

APPROVED

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2013 NISSAN ALTIMA SALES MANAGER RIDE & DRIVE

PARTICIPANT WORKBOOK

NAME

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FOR DEALER PERSONNEL ONLY

2013 ALTIMA KEY SELLING POINTS

- Rewarding driving experience — Nissan’s DNA
- Premium interior and exterior — a step above the competition
- Driver-focused technology — technology that’s smart, appropriate, and easy to use

MODELS AND TRIM LEVELS

Trim Level	2.5	2.5 S	2.5 SV	2.5 SL	3.5 S	3.5 SV	3.5 SL
Convenience Package			✓				
Navigation Package			✓			✓	
Technology Package				✓			✓

2013 ALTIMA PACKAGES

Convenience Package

- Fog lights
- Manual folding mirrors
- Integrated mirror turn signals
- Moonroof
- Accent lighting
- Auto-up/down for front-passenger’s window
- Auto-dimming rearview mirror with digital compass
- Sun visors with illuminated vanity mirrors and rod extension
- HomeLink® Universal Transceiver
- Side cargo net





Navigation Package




- Nissan Navigation System¹
- 7-inch color touch screen display
- Curve warning
- Over-speed warning
- Advanced Drive-Assist™
Display route guidance
- Lane Guidance
- Voice Recognition
- NavTraffic®²
- NavWeather™
- EcoRoute
- POIs powered by Google™
- Google™ Send-to-Car

Technology Package

- Nissan Navigation System
- Lane Departure Warning³
- Blind Spot Warning⁴
- Moving Object Detection⁵

POSITIONING **AND** TARGET BUYERS

Trim Level	2.5	2.5 S	2.5 SV	2.5 SL
Positioning	Price point	Practical; does not have to be boring	Affordable, smart technology	Sophisticated features and styling
Target	Advertising 	Youthful buyers with practical needs 	Youthful buyers who need to be connected 	Responsible customers who desire upscale features 

Trim Level	3.5 S	3.5 SV	3.5 SL
Positioning	Affordable performance	Smart technology and performance	Sophisticated performance
Target	Drivers with practical needs 	Drivers who need to be connected 	Drivers who desire upscale features 

NOTES: _____

For more information about Altima's Positioning and Target Buyers, go to Virtual Academy 2 and click on the following Vehicle Information tabs: Positioning and Presenting.

2013 ALTIMA KEY FEATURE WALKAROUND

2.5-liter DOHC 4-cylinder engine

- Revised to reduce its weight, which in turn enhances power, improves fuel efficiency, and reduces emissions compared to the previous Altima 4-cylinder engine
- Horsepower: _____
- Torque: _____

3.5-liter DOHC V6 engine

- VQ family
- Horsepower: _____
- Torque: _____

Xtronic CVT (Continuously Variable Transmission)

- Internal friction reduced by 40%
- Wider ratio spread for superior performance and fuel efficiency at both low and high engine rpm

Estimated Best-in-Class MPG

- 27 mpg city
- 38 mpg highway
- 31 mpg combined

Exterior styling

- Wider, more aggressive stance
- Longer sloping rear roofline and attractive chrome door handles and trim
- Superior aerodynamics with 0.30 Cd (like Z-Car)

Safety Shield Concept

- Comprehensive approach to safety, with technologies that help monitor driving conditions, help you avoid a collision, and help to protect you and your passengers if one occurs

Tire Pressure Monitoring System

- Easy-Fill Tire Alert
- Available individual tire location and pressure

NOTES: _____

Smart Auto Headlights

- Automatically turns the headlights and taillights on or off in response to changes in natural light or when the windshield wipers are turned on or off
- Independently adjusts the instrument panel illumination so the gauges remain easy to read regardless of ambient lighting conditions
- Turn on automatically when the windshield wipers are in constant motion

Safety Shield Technologies

- Wide-angle rearview camera and advanced image processing technology are used to provide Blind Spot Warning, Lane Departure Warning, and Moving Object Detection at an affordable price.
 - Neither the Sonata nor the Camry have lane departure warning or moving object detection, and while Camry offers a blind spot warning feature, Sonata does not.

