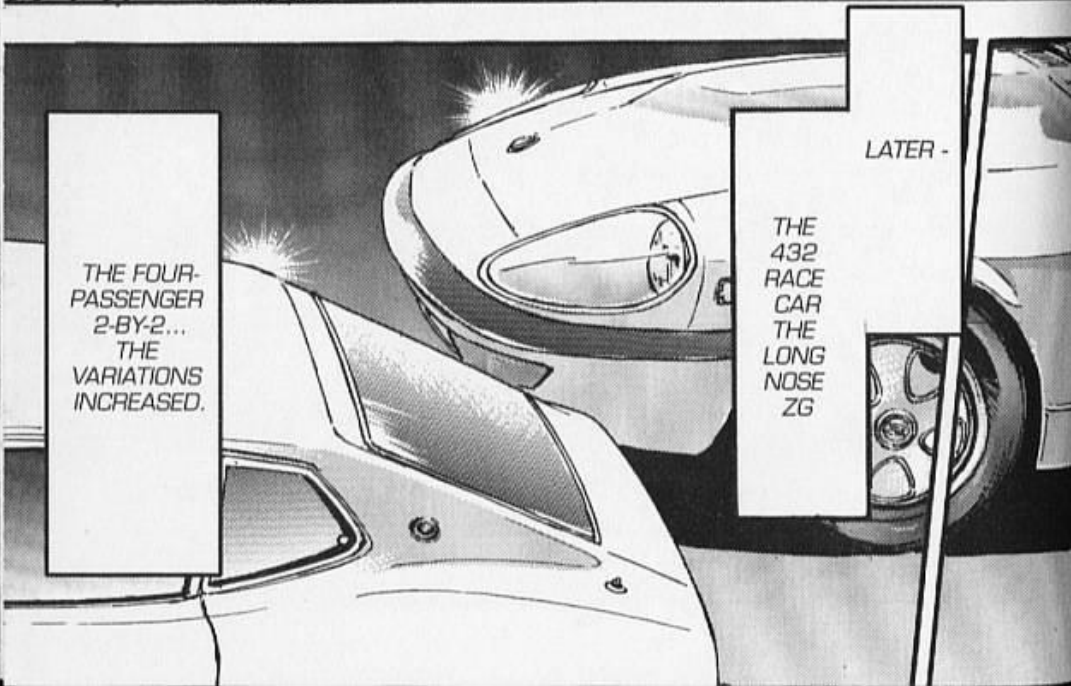
THE HEAD OFFICE HAD SET A TARGET PRODUCTION RATE OF 2000 UNITS A MONTH, BUT SOON SCRAMBLED TO INCREASE ITS PRODUCTION SCHEDULE AS THE FIRST ALLOTTED SHIPMENT, SOLD OUT IN A FLASH.

**Miller LEASING INC**

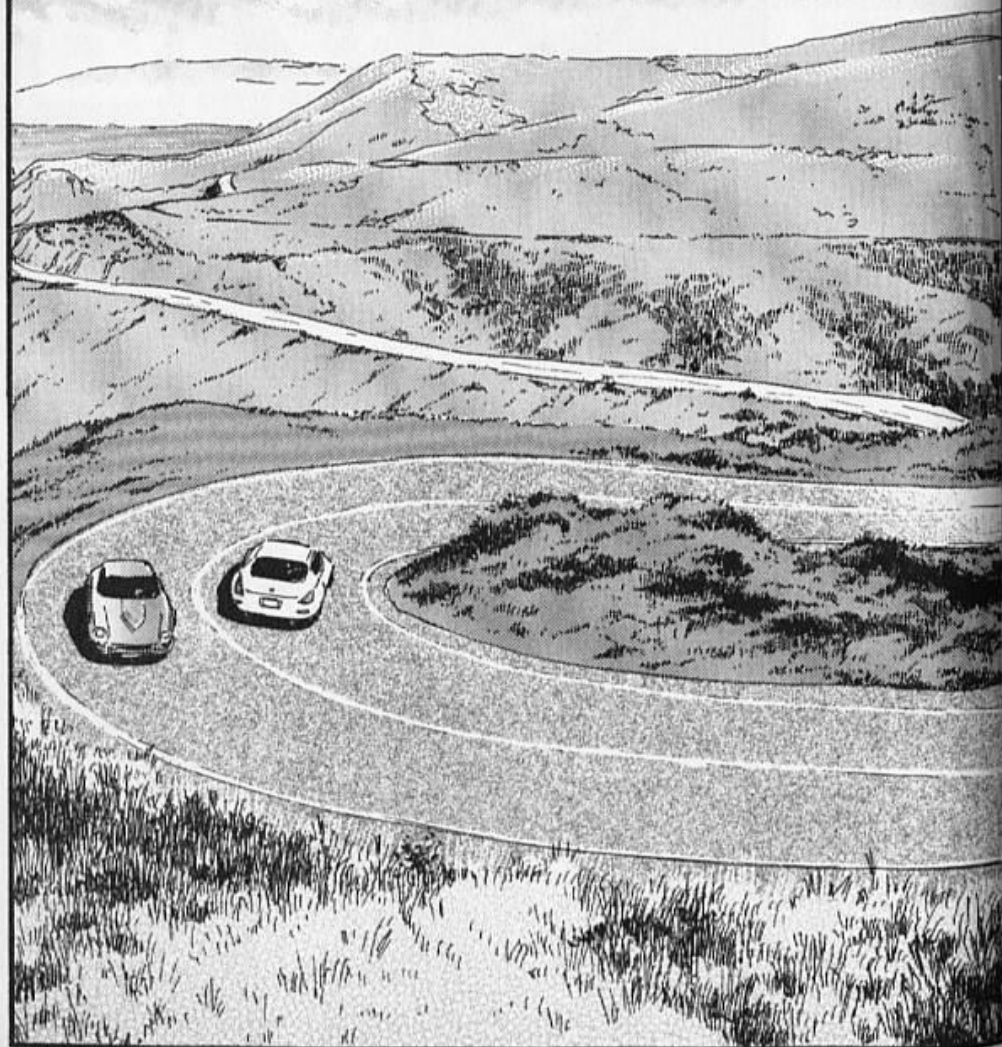
THE RESPONSE WAS EXPLOSIVE.

THE CARS SOLD AS SOON AS THEY ARRIVED AT THE DEALER.





# Epilogue The Z Reborn

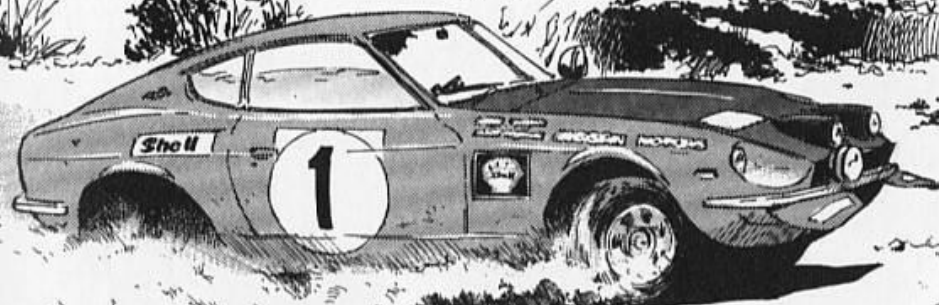
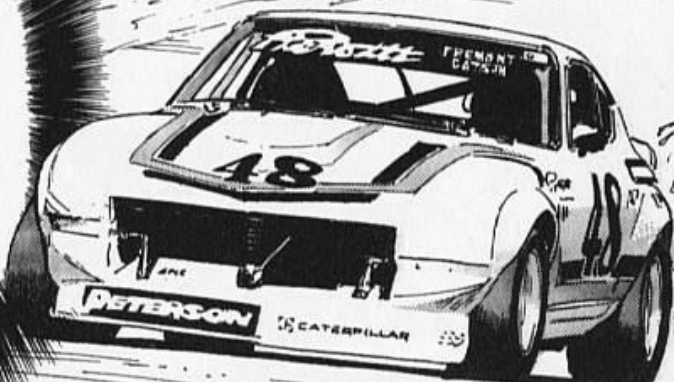


IT WAS ALSO ACTIVE IN RACES AND RALLIES, BOTH FOREIGN AND DOMESTIC.

DISPLACEMENT INCREASED, FINALLY REACHING 2.8 LITERS.

IN NINE YEARS, 540,000 UNITS OF THE PREMIER S30 MODEL Z HAD BEEN SOLD, BECOMING AN UNPRECEDENTED HIT IN SPORTS CAR HISTORY.


IN BOTH NAME AND REALITY, THE Z HAD BECOME DATSUN'S SYMBOL.





HE CONTINUED TO PARTICIPATE IN THE DEVELOPMENT OF VARIOUS CARS

MATSUO LEFT NISSAN AND BECAME A FREE-LANCER.


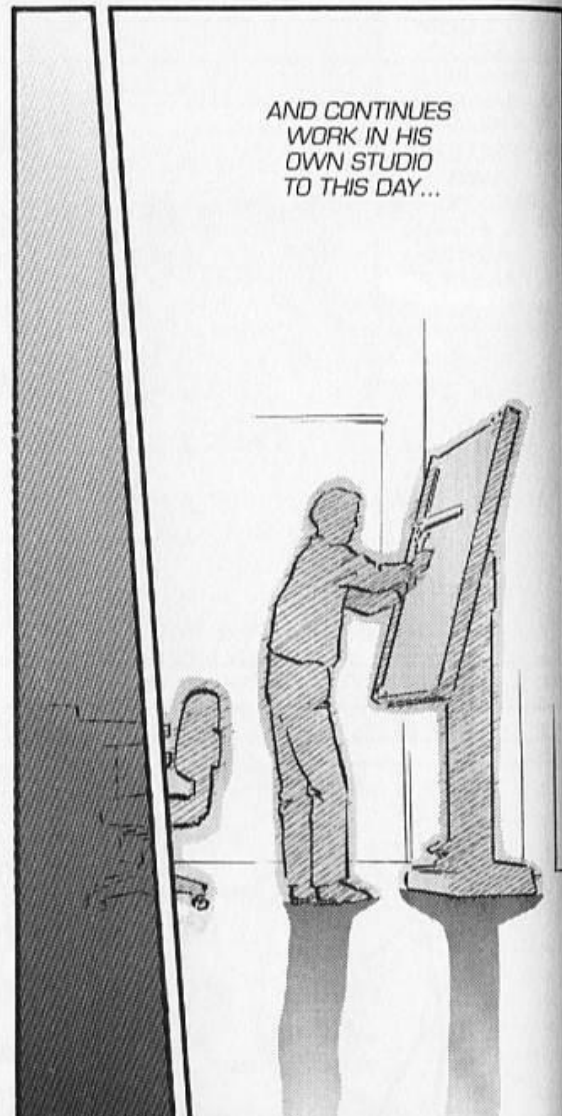


HE USED THIS MONEY TO HAVE SILVER TIE PINS SPECIALLY MADE, AND DISTRIBUTED THEM TO HIS CO-WORKERS WITH WHOM HE HAD SHARED SO MANY TRIALS.

