

## **Nissan North America, Inc. Canton, Mississippi**

### **PRIMARY MESSAGE TO OPEN AND CLOSE SOUND BITE WITH**

“This \$1.4 billion investment in the state of Mississippi sends a clear message to the world that Mississippi is a serious global competitor.”

- The new Nissan plant is the most technologically advanced production line in the world, which is a testament to our the strong workforce here in Mississippi
- The Nissan \$1.4 billion investment was a direct result of the Advantage Mississippi Initiative that we passed in August of 2000.
- This program, developed under my leadership, is one of the nation’s most aggressive new jobs programs.
- The investment by Nissan sends a strong message to the world that Mississippi has the resources for industry and is serious about creating quality jobs.

#### Milestone dates

Nov. 9, 2000	Nissan announces plans to build a manufacturing facility in Canton
April 6, 2001	Nissan initiates construction project
May 27, 2003	Production of Job 1, the 2004 Nissan Quest minivan

Suppliers 31

Capital investment \$1.43 billion

Production capacity 400,000 vehicles annually

Employment Currently 2,300; 5,300 by mid-2004 Hourly wage range \$13.25 (production) to \$18.50 (maintenance)

Start of Production May 27, 2003

Products Nissan Quest, production start May 27, 2003  
Nissan Pathfinder Armada, fall 2003  
Nissan titan full-size pickup truck, fall 2003  
Nissan Titan Crew Cab pickup truck, fall 2003  
Infiniti full-size sport utility vehicle, early 2004  
Nissan Altima sedan, spring 2004

Size of plant 3.5 million square feet on 1,400 acres

*Site Selection* magazine selected the Nissan project as one of the top ten deals in the United States in 2000.

*Expansion Management* magazine ranked the Nissan project as one of the top ten deals in the United States in 2000.

*Corporate Location* magazine selected the Nissan project as the top deal of the year 2000.

*Southern Business and Development* named the Nissan announcement as the top deal of the year.

*Area Development* magazine named Nissan as one of the top ten job-creation projects of the year.