PURE DRIVE Badge

- Improved fuel efficiency and lower emissions

Remote Engine Start System

- Standard on SV and SL; available on Camry, not on Sonata
- Allows starting the engine from outside the vehicle using the remote keyless entry system
- Doors remain locked and the parking lights remain on even though the engine is running
- Starting the engine before entering the vehicle initiates the climate control system
- Retains temperature, fan speed, and air circulation mode settings from the last time the engine was turned off

Interior styling

- Soft-touch door grips
- Premium finish
- Piano Black center stack and attractive console area
- Available leather-appointed seats and trim
- 6-way power-adjustable driver's seat is standard on S and SV trim levels, SL has a 10-way power driver's seat including power lumbar support
- Seats designed to help reduce fatigue when driving long distances
- Improved sound-deadening materials and rigid body structure
- Available heated seats and heated steering wheel
 - Heated steering wheel not available on Sonata or Camry

Advanced Drive-Assist™ Display

- Large color display nestled in the instrument cluster
- All trip computer functions
- Audio display
- Individual tire pressures (S, SV, SL)
- If equipped with navigation system, displays turn-by-turn navigation instructions (compass if no route is set)
- Status of available driver assistance features (Blind Spot Warning, Lane Departure Warning, and Moving Object Detection)
- Easy to use and can be customized

Affordable navigation system

- 7-inch touch screen color display
- Curve warnings
- Over-speed warnings
- NavWeather™
- NavTraffic®

NissanConnectSM

- Bluetooth® Hands-free Phone System⁶
- Streaming audio via Bluetooth®
- Hands-free text messaging assistant
- USB port⁷ for iPod®⁸ interface and other compatible devices
- Pandora® connectivity via iPhone®
- SiriusXM™ Satellite Radio

NissanConnectSM with Navigation

In addition to the Nissan Navigation System and NissanConnectSM features listed above you get:

- POIs powered by Google™
- Google™ Send-to-Car

NOTES: _____

For more information about how to conduct an Altima Key Feature Walkaround, go to Virtual Academy 2 and click on the following Vehicle Information tabs: Presenting, Job Aids, Articles, and Features & Specifications.

DISCOVERY WORKSHEET

Complete the tasks and answer the questions listed below.

Position #1: Front

1. Use the iPad® to read the Xtronic CVT Quick Response Code (QRC). It will play a video about Xtronic CVT. List key selling points of the Xtronic CVT.

A. _____

B. _____

C. _____

2. Use the iPad® to read the Smart Auto Headlights QRC. It will explain the 2-stage automatic-on function and the wiper-linked headlight activation. What are the two stages and how does the wiper-linked activation work?

A. _____

B. _____

Position #2: Passenger-side front fender

3. Write down 2 key front styling features you would present to a customer during your presentation of Altima's exterior styling.

A. _____

B. _____

4. Write down 2 key profile and rear styling features you would present to a customer during your presentation of Altima's exterior styling.

A. _____

B. _____

Position #3: Front-passenger's seat

5. Use the iPad® to read the Pandora® Internet radio QRC. What are two ways you can “thumbs-up” or “thumbs-down” a track?

6. Play the Bose® demo CD. What is the third song on the CD?

7. List all the storage compartments and cup/bottle holders available to front-seat occupants.

Position #4: Rear seat and rear tire well

8. How do you fold down the seatbacks of Altima's 60/40 split folding rear bench seat?

9. Use the iPad® to read the TPMS QRC. It will initiate a video about the TPMS system. How does the Easy-Fill Tire Alert work?

When inflating: _____

When overinflated: _____

Position #5: Driver's seat

10. Use the iPad® to read the Seat Design QRC on the dash. What is the customer benefit of Altima's seat design?

11. Explore the screens of the Advanced Drive-Assist™ Display using the controls on the left side of the steering wheel. Write down:

Change the color of the car. How many color choices did you see? _____

The average fuel economy: _____

The active driver assistance features: _____

The information that appears on every screen: _____

CREATIVE WALKAROUND CUSTOMER PROFILE

TRAVELING TRAVIS AND WANDA WITH CHILD

Travis and Wanda are a young couple who want to replace their Accord with the new Altima they just saw advertised on TV. They really liked the styling and they've visited the Altima microsite to learn more about the car.