ONE YEAR AFTER THE Z'S RELEASE  
MATSUO RECEIVED THE PRESIDENT'S AWARD FOR DISTINCTION IN THE DEVELOPMENT OF THE Z.

TIME PASSED...

AND CONTINUES WORK IN HIS OWN STUDIO TO THIS DAY...



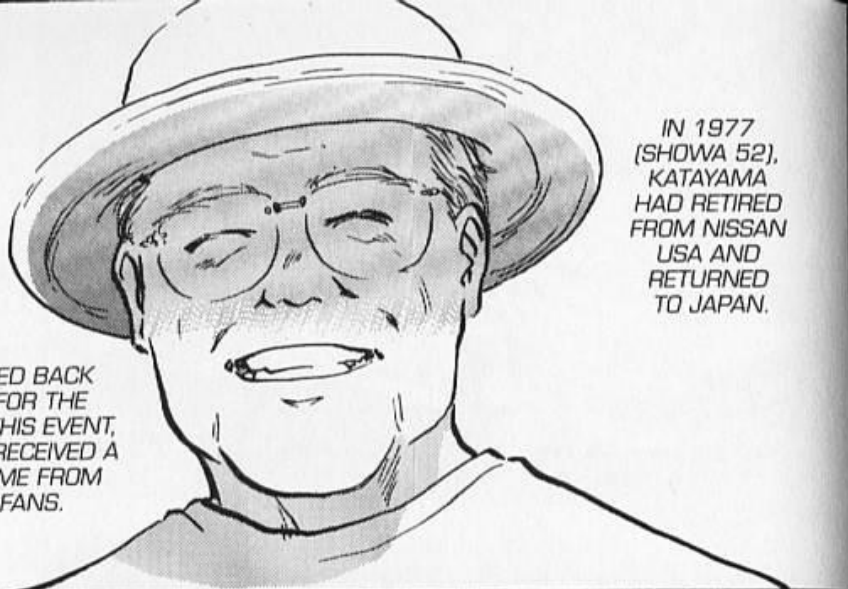
IT'S THANKS TO ALL OF YOU THAT THE Z IS SO LOVED BY SO MANY PEOPLE!!

THANKS FOR PUTTING UP WITH ALL MY WHIMS.

THREE YEARS LATER, IN 1973...

MAY, 1995 (HEISEI 7) - 25 YEARS AFTER THE Z'S AMERICAN RELEASE





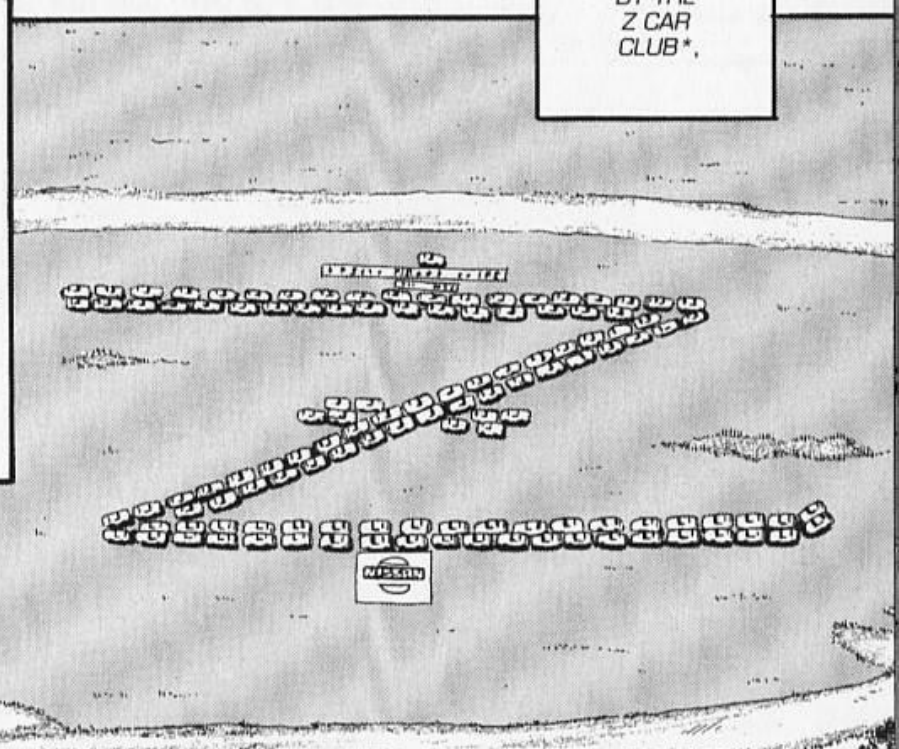
IN 1977 (SHOWA 52), KATAYAMA HAD RETIRED FROM NISSAN USA AND RETURNED TO JAPAN.

HE WAS INVITED BACK TO AMERICA FOR THE CEREMONY AT THIS EVENT, AND THERE HE RECEIVED A GREAT WELCOME FROM ALL THE Z FANS.

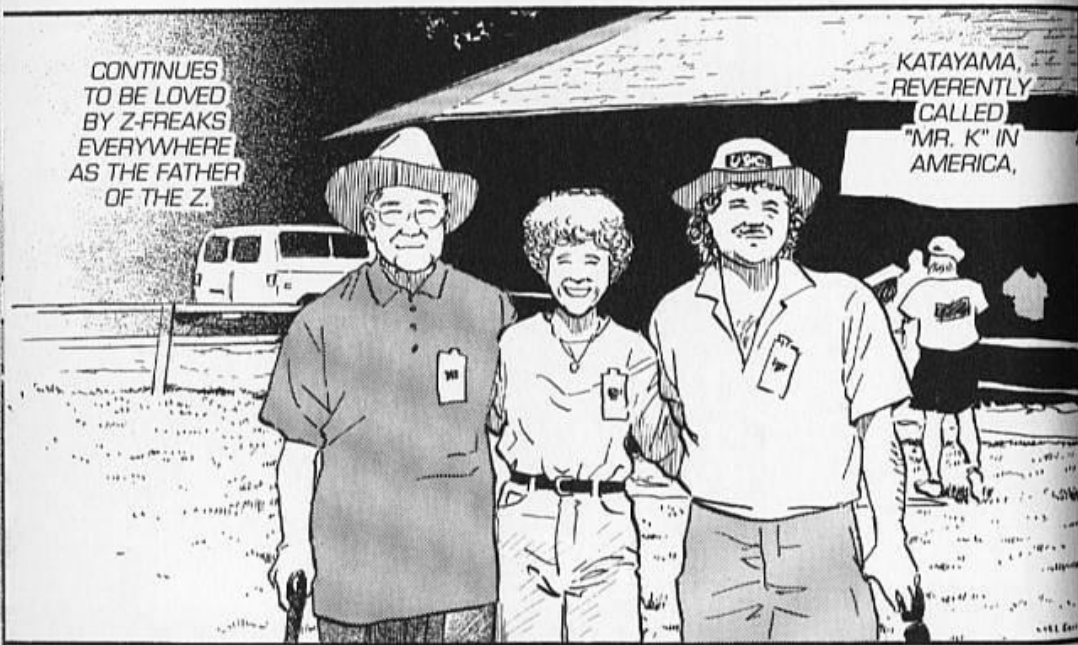


TO COMMEMORATE THE Z'S 25TH ANNIVERSARY, AND CO-SPONSORED BY THE Z CAR CLUB\*,

THE "Z CAR RELAY" WAS HELD, IN WHICH MANY PROUD Z OWNERS PARTICIPATED IN A DRIVE ACROSS AMERICA.



\*60 CLUBS ACROSS AMERICA. INCLUDING EUROPE, ITS MEMBERS NUMBER OVER 6,000.

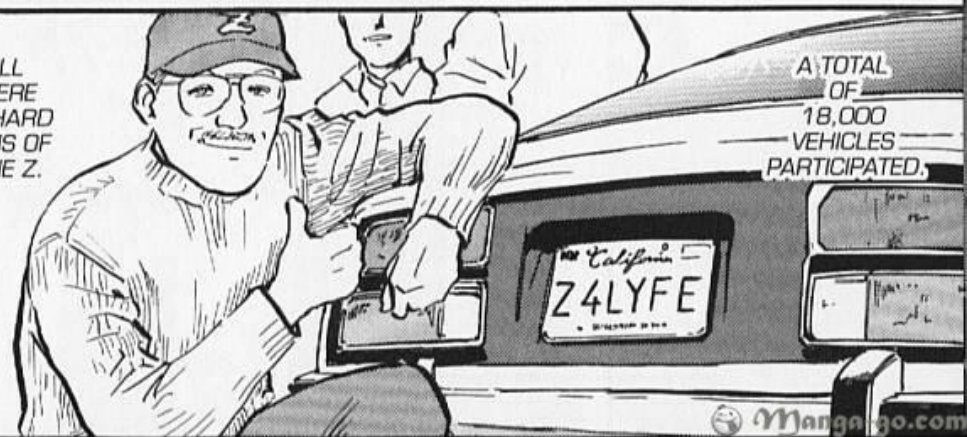


CONTINUES TO BE LOVED BY Z-FREAKS EVERYWHERE AS THE FATHER OF THE Z.

KATAYAMA, REVERENTLY CALLED "MR. K" IN AMERICA,

HOWEVER...

ALL WERE DIEHARD FANS OF THE Z.

