

MEDIA INFORMATION

17 APRIL 2017

INFINITI QX50 Concept Makes Asia Debut at Auto Shanghai

SHANGHAI – The INFINITI QX50 concept – the brand's vision for a next-generation premium crossover – makes its Asia debut this week at Auto Shanghai.

Roland Krueger, President of INFINITI Motor Company said, "INFINITI is pleased to debut an SUV concept in the world's fastest growing segment, here in the world's largest market. Chinese customers will appreciate the attributes of the QX50 Concept, including its striking design, versatility and advanced technology. The QX50 production vehicles will feature advanced autonomous drive capability and will be the first vehicle in the world to be powered by an engine that can adjust variable compression ratio on the fly, using our groundbreaking VC-Turbo engine."

Demonstrating how the design of the 2016 QX Sport Inspiration, its conceptual forebear, could be adapted for a future production model, the QX50 Concept confidently articulates INFINITI's 'Powerful Elegance' design language. A 'cabin-forward' silhouette combines with muscular lines and flowing surfaces to telegraph its purpose as a dynamic and practical crossover.

The organic forms of the 'driver-centric, passenger-minded' cabin were designed in harmony with the exterior shape. Blending progressive design with modern craftsmanship, the QX50 Concept's interior reflects INFINITI's desire to challenge conventional approaches to premium interior design.



INFINITI

EMPOWER THE DRIVE

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INFINITI's latest concept is the next step toward the company's future autonomous drive support technologies. Central to the strategy for the development of all future INFINITI autonomous drive support systems, they ensure the driver retains ultimate control over their vehicle – in keeping with INFINITI's focus on driver engagement.

Furthermore, the QX50 Concept illustrates a potential application for INFINITI's advanced Variable Compression Turbo (VC-Turbo) engine, offering drivers a powertrain that adapts to offer both power and efficiency.

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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 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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