Wanda is expecting. Her obvious priority in a new car is safety. She's done her research so she knows all about the seat belts and air bags that all cars seem to have. She mentions that Toyota has a lot of safety features and now she wants to know what other safety features Altima has.

Travis lives on the road. He's a construction estimator and appraiser and can put 100 miles a day on his car. He wants a car that will make his travel easier, especially to unfamiliar locations and in cold weather. When he's on the road, he stays in constant touch with Wanda by texting — but can't do that while he's driving, so he has to stop to text.

Instructions:

Check the feature assigned to you and use the space below to prepare your presentation. Be creative. You can use the Nissan Product App and any other media on the iPad®, any presentation enhancers or analogies you can think of, any props you think will help, and any real-life stories — or mental images — that you think the customer will relate to.

- | | |
|--|--|
| <input type="checkbox"/> Advanced Drive-Assist™ Display | <input type="checkbox"/> Lane Departure Warning |
| <input type="checkbox"/> Blind Spot Warning | <input type="checkbox"/> Moving Object Detection |
| <input type="checkbox"/> Easy-Fill Tire Alert | <input type="checkbox"/> Pandora® connectivity |
| <input type="checkbox"/> Hands-free text messaging assistant | <input type="checkbox"/> POIs powered by Google™ and Google™ Send-to-Car |
| <input type="checkbox"/> Heated seats and steering wheel | <input type="checkbox"/> Remote Engine Start System |
| <input type="checkbox"/> Interior styling and materials | <input type="checkbox"/> Xtronic CVT |

Evaluation criteria:

- Did the presentation describe the advantage and benefit of the feature?
- Did the presentation engage the customer by building a mental image?

Preparation and Observation Notes

SAFETY/DQR/PERFORMANCE

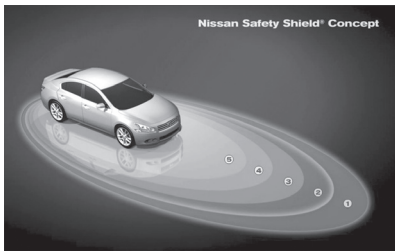
POSITIONING STATEMENT

Altima is a fiercely competitive midsize sedan delivering unrivaled innovation and excitement.

ALTIMA BUYER VALUES

Family as #1 priority
Cutting-edge technologies
Connectivity
High level of quality
Fun to drive

SAFETY SHIELD CONCEPT



The Safety Shield Concept is a comprehensive approach to safety that includes rigorous crash testing, more than 50 standard safety features on every vehicle, and available advanced safety technologies. The Safety Shield Concept applies to all parts of a normal driving routine, with a wide range of vehicle features providing safety benefits that are both relevant and appropriate to their immediate driving environment.

Blind Spot Warning

Blind Spot Warning uses the wide-angle rearview camera and advanced image processing technology to scan the vehicle's blind spots and alerts the driver with audible and visual warnings if there is a vehicle in a blind spot area. A lamp near the A-pillar comes on if a vehicle is in a blind spot area. If the driver signals to move into that lane, an audible warning sounds and the lamp near the A-pillar flashes.

Lane Departure Warning

Lane Departure Warning also uses the wide-angle rearview camera and advanced image processing technology to scan the lane markers on the road and alerts the driver with a warning light and chime if the vehicle crosses these markers. If the driver uses the turn signal, the warning is cancelled.

Moving Object Detection

When in Reverse gear, Moving Object Detection uses the vehicle's RearView Monitor display to highlight the presence of moving objects and warns the driver with audible and visual cues.

Pedestrian Protection

Vehicle components that may come in contact with a pedestrian in a collision are designed to deform or break away easily for better impact energy absorption, helping reduce pedestrian injury.