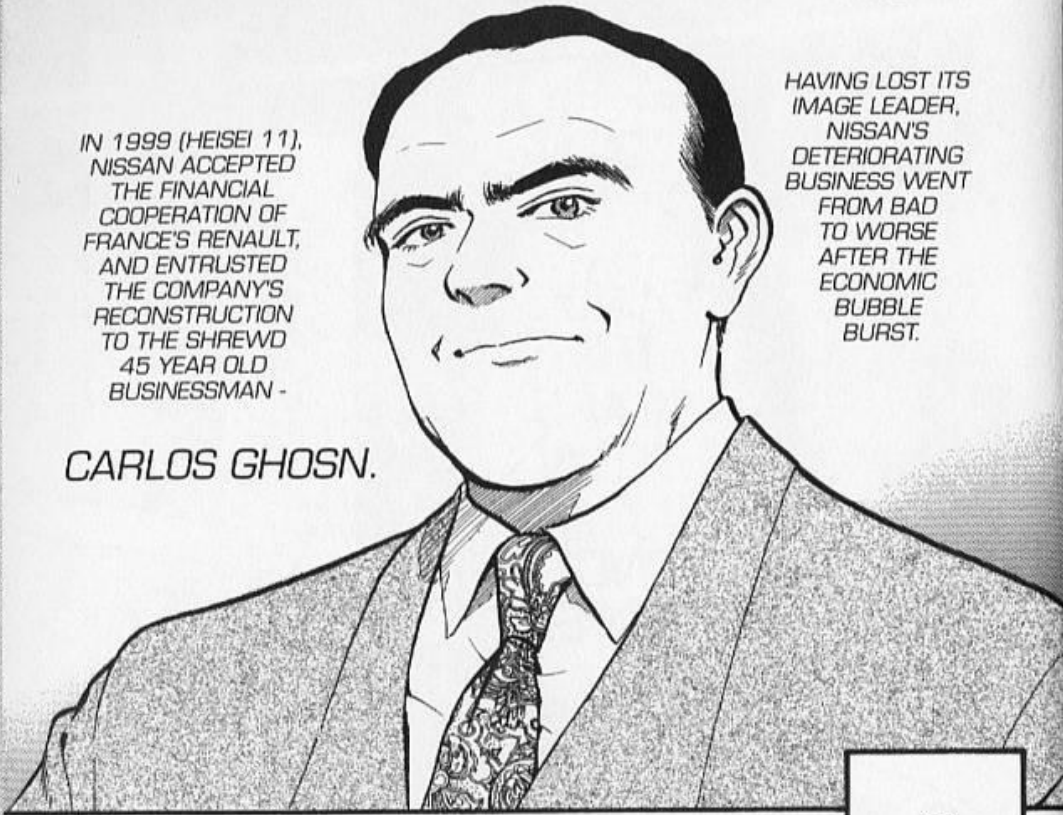


A TOTAL OF 18,000 VEHICLES PARTICIPATED.



AFTERWARD -

IN 1999 (HEISEI 11),  
NISSAN ACCEPTED  
THE FINANCIAL  
COOPERATION OF  
FRANCE'S RENAULT,  
AND ENTRUSTED  
THE COMPANY'S  
RECONSTRUCTION  
TO THE SHREWD  
45 YEAR OLD  
BUSINESSMAN -



CARLOS GHOSN.

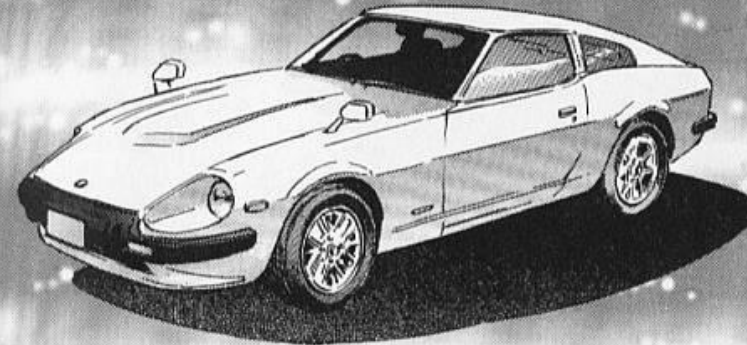
HAVING LOST ITS  
IMAGE LEADER,  
NISSAN'S  
DETERIORATING  
BUSINESS WENT  
FROM BAD  
TO WORSE  
AFTER THE  
ECONOMIC  
BUBBLE  
BURST.



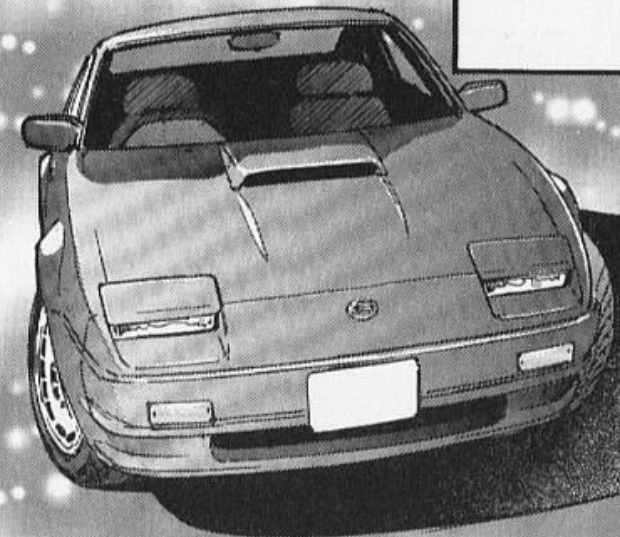
AND  
STRONGLY  
APPEALED  
FOR THE  
REVIVAL  
OF THE Z.

AS  
CARLOS  
GHOSN  
TOOK HIS  
PLACE AS  
NISSAN'S  
PRESIDENT,  
KATAYAMA  
PAID HIM  
A VISIT...

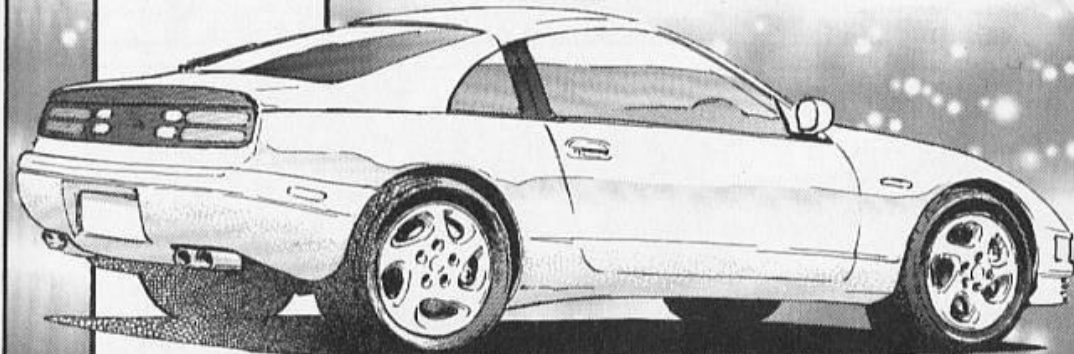
THEN,  
IN  
2002 -



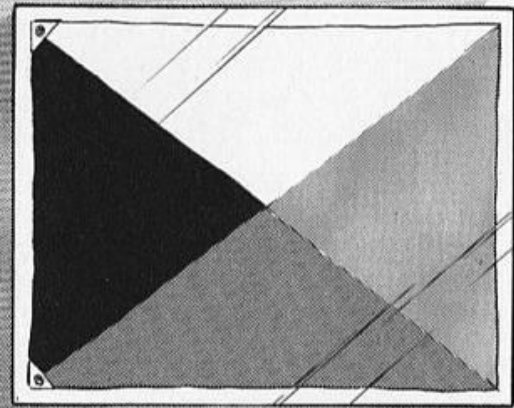
WITH  
EVERY  
MODEL  
CHANGE,  
SALES  
CONTINUED  
TO DIMINISH,  
AND IN 1996,  
WITH THE  
FINAL Z32  
MODEL,  
EXPORTS TO  
AMERICA WERE  
DISCONTINUED.



WITH A  
TOTAL OF  
1,420,000  
UNITS SOLD  
WORLDWIDE,  
THE Z SET  
A RECORD  
AS THE SINGLE  
BEST-SELLING  
SPORTS CAR  
IN THE  
WORLD...



BENEATH  
THE  
BANNER  
OF  
Z...

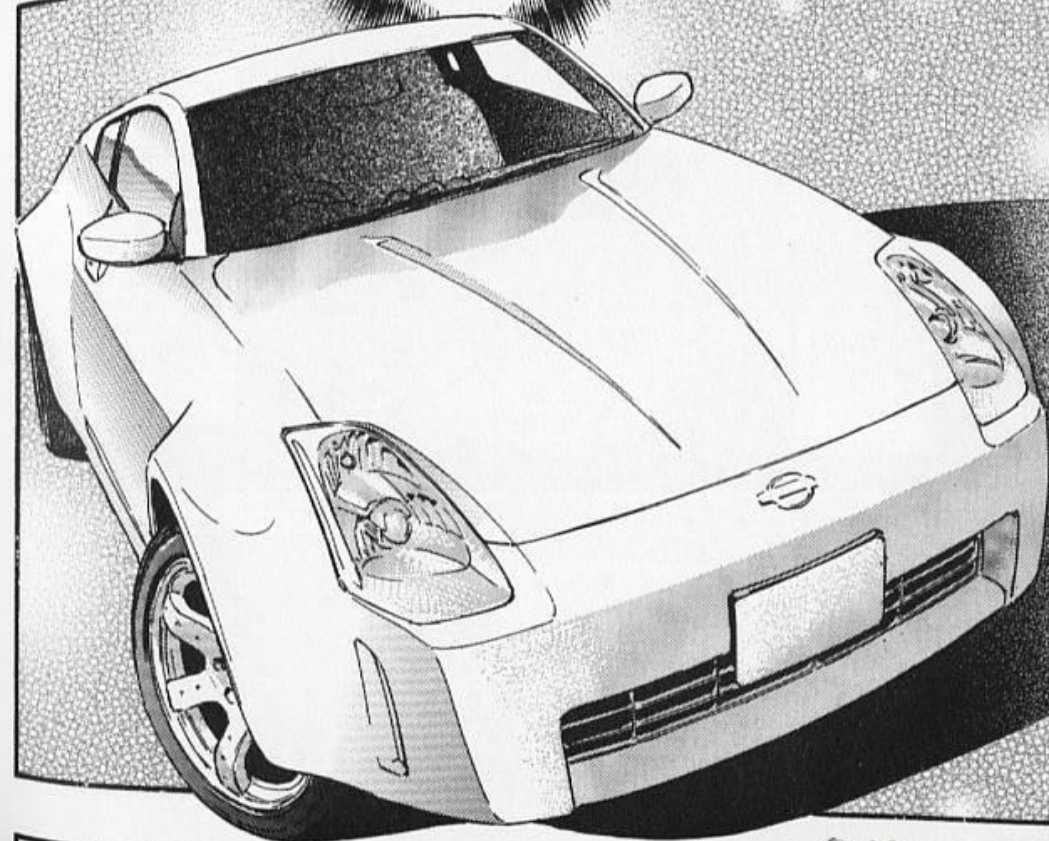


**END**

AND  
THE  
GEARS  
BEGIN  
TO TURN  
ONCE  
MORE!!

