

INFINITI MOTOR COMPANY LTD.

28-30/F, Hopewell Centre

183 Queen's Road East

Wan Chai, Hong Kong

www.infiniti.com

MEDIA INFORMATION

EMBARGO: 3 MARCH, 2017 @ 1900 HONG KONG TIME

INFINITI to unveil new Q50 with holistic performance technologies at Geneva

- Updated sports sedan features refreshed interior and exterior design
- Q50 features innovative technologies that empower and support the driver
- Powertrain options include award-winning 3.0-liter V6 twin-turbo

HONG KONG – The new INFINITI Q50 premium sports sedan will make its global debut at the Geneva International Motor Show – featuring innovative technologies that empower and support the driver, taking a holistic approach to performance.

As the company's core brand-building model and best-selling vehicle worldwide, INFINITI has already introduced a number of world-first innovations with the Q50, making empowering technologies accessible to a large number of INFINITI customers.

One of the available driver assistance technologies included in the new Q50 is second-generation Direct Adaptive Steering – a steer-by-wire system that supports the driver by providing smooth operation, more direct steering responses and easy maneuverability. Direct Adaptive Steering is a precursor to future steering systems that will form a key building block to achieving fully-autonomous driving.

The Q50 delivers an empowering and rewarding drive thanks to innovative powertrains, including the award-winning 3.0-liter V6 twin-turbo engine from the new and exclusive 'VR' powertrain family, which was recently named on the prestigious 2017 Ward's '10 Best Engines' list.



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The new Q50, to be revealed at the Geneva International Motor Show during the INFINITI press conference at 08:15 (CET) on March 7, will also feature refreshed exterior and interior design – bringing the car in line with the brand's 'designed to perform' ethos.

More information on the new Q50, including images and video, will be available via www.INFINITIpresspacks.com from 08:30 (CET) on March 7.

About INFINITI

INFINITI Motor Company Ltd. is headquartered in Hong Kong with representations in 50 markets around the world. 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.

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](#), [LinkedIn](#) and see all our latest videos on [YouTube](#).

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Contact

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