ALTIMA DURABILITY, QUALITY, RELIABILITY (DQR)

Intelligent Body Assembly System (IBAS)

The Intelligent Body Assembly System uses a network of robots and optical sensors to assemble vehicles with extraordinary accuracy and precision. Closer, tighter-fitting body panels create a quiet ride for years to come.

Arizona Test Center (ATC)

Nissan tests all of its vehicles regularly to confirm their durability, quality, and reliability. Nissan's Arizona Test Center is a 3,050-acre facility that is designed to duplicate the wide variety of driving conditions that today's vehicles must be able to withstand.

2013 Altima DQR Highlights

2013 Altima has received several revisions to help reduce noise, vibration, and harshness.

- Additional bracing improves body stiffness to enhance handling as well as reduce noise, while a redesigned engine mount helps reduce engine noise and vibration.
- Noise from outside the vehicle is also reduced by increasing the absorption capabilities of the floor carpet, floor mats, and headliner.
- Improved aerodynamics help reduce wind noise.

ALTIMA PERFORMANCE FEATURES

Next-generation Xtronic CVT

- New CVT has a high-strength belt — or chain on V6 models — and reduced friction due to lower oil level, use of low-viscosity oil, and downsized oil pump.
- Wider ratio spread provides highly responsive acceleration with excellent fuel efficiency.
- Intelligent CVT logic holds a lower ratio in highway entry situations and when cornering to enhance acceleration, then re-acceleration.

2.5-liter DOHC 4-cylinder engine

- The overall mass of the engine is reduced through the use of an aluminum exhaust manifold cover, a downsized starter motor, and hollow cast centers on the camshafts.
- The combination of the upgraded CVT and revised engine helps give Altima estimated Best-in-Class fuel economy ratings.

Active Understeer Control

- Active Understeer Control helps enhance steering response and cornering feel by using the Vehicle Dynamic Control⁹ system to gently apply the brakes to the wheels on the inside of the turn.

Other New Performance Features

- New multi-link rear suspension
- Sachs shock absorbers
- Electrically driven hydraulic power steering

INFORMATION TECHNOLOGY

NISSAN NAVIGATION SYSTEM TUTORIAL WORKSHEET

Touch EXPLORE; then touch each of the following hard keys: Map, NAV, and MENU.

1. Check the menu items that appear when you touch Map and then Options.	2. Check the menu items that appear when you touch NAV.	3. Check the menu items that appear when you touch MENU.
<input type="checkbox"/> Destination	<input type="checkbox"/> Destination	<input type="checkbox"/> Destination
<input type="checkbox"/> Home	<input type="checkbox"/> Home	<input type="checkbox"/> Home
<input type="checkbox"/> Turn List	<input type="checkbox"/> Turn List	<input type="checkbox"/> Turn List
<input type="checkbox"/> Previous Destinations	<input type="checkbox"/> Previous Destinations	<input type="checkbox"/> Previous Destinations
<input type="checkbox"/> Routing Options	<input type="checkbox"/> Routing Options	<input type="checkbox"/> Routing Options
<input type="checkbox"/> Cancel Route	<input type="checkbox"/> Cancel Route	<input type="checkbox"/> Cancel Route
<input type="checkbox"/> Traffic Information	<input type="checkbox"/> Traffic Information	<input type="checkbox"/> Traffic Information
<input type="checkbox"/> Weather	<input type="checkbox"/> Weather	<input type="checkbox"/> Weather
<input type="checkbox"/> Settings	<input type="checkbox"/> Settings	<input type="checkbox"/> Settings
<input type="checkbox"/> POIs powered by Google™	<input type="checkbox"/> POIs powered by Google™	<input type="checkbox"/> POIs powered by Google™
<input type="checkbox"/> Google™ Send-To-Car	<input type="checkbox"/> Google™ Send-To-Car	<input type="checkbox"/> Google™ Send-To-Car
<input type="checkbox"/> Voice Commands	<input type="checkbox"/> Voice Commands	<input type="checkbox"/> Voice Commands
<input type="checkbox"/> Places Along Route	<input type="checkbox"/> Places Along Route	<input type="checkbox"/> Places Along Route
<input type="checkbox"/> Show Entire Route on the Map	<input type="checkbox"/> Show Entire Route on the Map	<input type="checkbox"/> Show Entire Route on the Map
<input type="checkbox"/> Show Destination Information	<input type="checkbox"/> Show Destination Information	<input type="checkbox"/> Show Destination Information
<input type="checkbox"/> Store Current Position	<input type="checkbox"/> Store Current Position	<input type="checkbox"/> Store Current Position
<input type="checkbox"/> Show Position/ GPS Information	<input type="checkbox"/> Show Position/ GPS Information	<input type="checkbox"/> Show Position/ GPS Information
<input type="checkbox"/> Map Setup	<input type="checkbox"/> Map Setup	<input type="checkbox"/> Map Setup

