

INFINITI MOTOR COMPANY LTD.

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MEDIA INFORMATION

FEBRUARY 10, 2017

Valentine's passions run high as INFINITI gauges emotional responses to driving

- INFINITI measures emotional responses of drivers at the wheel of powerful new Q50 Red Sport 400
- Drivers experience greater levels of excitement and passion while driving INFINITI's 400 hp sports sedan
- Q50 Red Sport 400 powered by 3.0-liter twin-turbo V6 engine

HONG KONG – The INFINITI Q50 Red Sport 400 invokes passion, excitement and engagement in drivers, according to new scientific research carried out by INFINITI in the run-up to Valentine's Day.

At a time of year devoted to the expression of emotion, love and passion, INFINITI measured real-time neural reactions of 100 drivers as they drove the Q50 Red Sport 400. The test measured drivers' emotional response while at the wheel of the most powerful version of INFINITI's best-selling sports sedan.

INFINITI collaborated with EMOTIV – a bioinformatics company specializing in electroencephalogram (EEG) technology – to monitor brain activity during the test drives. Data from participants was then evaluated against the Hebbian-Yerkes-Dodson behavioral performance model. The scientifically-validated Hebbian-Yerkes-Dodson model suggests that greater mental arousal and engagement is required to realize the best possible performance in an activity, such as driving.



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The data found that a drive in the Q50 Red Sport 400 elicited greater levels of mental excitement, focus and engagement when compared to a generic, simulated driving experience. EMOTIV's independent interpretation of brainwave activity, captured by the EEG, mirrored the shape of the Hebbian-Yerkes-Dodson curve – drivers experienced optimal peak levels of emotional engagement with the act of driving the sports sedan, which produces a thrilling 400 hp from its 3.0-liter twin-turbo V6 engine.

Participants in the Q50 Red Sport 400 test drive reached the optimal 'excitement' zone during their drive (mean 0.582), according to the Hebbian-Yerkes-Dodson model, compared to a mean 0.507 of a generic driving experience, carried out on a racing simulator. However, EEG data from the Red Sport 400 drive also showed a peak in mental 'arousal' of around four times' that experienced by drivers on the driving simulator. Conversely, brainwave activity captured during the driving simulator showed relative excitement levels remained flat throughout the drive.

Alfonso Albaisa, INFINITI's Executive Design Director, who oversaw the design of the Q50 Red Sport 400, commented: "A car is more than just a machine, and the best of them – the ones which drivers love the most – should provoke an emotional response. In an era when emotionless, autonomous appliances dominate the headlines, this test backs up a long-held belief of ours – that INFINITI cars invoke a true passion for driving."

About INFINITI

INFINITI Motor Company Ltd. is headquartered in Hong Kong with sales operations in over 50 countries. The INFINITI brand was launched in 1989. Its range of premium automobiles is currently built in manufacturing facilities in Japan, the United States, United Kingdom and China. INFINITI plans to also expand manufacturing into Mexico by 2017.

INFINITI design studios are located in Atsugi-Shi near Yokohama, London, San Diego and Beijing.

INFINITI is in the middle of a major product offensive. The brand has been widely acclaimed for its daring design and innovative driver-assistance technologies.



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From the 2016 season, INFINITI is a technical partner of the Renault Sport Formula One team, contributing its expertise in hybrid performance.

More information about INFINITI and its industry leading technologies can be found at www.INFINITI.com. You can also follow INFINITI on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#), and see all our latest videos on [YouTube](#).

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