TRAVERS-  
ING  
A ROAD  
AS  
FULL  
OF  
TWISTS  
AND  
TURNS  
AS  
ITS  
NAME,  
MAKES  
ITS  
RETURN  
...

THE  
Z  
THAT  
HAD  
ONCE  
CEASED  
TO  
BE...



**"THE PREMIER Z - DREAMS OF MY YOUTH MADE REAL"**

PREMIER Z PROJECT • CHIEF DESIGNER  
NOW PRESIDENT OF PDS PRODUCT DESIGN OFFICE  
(DESIGN CONSULTANT)

**YOSHIHIKO  
MATSUO**

AND WAS MOSTLY A PRODUCT OF YOUTHFUL BRASHNESS. HOWEVER, IT WAS ALSO A DREAM OF MINE. AND MY CONCEPT OF *"USING MASS-PRODUCED COMPONENTS TO MASS-PRODUCE A HIGH-UTILITY, HIGH-PERFORMANCE YET STILL REASONABLY PRICED CAR WITH A DESIGN TO APPEAL WORLDWIDE"* WAS, IN REALITY, NOTHING SHORT OF A DREAM AT THE TIME.

THE SPARK THAT IGNITED THE Z'S EXPLOSIVE SUCCESS REALLY OCCURRED BACK IN THE AUTUMN OF 1966, WHEN MR. KATAYAMA FIRST SAW THE DESIGN MODEL AND INSTANTLY RECOGNIZED ITS PRODUCT APPEAL. IF I HAD NEVER MET MR. KATAYAMA, THE Z WOULD NOT EXIST TODAY; THERE WOULD BE NO LEGEND IN AUTOMOTIVE HISTORY, NOR, IN ALL PROBABILITY, WOULD MR. KATAYAMA HAVE HAD SUCCESS IN AMERICA.

I BELIEVE THAT THERE IS A GREAT MEANING BEHIND THE CHANCE MEETING OF PEOPLE. I ALSO CANNOT FORGET THE EXISTENCE OF MR. HARA, THE PLANNING DIRECTOR AT THE TIME, WHO WAS RESPONSIBLE FOR CREATING THE OPPORTUNITY FOR THIS MEETING.

COMPLETELY DIFFERENT IN SIGNIFICANCE THAN THE SALES ACHIEVED BY THE COMPACT UTILITY CAR, THE SUCCESS OF THE Z SPORTS CAR HELPED TO CHANGE THE ENTIRE IMAGE OF THE

JAPANESE AUTOMOBILE, AND I BELIEVE ITS SUCCESS WAS THE STARTING POINT FOR WHERE THE INDUSTRY IS TODAY.

HEISEI 15, SEPTEMBER AUSPICIOUS DAY

YOSHIHIKO MATSUO

IN TODAY'S FAST-PACED WORLD, WHERE NEW PRODUCTS ARE CONSTANTLY BEING INTRODUCED ONLY TO BECOME QUICKLY HACKNEYED AND FORGOTTEN, THE PREMIERE Z, MADE 34 YEARS AGO, IS STILL BEING TALKED ABOUT TODAY. NOT ONLY IN JAPAN, BUT ALSO IN AMERICA AND ALL OVER THE WORLD, IT IS BELOVED OF FANS AND CHERISHED BY Z CAR CLUB ENTHUSIASTS.

IN ADDITION, IT HAS EVEN BECOME THE SUBJECT OF NUMEROUS PUBLICATIONS AND TV BROADCASTS. WITH THE BIRTH OF THE NEW MODEL Z AS THE IMAGE LEADER FOR *"THE REBIRTH OF NISSAN,"* IT HAS GARNERED ATTENTION ONCE AGAIN.

AS THE DESIGNER OF THE VERY FIRST Z, IT IS A GREAT HONOR FOR ME TO SEE THAT THIS CAR CONTINUES TO BE SO LOVED. I SHARE THIS HONOR WITH MR. KATAYAMA, MR. YOSHIDA, AND MR. CHIBA, WHO HELPED ME IN ITS REALIZATION; THE HEAD TECHNICIAN, MR. UEMURA; AND, BEGINNING WITH MR. MIYATE, ALL THE STAFF MEMBERS AT NISSAN AUTO BODY.

WHEN I THINK BACK, AT THE TIME I BEGAN PLANNING AND DESIGNING THE Z, JAPAN'S AUTO MANUFACTURING INDUSTRY HAD ONLY BEEN MASS-PRODUCING THE PASSENGER VEHICLE FOR A MERE TEN YEARS. FROM THE VIEWPOINT OF THE ADVANCED NATIONS OF EUROPE AND AMERICA, WE WERE ONLY A SMALL ASIAN COUNTRY THAT HAD JUST BARELY BEGUN TO MANUFACTURE AUTOMOBILES IN EARNEST. THERE WAS A VERY REAL, VERY OVERWHELMING GAP DIVIDING US FROM THE ADVANCED NATIONS OF EUROPE AND AMERICA.

THE IDEA OF MAKING A SPORTS CAR AND EXPORTING IT TO THOSE ADVANCED NATIONS OCCURRED TO ME ABOUT 5~6 YEARS AFTER JOINING THE COMPANY,

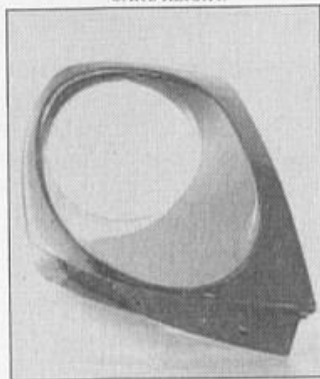
[continued to next page]



AS CHIEF OF CONSTRUCTION PLANNING, HITOSHI UEMURA CLASHED WITH MATSUO ON THE PROBLEM OF THE CAR'S HEIGHT.



PREVIOUSLY IN CHARGE OF SPECIALTY VEHICLES, SUCH AS VACUUM CARS AND POLICE CARS, THE NUMBER 3 VEHICLE CONSTRUCTION PLAN DIVISION WAS PLACED IN CHARGE OF THE Z'S CONSTRUCTION DESIGN.



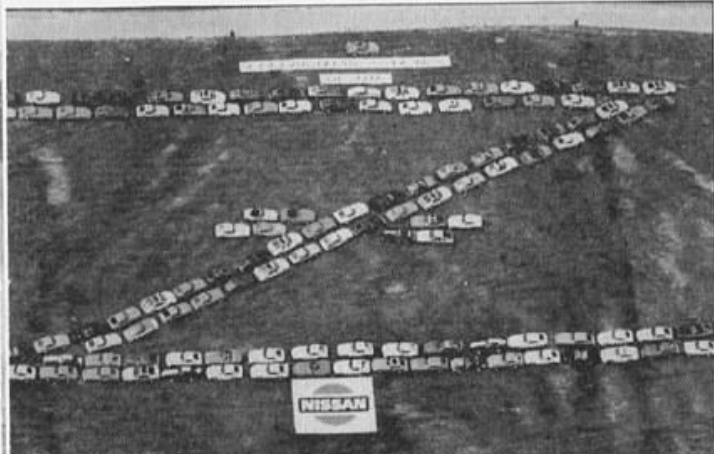
FOR THE Z'S HEADLIGHT CASING, MIYATE CHOSE TO USE FRP, THE SAME MATERIAL USED TO MAKE TRAIN STATION BENCHES.



NISSAN AUTO BODY'S HIROO MIYATE. HE WAS RESPONSIBLE FOR CONSTRUCTING THE CAR BODY, A TASK LADEN WITH DIFFICULTIES.



MATSUO'S SUPERIOR, TEICHI HARA PROVIDED THE CATALYST FOR THE Z'S DEVELOPMENT BY BRINGING MATSUO AND KATAYAMA TOGETHER.



IN 1995, TO COMMEMORATE THE 25TH ANNIVERSARY OF THE Z'S RELEASE, KATAYAMA WAS INVITED AS A V.I.P. TO A SPECIAL RELAY EVENT, IN WHICH MANY Z CARS DROVE ACROSS AMERICA WHILE IN "Z" FORMATION.



TO CELEBRATE THE SUCCESS OF THE Z, MATSUO DISTRIBUTED CUSTOM-MADE TIE PINS EMBOSSED WITH THE LETTER Z TO HIS FELLOW PROJECT MEMBERS WITH WHOM HE HAD TOILED.



THE "Z" TARGETED THE AUTOMOBILE CAPITAL OF THE WORLD, AMERICA. THIS PHOTO SHOWS THE PROJECT MEMBERS WHO FLEW TO NORTH AMERICA FOR THE 1969 TEST-DRIVE OF THE EXPERIMENTAL VEHICLE.



AT THE FIRST AUTOMOBILE SHOW (LATER THE TOKYO MOTOR SHOW), WHICH KATAYAMA HIMSELF PLANNED AND PROMOTED, JAPAN'S FIRST DOMESTIC SPORTS CAR, THE "DATSUN SPORT DC3", GARNERED MUCH ATTENTION.



FIVE YEARS AFTER JOINING THE COMPANY, MATSUO IS PLACED IN CHARGE OF DESIGNING THE SPORTS CAR HE HAD ALWAYS DREAMED OF. MANY DAYS OF CLAY MODEL-BUILDING WERE SPENT IN PURSUIT OF THE IDEAL DESIGN.