Touch PRACTICE; then complete each of the following practice sessions.

4. Under SETUP: Pairing an Apple® iPhone®

5. Under CONNECTED SERVICES:

- Use POIs powered by Google™ to search for a destination
- Enter a destination using Google™ Send-To-Car

6. Under PHONE/BLUETOOTH: Sending a Text using voice commands

7. Under INFOTAINMENT/AUDIO: Adding a Bookmark to the current Pandora® song

ADVANCED DRIVE-ASSIST™ DISPLAY WORKSHEET

Study the display board and answer the following questions.

1. What information is displayed with every screen?

2. Three of the nine possible displays are always available. What are they?

3. Four additional screens can be selected from the remaining 6 screens (using the Main Menu selection menu) to display user's top priorities/preferences. What are the 6 screens?

4. There are many vehicle settings that the user can adjust or activate/deactivate to meet their performance expectations. What are they?

AFFORDABLE NAVIGATION TECHNOLOGY

NISSAN NAVIGATION SYSTEM SIMULATOR WORKSHEET

Using the navigation system simulator, complete any four of the following tasks.

1. Set a Point of Interest destination using POIs powered by Google™.

NOTES: _____

2. Set a destination using a specific address.

NOTES: _____

3. Use Voice Recognition to set a destination.

NOTES: _____

4. Change the Map settings.

NOTES: _____

5. Display current traffic conditions.

NOTES: _____

6. Display current weather conditions.

NOTES: _____

7. Play a SiriusXM radio station.

NOTES: _____

8. Use Voice Recognition to send an auto-reply text message.

NOTES: _____

9. Program a customized text message auto-reply.

NOTES: _____

10. Pair an iPhone®, Blackberry®, or Android® smartphone.

NOTES: _____

BUILDING ALTIMA SALES

GRASSROOTS OPPORTUNITIES WORKSHEET

1. What community sources can you use to identify local events?

Examples: trade groups, charities, service organizations, radio, TV, newspapers, schools, Chamber of Commerce, Convention and Visitor's Bureau, local businesses, and customers

2. What community events do you already know about that could be potential grassroots marketing events for your dealership?

3. How do you select the appropriate local event?

Is there a match between your target buyers and event attendees? Yes No Don't Know

Does the event center on an interest area of your target buyer? Yes No Don't Know

Will event attendees be able to see, touch, and feel the vehicle's features and benefits? Yes No Don't Know

Will event attendees be able to experience the vehicle's dynamic qualities? Yes No Don't Know

Does the event offer opportunities for sales consultants to interact with event attendees? Yes No Don't Know

Does the event offer a method for attendees to request additional information or contact? Yes No Don't Know

Will sales consultants benefit from the event? Yes No Don't Know

Does the event make financial sense? Yes No Don't Know

4. When selecting events, it's important to set sales goals. Begin with a target for the number of sales you hope to generate and work backwards.

