



Media Information

August 27, 2013

Infiniti releases first image of sleek, seductive Q30 Concept ahead of world premiere at Frankfurt Motor Show

- Design of Q30 Concept is a unique fusion of body styles merging of the dynamic design and sportiness of a coupe, the roominess of a hatch and the higher stance of a crossover
- World premiere in Frankfurt September 10 at 10:15 am CET

Hong Kong – Infiniti has provided a first look at the Q30 Concept which will have its world premiere at the 2013 Frankfurt Motor Show as the next step in Infiniti's foray into new premium segments.

The Infiniti Q30 Concept signals the contemporary design vision for a compact Infiniti vehicle which will target a new generation of premium customers. It is set to be unveiled at Infiniti's press conference, scheduled for 10:15 am CET on September 10 in Hall 5 at the Frankfurt Motor Show.

Q30 Concept embodies Infiniti's vision to deliver head-turning design, innovative materials with precise fit and finish and passionate craftsmanship, while provoking a radical shift in the premium compact segment.

The shape of the Infiniti Q30 Concept deliberately challenges categorisation – not a coupe, not a hatch and not a crossover but a fusion of the three body styles. It is designed for younger customers seeking an alternative to traditional premium compact vehicles and open to convention-challenging approaches.

Infiniti is confident this merging of the dynamic design and sportiness of a coupe, the roominess of a hatch and the higher stance of a crossover will resonate with these customers.

The Q30 Concept design language reflects the brand's vision to deliver new levels of design, materials, fit and finish, craftsmanship and performance. The Infiniti design team, led by Executive Design Director Alfonso Albaisa, has explored bolder, sensual sculpting and enhanced muscularity with the Q30 Concept as the brand's design language continues to evolve.

The Q30 Concept signals the next step in an aggressive strategy to extend the Infiniti brand into new premium segments.

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About Infiniti:

Infiniti Motor Company Ltd. is headquartered in Hong Kong with sales operations in approximately 50 countries. The Infiniti brand was launched in 1989. Its range of premium automobiles is currently built in manufacturing facilities in Japan and the United States. Production in China and Europe will start soon along with the expansion of the brand's portfolio.

As the Title Partner and Vehicle Performance Partner of Infiniti Red Bull Racing, Infiniti has a far-reaching technical collaboration with the Formula One team, and Sebastian Vettel, its triple World Champion driver, serves as Infiniti's Director of Performance.

More information about Infiniti, its Total Ownership Experience® and its industry leading technologies can be found at InfinitiUSA.com. For the latest news on Infiniti, visit InfinitiNews.com, "like" Infiniti on [Facebook](#) or follow the brand on [Twitter](#).