## A PHOTOGRAPHIC JOURNAL OF PROJECT FAIRLADY Z

RECORD HOLDER FOR THE SINGLE BEST-SELLING SPORTS CAR IN THE WORLD, THE "FAIRLADY Z". LOOK BACK ON THE UNCOMPROMISING BATTLE FOUGHT BY THE MEN WHO WORKED TOWARD ITS DEVELOPMENT!

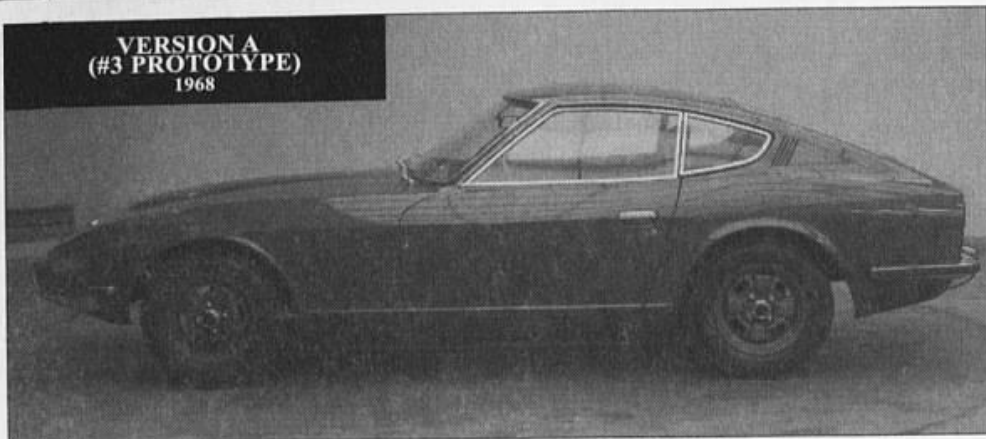


AFTER THE WAR, KATAYAMA USED REVOLUTIONARY ADVERTISING TECHNIQUES TO APPEAL FOR THE REVIVAL OF THE JAPANESE AUTOMOBILE MANUFACTURING INDUSTRY, BOTH AT HOME AND ABROAD.



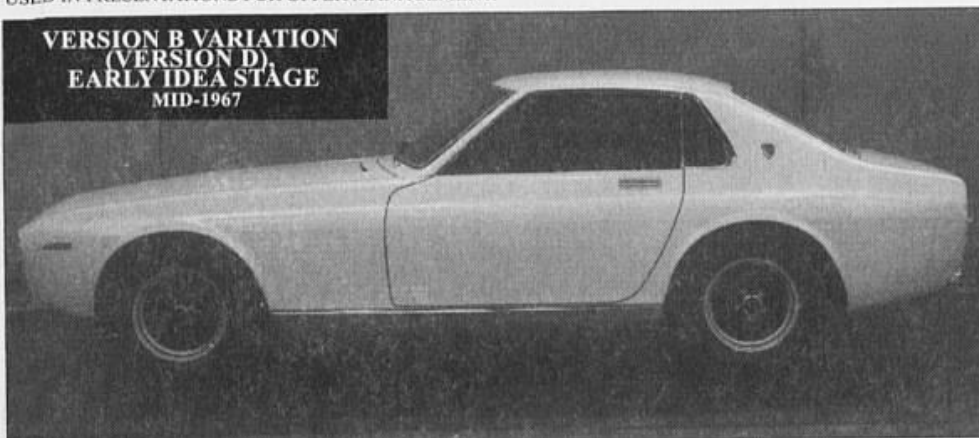
SINCE BOYHOOD, MAKING A SPORTS CAR THAT WOULD BE POPULAR WORLDWIDE WAS YOUNG CAR DESIGNER YOSHIHIKO MATSUO'S DREAM.

**VERSION A  
(#3 PROTOTYPE)  
1968**



CLOSEST IN MEASUREMENTS TO THE FINAL VERSION, THIS PROTOTYPE WAS USED IN PRESENTATIONS FOR UPPER MANAGEMENT.

**VERSION B VARIATION  
(VERSION D),  
EARLY IDEA STAGE  
MID-1967**



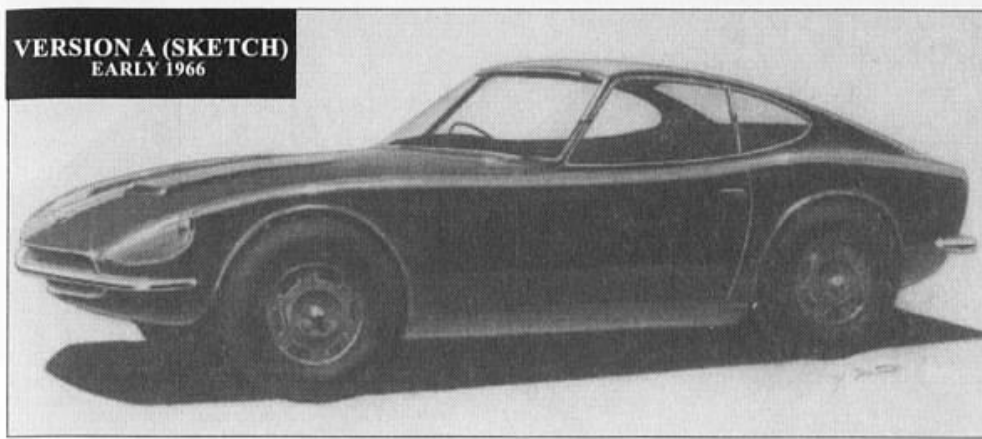
SAID TO HAVE BEEN MADE UNDER ORDERS FROM SUPERIORS, SHOWN HERE IS A VARIATION ON VERSION B, CALLED VERSION D (A LONG-NOSED VERSION OF THE SILVIA LAYOUT).

**VERSION C  
MID-1966**



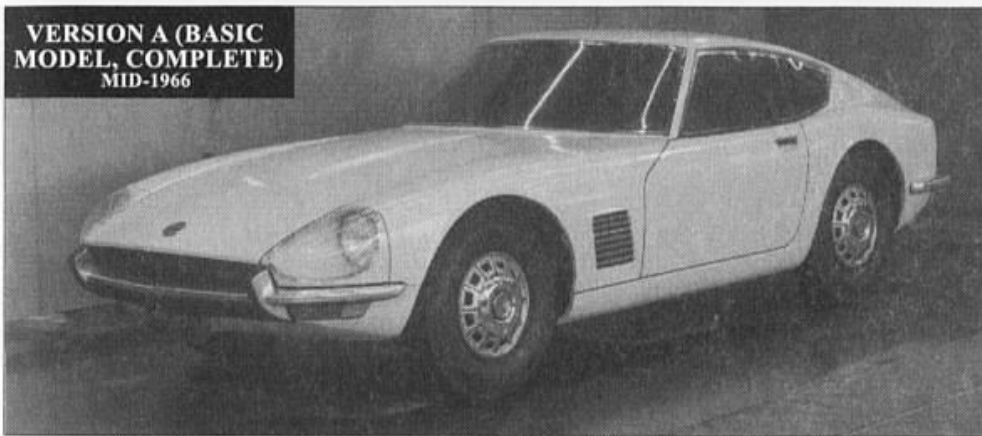
AKIO YOSHIDA WAS IN CHARGE OF THIS VERSION C. BECAUSE THE DESIGN TOO CLOSELY RESEMBLED THAT OF THE MASERATI GIBLI RELEASED THAT AUTUMN, THIS VERSION WAS SCRAPPED.

**VERSION A (SKETCH)  
EARLY 1966**



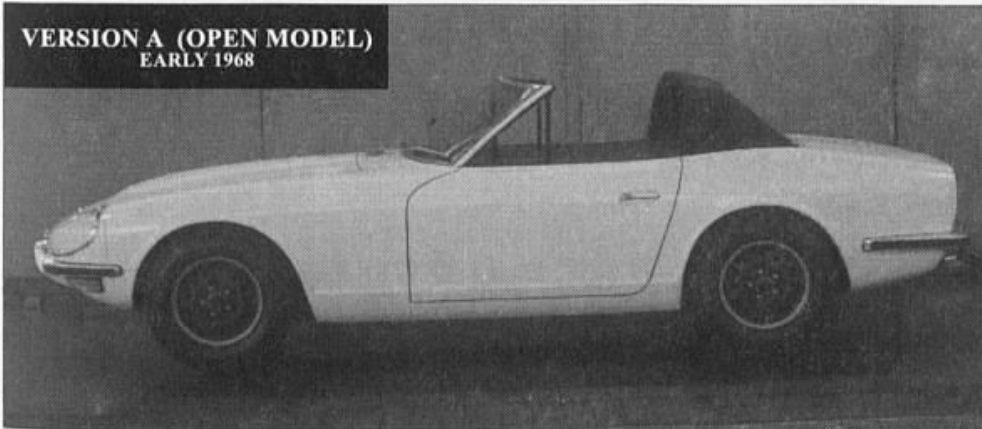
VERSION A OF THE FASTBACK DESIGN, WHICH BECAME THE BASIS FOR THE Z. (ARTIST: MATSUO)

**VERSION A (BASIC  
MODEL, COMPLETE)  
MID-1966**



VERSION A, CLAY MODEL #1. THIS VERSION HAS A FENDER-SIDE AIR SCOOP AS AN ACCENT, BUT IT POSED MANUFACTURING PROBLEMS.

**VERSION A (OPEN MODEL)  
EARLY 1968**



THOUGH NEVER RELEASED FOR SALE, AN OPEN-TOP MODEL WAS ALSO CONSIDERED. SHOWN HERE IS AN EARLY VERSION.

