
MEDIA INFORMATION

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INFINITI showcases stunning vision of electric future

- INFINITI confirms first electric vehicle will be sleek sedan
- Fastback Vision Qe concept hints at engaging future EV
- Concept embodies INFINITI's evolved design form, Artistry in Motion

TOKYO, Japan — INFINITI today unveiled the Vision Qe concept, a stunning preview of the brand's electrified future.

The concept, revealed at an event alongside Tokyo Bay, embodies INFINITI's evolved design language and sets the tone for its first all-electric sedan.

A canvas for INFINITI's unique approach to Artistry in Motion

The INFINITI Vision Qe concept showcases the evolved design form "Artistry in Motion" in the all- electric era.

It blends artistic details with a single fluid design gesture that flows from front to rear. Its sleek, aerodynamic fastback profile exudes a sense of graceful motion.

Inspired modern Japanese luxury

In establishing the overarching direction for the Vision Qe concept, INFINITI's global design team was inspired by three philosophies from Japan.

The team set out to create a distinctive design that elicits a sense of the extraordinary – or "Kabuku." In executing its vision, the team sculpted a body that delivers a sense of speed, dynamism and movement – "Sho" – and embedded exquisite details that exude sophistication and purity - "Sui."

The result is an evocative vision of INFINITI's all-electric fastback sedan of the future.

The promise of performance

A gentle pressing along the bodyside combines with surfacing of the fenders to create an elegant yet muscular presence, hinting at the engaging all-electric drive a future production version will deliver.

"As we began to follow the inspiration around Artistry in Motion, we rediscovered the Japanese expression of "Sho," an expression of soaring with grace and power. Our designers began creating forms that, to me, looked like abstractions of a bird in flight – powerful, almost motionless, but generating such speed," said Alfonso Albaisa, senior vice president for Global Design. "The sleek, low

profile paired with tapered, yet muscular, rear fenders expresses effortless motion and powerful purpose.”

Symbolism behind the colors

The INFINITI Vision Qe concept is finished in bespoke Shadow Blue paint, a deep blue base coat enriched with lustrous gold highlights. The color shifts as light and shadow dance across the surfaces, complementing the warm gold illumination.

The expressive combination of blue and gold hues parallels INFINITI’s recently refreshed visual identity, which is anchored around these two colors.

Lustrous wheels

The concept rides on large wheels that feature a striking geometric pattern inspired by the tightly wound coil of an electric motor. A warm gold treatment on the accents contrast with the rich blue body color.

Signature double arched grille evolves

INFINITI’s signature double-arched grille has been reimagined for the EV era. It is now represented by sculpted lines within the front fascia and illuminated with a bright LED outline.

Lighting expresses digital artistry

INFINITI’s “digital piano key” lighting signature graces the concept’s front and rear, illuminating in a brilliant shade of gold.

At the front, INFINITI’s recently unveiled three-dimensional emblem radiates within the Vision Qe concept’s front fascia. Slender headlights connect from fender to fender, accentuating the concept’s width.

Digital piano key tail lamps run the full width of the rear and are seamlessly integrated within an aerodynamic lip. The lamps curve in a gentle arch that intersects with the bodyside panels with razor- edge precision.

An animated sequence simulates with the approach of a key holder, as if to gracefully welcome the owner back to the car in a display of thoughtful hospitality.

INFINITI Vision Qe concept to shine at global headquarters

Visitors to INFINITI’s global headquarters in Yokohama, Japan can see the sleek Vision Qe concept on display from next month.

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About INFINITI

INFINITI Motor Company is headquartered in Yokohama, Japan, with operations around the world including regional offices based in the Americas, China and INFINITI International Markets in Dubai. INFINITI premium automobiles are assembled in manufacturing facilities in Japan, North America and China. INFINITI design studios are located in Atsugi-Shi (near Yokohama), London, San Diego and Beijing.

More information about INFINITI can be found at <http://www.infiniti.com>.

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Contacts - INFINITI Global Communications

Cedric Ratinaud
General Manager, INFINITI Global Communications
Cedric.Ratinaud@infiniti.com

Stephen (Steve) Coughlan
Senior Manager, INFINITI Global Communications
stephen.coughlan@infiniti.com