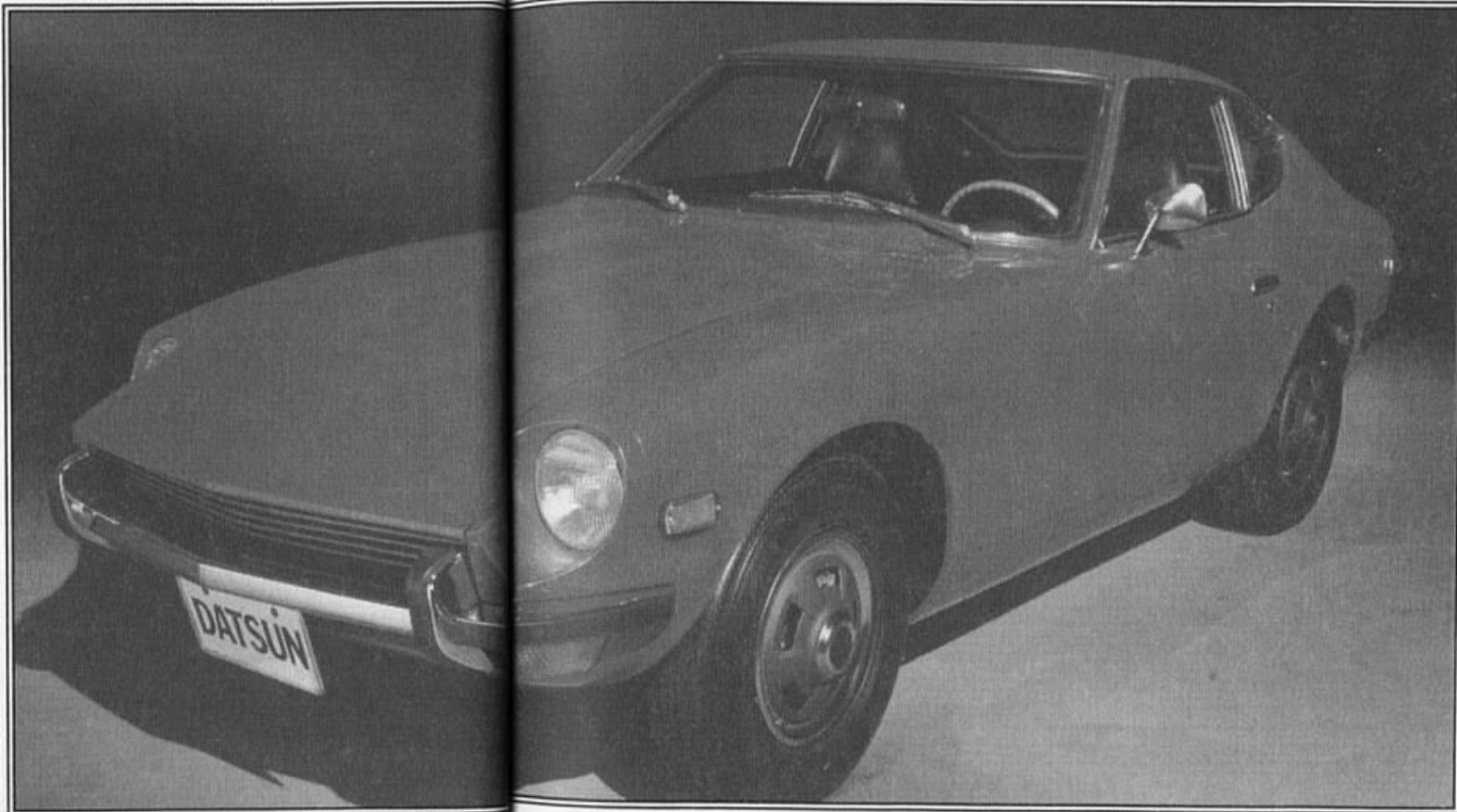
**THE PREMIERE Z (S30)  
MAIN SPECIFICATIONS**

**CHART TEXT (BOX):** LENGTH: 4,115 MM  
**WIDTH:** 1,630 MM  
**HEIGHT:** 1,285 MM  
**BODY WEIGHT:** 975 KG  
**PASSENGER:** 2  
**TOP SPEED:** 185 KM/H  
**ENGINE TYPE:** MODEL L20 OHC<sub>2</sub> VALVE  
LIQUID-COOLED 6-CYLINDER IN-LINE  
**DISPLACEMENT:** 1,998 CC  
**MAXIMUM OUTPUT:** 130 PS/6,000 RPM  
**TRANSMISSION:** 4-SPEED FORWARD,  
1-SPEED REVERSE  
**PRICE (AT THE TIME):** ¥ 930,000  
(BASIC MODEL)

■ THE PREMIERE Z WAS ALSO ACTIVE IN OVERSEAS RALLIES. BEGINNING WITH ITS OVERALL FIFTH AND TENTH PLACE WIN IN THE JANUARY 1971 MONTE CARLO RALLY, AS WELL AS ITS OVERALL WIN IN THE EAST AFRICAN SAFARI RALLY IN APRIL OF THAT SAME YEAR, THE Z PROVED ITS HIGH POTENTIAL AS A SPORTS CAR.



■ WITH ITS ELEGANTLY STREAMLINED LONG-NOSE, FASTBACK STYLING, THE VERY FIRST FAIRLADY Z S30 MODEL (EXPORTED AS THE DATSUN 240Z) GAINED OVERWHELMING SUPPORT, EVEN OVERSEAS. POPULAR AMONG AMERICAN FANS EVEN TO THIS DAY, THE MERE MENTION OF A "Z CAR" CONJURES UP THE IMAGE OF THIS 240Z MODEL.  
(PHOTO BELOW SHOWS A RACING MODEL OF THE PREMIERE FAIRLADY Z, THE Z432)



■ THE GENTLE SLOPE FROM ROOF END TO TAIL, SEEN IN THE REAR VIEW, IS ONE OF THE Z'S DISTINCTIVE FEATURES, AND ALSO ONE THAT CHIEF DESIGNER MATSUO INSISTED UPON. BESIDES CREATING AMPLE TRUNK ROOM, WHICH, IN TURN, PROVIDES FOR A COMFORTABLE INTERIOR, THIS FEATURE FURTHER RAISES THE CAR'S LEVEL OF COMPLETION AS A GT (GRAN TURISMO) CAR.  
(PHOTO AT RIGHT SHOWS THE 240Z-G MODEL EXPORTED TO THE UNITED STATES)



# THE PREMIERE FAIRLADY Z S30

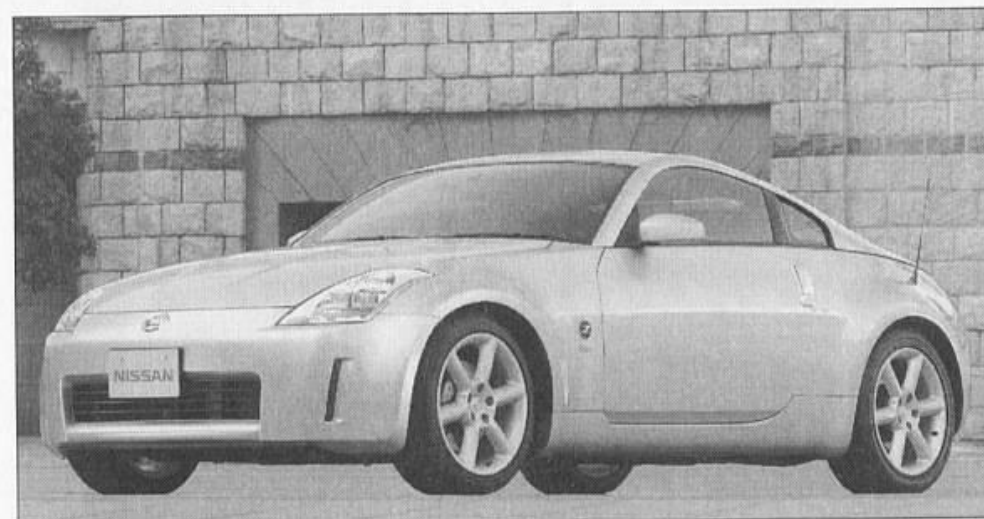
A COMPLETE VIEW OF THE <DATSUN 240Z>

# MODEL CHANGE HISTORY OF THE FAIRLADY Z



**Z32** <NISSAN 300ZX>  
**1989-2** debut

THIS FOURTH GENERATION Z WAS INTRODUCED IN 1989, EXACTLY TWENTY YEARS AFTER THE BIRTH OF THE FIRST Z. MIRRORING THE PROSPEROUS ECONOMIC BUBBLE ERA, THE Z WAS TRANSFORMED INTO AN OPULENT SPORTS CAR. WITH A LENGTH OF 1.8M AND WEIGHING 1.5 TONS, THE LIGHTNESS OF THE ORIGINAL HAS BEEN LOST. THE PRICE ALSO SOARED, WITH THE HIGH-CLASS MODEL COSTING ¥ 4,880,000.



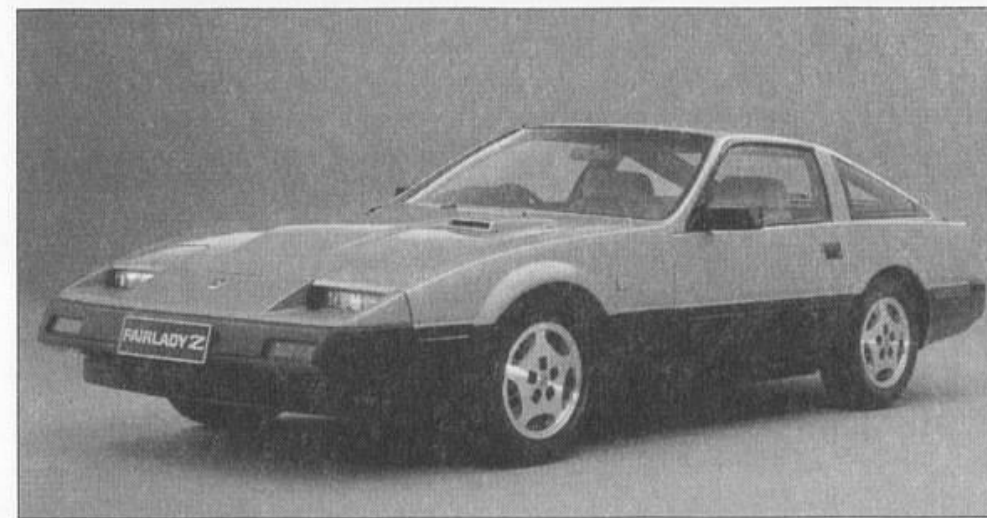
**Z33** <NISSAN 350Z>  
**2002-7** debut

WHEN CARLOS GHOSN BECAME PRESIDENT OF NISSAN, YUTAKA KATAYAMA, FATHER OF THE Z, REQUESTED THE REVIVAL OF THIS SPORTS CAR, AND THUS THE DEVELOPMENT OF THIS NEW MODEL Z WAS BEGUN. UNDERGOING ITS FIRST FULL-MODEL CHANGE IN THIRTEEN YEARS, THIS CAR REPRESENTS THE REBIRTH OF NISSAN. HELD DOWN TO A PRICE OF AROUND ¥ 3,000,000, IT IS GAINING POPULARITY.



**S130** <DATSUN 280ZX>  
**1978-8** debut

IN AUGUST OF 1978, NINE YEARS AFTER ITS BIRTH, THE FIRST FULL-MODEL CHANGE RESULTED IN THIS SECOND GENERATION Z. THE SIZE HAS BEEN SOMEWHAT ENLARGED, BUT ITS DESIGN CLEARLY MAINTAINS THE IMAGE OF THE FIRST Z. COMPARED TO THE FIRST MODEL, SAFETY AND RIDING COMFORT HAVE BEEN INCREASED, AND IT HAS BECOME MORE OF A PASSENGER VEHICLE.



**Z31** <NISSAN 300ZX>  
**1983-3** debut

THE THIRD GENERATION Z, WITH FULL CHANGES IN BODY AND ENGINE. ALTHOUGH RETAINING THE IMPRESSION OF THE FIRST Z, THE DESIGN HAS BECOME FLATTER AND MORE LINEAR. THE HIGH-CLASS MODEL FEATURED 230 HORSEPOWER, WITH A TOP SPEED OF OVER 250 KM/H, RIVALING THE HIGH-CLASS SPORTS CARS OF EUROPE.

# THE HISTORY OF THE FAIRLADY Z

## YEAR MONTH DEVELOPMENTS OF THE FAIRLADY Z

YEAR	MONTH	DEVELOPMENTS OF THE FAIRLADY Z
1909	MEJJI 42	YUTAKA KATAYAMA BORN IN SHIZUOKA PREFECTURE.
1911	MEJJI 44	MASUJIRO HASHIMOTO ESTABLISHES COMPANY NAMED "KAISHIN-SHA."
1914	TAISHO 3	HASHIMOTO COMPLETES AUTOMOBILE OF HIS OWN DESIGN. TAKES THE LAST-NAME INITIALS OF HIS SUPPORTERS DEN, AOYAMA AND TAKEUCHI TO NAME THE CAR "DAT".
1931	SHOWA 6	DEVELOPS A MINI CAR BASED ON THE DAT AND CALLS IT THE "DATSON". LATER CHANGES NAME TO "DATSUN".
1933	SHOWA 8	COMPANY NAME CHANGED TO "NISSAN MOTOR CO., LTD." (HEREAFTER "NISSAN").
1935	SHOWA 10	KATAYAMA JOINS NISSAN.
1954	SHOWA 29	PLANNED BY KATAYAMA, THE FIRST "AUTOMOBILE SHOW" (NOW KNOWN AS THE TOKYO MOTOR SHOW)* HELD.
1957	SHOWA 32	KATSUJI KAWAMATA, FORMERLY OF THE NIHON KOGYO BANK, BECOMES NINTH COMPANY PRESIDENT SINCE NISSAN'S ESTABLISHMENT.
1958	SHOWA 33	KATAYAMA, ACTING AS TEAM DIRECTOR, LEADS NISSAN'S TEAM TO VICTORY IN AUSTRALIAN ROUND-TRIP RALLY.
1960	SHOWA 35	TOYOTA AND NISSAN BEGIN EXPORTS TO AMERICA. KATAYAMA ASSIGNED TO RESEARCH AMERICAN MARKETPLACE; FLIES TO U.S. YOSHIIHIKO MATSUO JOINS NISSAN.
1964	SHOWA 39	KATAYAMA PULLS SALES AGREEMENT WITH MARUBENI AND MITSUBISHI TRADING; INSTEAD, SETS UP DIRECT SALES ARM "NISSAN USA," BECOMES ITS VICE PRESIDENT.
1965	SHOWA 40	UNEXPECTEDLY POOR SALES OF THE "BLUEBIRD 410" DESIGNED BY PININ FARINA. MATSUO PLACED IN CHARGE OF REDESIGNING MINOR CHANGES TO THE BLUEBIRD 410. COMES UP WITH NEW MODEL "SSS".
1966	SHOWA 41	DUE TO PERSONNEL CHANGES, MATSUO IS TRANSFERRED TO THE DIVISION SPECIALIZING IN SPORTS CARS AS CHIEF OF THE NUMBER 4 DESIGN STUDIO. MATSUO BEGINS CONCEPTUALIZATION OF THE NEXT-GENERATION SPORTS CAR, VERSION A (GT MODEL) CONVERTIBLE, 1/1 SCALE CLAY MODEL COMPLETED, VERSION B (SPECIALTY MODEL) CLAY MODEL COMPLETED.
1967	SHOWA 42	CONCENTRATING ON VERSION A, CLAY MODEL IS IMPROVED AND UPGRADED. KATAYAMA VISITS MATSUO, GIVES ENCOURAGEMENT. DEVELOPMENT PROJECT FOR NEXT-GENERATION SPORTS CAR IS NAMED "MARUZETTO (CIRCLE Z)".
1968	SHOWA 43	AFTER BEING UNVEILED AT THE BUSINESS EXECUTIVES PRESENTATION, THE VERSION A IS APPROVED. ACTUAL PROTOTYPE COMPLETED.
1969	SHOWA 44	FIRST EXPERIMENTAL MODEL OF NEXT-GENERATION SPORTS CAR COMPLETED. DECISION FOR ITS NAME IS THE "FAIRLADY Z". UEMURA TAKES THE EXPERIMENTAL MODEL FOR A TEST RUN IN AMERICA.
1970	SHOWA 45	NISSAN RELEASES THE "FAIRLADY Z (HEREAFTER CALLED 'Z') FOR SALE. CAR RELEASED AS THE "DATSUN 240Z" IN AMERICA.
1971	SHOWA 46	240Z WINS SAFARI RALLY. THE Z WINS AMERICAN CAR MAGAZINE ROAD & TRACKS "CAR OF THE YEAR" AWARD.

## EVENTS IN SOCIETY

- AUTOMOBILE TYCOON HENRY FORD BEGINS MASS PRODUCTION OF THE "MODEL FORD".
- MARIE CURIE WINS THE NOBEL PRIZE IN CHEMISTRY FOR HER SUCCESSFUL SPLITTING OF THE METALLIC ELEMENT RADIUM.
- TOKYO STATION OPENS.
- U.S. FEDERAL COURT IN CHICAGO HANDS DOWN GUILTY VERDICT FOR GANGLAND BOSS AL CAPONE.
- ADOLF HITLER ORDERS DR. PORSCHIE TO DESIGN A CAR FOR THE GERMAN PEOPLE.
- SIBERIAN RAILROAD COMPLETED.
- REGULARLY TELEvised BROADCASTS BEGIN ARISING IN GERMANY.
- FIRST SUBWAY OF THE POSTWAR PERIOD OPEN FOR TRANSPORTATION. SEIKAN FERRYBOAT, "TOYAMARU," CARRIES.
- SOUTH POLE PRELIMINARY OBSERVATION TEAM LANDS AT ONGLE ISLAND, ESTABLISHES "SHOWA BASE".
- FUJI HEAVY INDUSTRIES RELEASES THE "SUBARU 360" FOR SALE CALLED "THE LADYBUG," BECOMES A BIG HIT.
- THE "KAMIKAZE TAXI" BECOMES RAMPANT.
- COLOR TELEVISION BROADCASTS BEGIN.
- TOYOTA BEGINS EXPORTS OF THE "CROWN CUSTOM," JAPAN'S FIRST EXPORTS TO THE SOVIET UNION.
- NEW JAPAN-UNITED STATES SECURITY TREATY FORWARDED.

## SOCIAL TRENDS

- THE FORK BECOMES A COMMON UTENSIL IN GENERAL HOUSEHOLDS.
- THE FIRST DOMESTIC-MADE RECORD, "ONPU (MUSIC)," GOES ON SALE.
- THE CUTLET BECOMES A COMMON HOUSEHOLD DINNER ITEM.
- TUBERCULIN INOCULATIONS BEGIN.
- INTRODUCTION OF THE FIRST DOMESTIC-MADE KEWERE DOLLS.
- [SONG] "KACHUSHA NO UTA (SONG OF THE CACHUSHA)"
- [BOOK] NORAKURO, BY SUIHO TAGAWA
- [MOVIE] "MADAMU TO NYOUBO (MADAME AND WIFE)"
- [MOVIE] "KING KONG"
- [SONG] "TOKYO ONDO"
- EMI KIKUKAWA'S "MIYAMOTO MUSASHI" SERIES BEGINS IN TOKYO ASAHI SHINBUN (NEWSPAPER).
- [MOVIE] "ROMAN HOLIDAY," "GOJIRA (GODZILLA)" [PHRASE] ROMANCE GRAY
- [MOVIE] "GUNFIGHT AT THE OK CORRAL"
- [TV] "LASSIE," "KYOU NO RYOURI (COOKING TODAY)"
- WRESTLER RIKIDOUSAN'S PRO WRESTLING BROADCASTS BECOME WILDLY POPULAR.
- [SONG] "YURAKUMACHI DE ANASHI (LET US MEET AT YURAKUMACHI)," "O-I, NAKAMURA-KUN HEY, NAKAMURAY"
- BOTH NHK AND NIPPON TV BEGIN COLOR BROADCASTS.
- [BOOK] DAKKOCHAN DOLLS, JEANS [BOOK] SEI SEIKATSU NO CHEE (SEX LIFE HINTS)
- [MOVIE] "MY FAIR LADY"
- [BOOK] CYBORG 009, BY SHOTARO ISHIMORI
- [OBAKE NO Q-TARO (Q-TARO THE GHOST)], BY FUIJO FUIKO [PHRASE] ORE IN TSUTTEKOI (FOLLOW MY LEAD)
- [MOVIE] "THE SOUND OF MUSIC," "ABASHIRI BANGAICHI (ABASHIRI OUTER LIMITS)," STARRING KEN TAKAKURA
- [BOOK] THE MINI SKIRT, THE MILITARY LOOK
- [BOOK] KYOJIN NO HOSHI (STAR OF THE GIANTS), BY IKKI KAIWARA
- [TV] "WAKAMONO TACCHI (THE YOUNG ONES)," "ZENGI-GATA HEIJI"
- OHTSUKA FOODS BEGINS SALES OF THE "ONCURRY"
- [BOOK] HOTARU NO HAKA (GRAVE OF THE FIREFLIES), BY AKIYUKI NOSAKA [RADIO] "ALL NIGHT NIPPON" [SONG] "KAETTEKITA YOPPARAI (THE RETURN OF THE DRUNK)"
- [TV] "YOGIRIYO KONYAMO ARGATO (NIGHT FOG, THANK YOU AGAIN TONIGHT)"
- KICK BOXING, WOMEN'S PRO WRESTLING EMERGE AS POPULAR NEW SHOW SPORTS.
- [TV] "KONTO 55 GOU! URABANGLUMI O BITTOBASEI (SKIT NUMBER 55) BLOW AWAY THOSE BACK-PROGRAMS!" "KACHUDAYOI ZENIN SHUGOU (ITS EIGHT O'CLOCK! EVERYONE GATHER ROUND)" [PHRASE] OHI MOHETSU! OHI INTENSE!, HAPPA FUMI FUMI (STOP! STOP! LEAVES), ATTO ODOROKU TAMEGOROH (TAMEGOROH EXCLAIMS IN SURPRISE)



1973 SHOWA 48	MATSUO RETIRES FROM NISSAN, BECOMES A FREELANCE CAR DESIGNER.
1975 SHOWA 50	NISSAN USA UNSEATS GERMANY'S VOLKSWAGEN AS AMERICAS NUMBER ONE-SELLING IMPORT CAR.
1977 SHOWA 52	KATAYAMA RETIRES FROM NISSAN USA, RETURNS TO JAPAN.
1978 SHOWA 53	A MODEL-CHANGED VERSION OF THE FIRST Z, THE "FAIRLADY 280Z (\$130)" IS RELEASED FOR SALE.
1980 SHOWA 55	NISSAN COMBINES DATSUN BRAND WITH NISSAN BRAND. "DATSUN" NAME DISCONTINUED.
1983 SHOWA 58	COMPLETING ITS SECOND MODEL CHANGE, THE "FAIRLADY 300Z (Z31)" IS RELEASED FOR SALE.
1989 HEISEI 1	COMPLETING ITS THIRD MODEL CHANGE, THE "FAIRLADY 300ZX (Z32)" IS RELEASED FOR SALE.
1995 HEISEI 7	COMMEMORATING ITS 25TH ANNIVERSARY OF SALE, THE "Z AMERICA RALLY" IS HELD, IN WHICH MANY Z CARS PARTICIPATED IN A CROSS-COUNTRY DRIVE OF AMERICA WHILE MAINTAINING A CONSTANT "Z" FORMATION.
1996 HEISEI 8	EXPORT OF THE Z TO AMERICA DISCONTINUED. THE FAIRLADY Z ACHIEVES 1,400,000 UNITS SOLD, A WORLD RECORD IN SALES OF A SINGLE VARIETY OF SPORTS CAR.
1998 HEISEI 10	FOLLOWING THE LINES OF SOICHIRO HONDA AND EIJI TOYOTA, KATAYAMA BECOMES THE FOURTH JAPANESE TO BE INDUCTED INTO THE AMERICAN AUTOMOTIVE HALL OF FAME.
1999 HEISEI 11	NISSAN ANNOUNCES JOINT FINANCIAL COOPERATION WITH FRANCES RENAULT.
	CARLOS GHOSN BECOMES PRESIDENT OF NISSAN.
	KATAYAMA MAKES STRONG DEMANDS FOR THE REVIVAL OF THE "Z" TO GHOSN.
2002 HEISEI 14	GHOSN ANNOUNCES THE "NISSAN REVIVAL PLAN." 13 YEARS AFTER THE LAST FULL MODEL CHANGE OF THE Z32, NISSAN UNVEILS THE NEW FAIRLADY Z "33".

- FOURTH WAR IN THE MIDDLE EAST ERUPTS. OIL SHOCK.
- HIROSHIMA TOYO CARRS OBTAIN THEIR FIRST LEAGUE WIN.
- VIETNAM WAR ENDS.
- JAPANESE LIFE EXPECTANCY (OF BOTH MEN AND WOMEN) NUMBER ONE IN THE WORLD.
- HIJACK PREVENTION BILL PASSED.
- PRIME MINISTER FUKUDA ANNOUNCES THE "ALL-DIRECTIONAL DIPLOMATIC POLICY." NAOMI UEMURA SUCCESSFULLY REACHES THE NORTH POLE ON SOLO DOG SLED RUN.
- SUMMER BONUS AMOUNT GIVEN BY PRIVATIZED BUSINESSES AVERAGES 448,000 YEN, AN INCREASE OF 9.85% FROM THE PREVIOUS YEAR.
- KANAGAWA PREFECTURE TAKES THE NATION'S LEAD IN IMPLEMENTING PUBLIC INFORMATION REGULATIONS.
- "RECRUIT" INCIDENT.
- DISAPPEARANCE OF ATTORNEY SAKAMOTO AND FAMILY.
- SUBVERSIVE ACTIVITIES PREVENTION LAW USED AGAINST OHMI SHINRIKYO.
- GREAT HANSHIN-AWAI EARTHQUAKE OCCURS.
- HOSTAGE CRISIS AT RESIDENCE OF JAPANESE AMBASSADOR TO PERU.
- DECISION MADE FOR JAPAN AND KOREA TO JOINTLY HOST 2002 WORLD CUP SOCCER EVENT.
- NORTH KOREA FIRES "TERODONG" MISSILES. SOCCER PLAYER HIDEOTOSHI NAKAIA TAKES ON THE CHALLENGE OF ITALY'S SERIE A.
- NTT DOKOMO BEGINS "I MODE" SERVICE.
- SHINTARO ISHIHARA WINS TOKYO GOVERNOR'S RACE. SO-CALLED "CHARISMA" TECHNICIANS, SUCH AS THE "CHARISMA BEAUTICIAN" AND "CHARISMA SALESMAN", PROLIFERATE THROUGHOUT THE CITY.
- INCIDENT INVOLVING FALSE LABELING OF DOMESTIC BEER CONFERENCE BETWEEN JAPANESE AND KOREAN LEADERS RESULTS IN THE RELEASE OF FIVE JAPANESE ABDUCTEES.
- [BOOK] SPARUTA KYOIKU (SPARTAN DISCIPLINE), BY SHOTARO ISHIHARA [TV] "DOKKURI KAMERA (SURPRISE CAMERA)"
- [BOOK] KACHII KACHII CLACKER (THE CLICK CLICK CLACKER) [TV] "YUKU TOSHI, KURU TOSHI (OLD YEAR, NEW YEAR)" [PHRASE] NONBIRI YUKUDOYO (LET'S TAKE IT EASY), SHIRAKE (DULL)
- LED BY COACH KAWAKAMI, THE GIANTS WIN THEIR NINTH CONSECUTIVE VICTORY IN THE CENTRAL LEAGUE.
- [PHRASE] ICHIGO HAKUSHO O MOU ICHIDO (THE STRAWBERRY STATEMENT ONCE AGAIN), JIDAI (ERA), SHIKURAMEN NO KAHORI (THE SCENT OF THE CYCLAMEN)
- POPULARITY OF THE "SUPER CAR," SUCH AS THE COUNTAC LAMBORGHINI.
- [BOOK] SUSPENSION FITNESS EQUIPMENT, NEUTRA[PHRASE] NANCHATE
- [JUST KIDDING], SARAKIN JIGOKU (LOAN-SHARK HELL)
- JOHN LENNON ASSASSINATED.
- [BOOK] NUMBER, BRUTUS
- [BOOK] RECORD RENTALS, THE TECHNO CUT
- [PHRASE] PETER PAN SYNDROME
- THE COMMITTEE FOR JAPANESE KANJI SKILL APPROVAL ANNOUNCES THE ANNUAL "KANJI OF THE YEAR" FIRST SELECTED KANJI: ㇿ ("SHIN")
- NEWS OF MAD COW DISEASE AND THE O157 (SALMONELLA) OUTBREAK CONTRIBUTE TO A GROWING INSECURITY ABOUT FOOD SAFETY. [BOOK] NOUNAI KAKUMEI (CEREBRAL REVOLUTION), SARUGANSEKI NIKKI (SARUGANSEKI DIARIES)
- [BOOK] ROJIN RYOKU (SENIOR POWER), RYU (REASON) [MOVIE] "GODZILLA"
- SONY RELEASES THE ROBOT DOG "AIBO" FOR SALE. [SONG] "AUTOMATIC"
- [BOOK] NINGEN MARUYAKARI NO DOUBUTSU URANAI (TOTALLY PERSONALITY-REVEALING ANIMAL FORTUNE TELLING) [MOVIES] "THE MATRIX", "ARMAGEDDON"
- [BOOK] TANAKA MAKIKO KENKYU (A STUDY OF MAKIKO TANAKA), BY TAKASHI TACHIBANA [PHRASE] YAMA-CHAN, NUNEO HOUSE

# PROJECT

challengers

# SEVEN ELEVEN

In a time when giant department stores and supermarkets dominated the Japanese retail industry, two businessmen, Toshifumi Suzuki and Hideo Shimizu, discovered a new type of small retail store flourishing in America - the Seven Eleven. Called a "convenience store," it was a concept new to the Japanese. Intrigued by this new idea and convinced that it would succeed in Japan as well, the two men put together a project team of fifteen members, all virtual novices to the retail trade, to bring this venture to their land. Staking his entire livelihood, young storeowner Kenji Yamamoto volunteered to convert his family-owned liquor store into the first Seven Eleven in Japan. The hardship of negotiations, the oil shock, the struggle to cope with inadequate space were all met with resolve and innovation, culminating in what is now called the retail revolution!

Feeling hungry...? Out of toothpaste...? Or just need some aspirin? Run down to your local corner store... you may find it's a 7-Eleven. They'll have just the thing you're looking for and more. See why this is more than just a store for the late night munchies!

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