How many sales would you like the event to generate? _____

How many people are likely to attend the event? _____

How many contacts would you like the event to generate? _____

How many dealer visits would you like the event to generate? _____

How many demo drives would you like the event to generate? _____

GRASSROOTS MARKETING EVENT PLANNER

Before the Event (preparation and promotion)

TASKS	PERSON RESPONSIBLE	COMPLETION DATE	BUDGET
<p>Goals and objectives</p> <ul style="list-style-type: none"> ▪ Set goals and success measurement criteria ▪ Create customer surveys to measure success 			
<p>Promotional materials content</p> <ul style="list-style-type: none"> ▪ Event name, date, time, location ▪ Dealership name and contact information ▪ Web address 			
<p>In-dealership promotion</p> <ul style="list-style-type: none"> ▪ Create and hang promotional posters ▪ Create and distribute invitations to customers ▪ Inform and invite employees 			
<p>Promotion outside the dealership</p> <ul style="list-style-type: none"> ▪ Create and hang posters in relevant local businesses ▪ Draft and distribute press release to local media ▪ Assign 2-4 people to hand out information about the event in well-populated community areas 			
<p>Leverage event promoters</p> <ul style="list-style-type: none"> ▪ Ensure promotion of dealership in all event literature and advertisements ▪ Ask for public address announcements at the event or the opportunity to run advertising spots 			
<p>Forms and paperwork</p> <ul style="list-style-type: none"> ▪ Complete written agreement with event planners ▪ Obtain necessary permits from city/event organizers ▪ Obtain or draft any necessary waiver/release forms ▪ Obtain any necessary insurance ▪ Develop customer data capture forms 			
<p>Planning and scheduling</p> <ul style="list-style-type: none"> ▪ Establish total budget ▪ Determine expected attendance ▪ Identify staff to work the event ▪ Set event staff schedules ▪ Order coordinated shirts with dealership logo for staff ▪ Order collateral materials and giveaways ▪ Conduct pre-event site visit ▪ Create on-site kit (e.g. duct tape, zip ties, wire cutters, key tags, dealership show plates, detailing supplies, tool kit, bags, data forms and container, pens, signage, etc.) 			
<p>Event display area</p> <ul style="list-style-type: none"> ▪ Create a site map that clearly shows all display sections ▪ Provide a sufficient quantity of collateral materials and/or giveaways for the entire event ▪ Make sure signage reflects dealership participation and is specific to the vehicle on display 			

GRASSROOTS MARKETING EVENT PLANNER

During the Event (execution)

TASKS	COMPLETED	NOTES
Vehicles		
▪ Positioned for maximum interaction with attendees	<input type="checkbox"/>	
▪ Unlocked	<input type="checkbox"/>	
▪ Remove fuel pump fuse (if interior display)	<input type="checkbox"/>	
▪ Cleaned and detailed	<input type="checkbox"/>	
Displays		
▪ Signage on or near vehicles	<input type="checkbox"/>	
▪ Accessories on or near vehicles	<input type="checkbox"/>	
▪ Deliver script to public address announcer	<input type="checkbox"/>	
Staffing		
▪ Brief staff on goals, why they are there, and how to make customers feel comfortable	<input type="checkbox"/>	
▪ Make sure staff can present features, advantages, and benefits of the vehicle	<input type="checkbox"/>	
▪ Make sure staff knows how to handle handraisers and complete handraiser forms	<input type="checkbox"/>	
▪ Make sure staff is familiar with handouts	<input type="checkbox"/>	
▪ Take photographs and obtain releases from attendees photographed	<input type="checkbox"/>	

GRASSROOTS MARKETING EVENT PLANNER

After the Event (evaluation and follow-up)

Measure of Success

What was the event attendance? _____

How many leads did you get? _____

How much collateral material did you give away? _____

Summarize what the customer feedback surveys said.

What was dealership traffic like in the two weeks following the event?

Customer Follow-Up

What is the staff doing to follow up on customers identified at the event?

Future Improvement

Would you participate in the event again? _____

What ideas do you and your staff have to improve your presence at the event?

What other ideas for next year did you get from other successful displays at the event?

How would you improve your on-site event materials and activities?

Displays _____

Staffing _____

Product information and giveaways _____

Lead collection _____

FEATURE COMPETITIVE COMPARISONS

2013 ALTIMA VS. 2012 SONATA AND 2012 CAMRY WORKSHEET



2013 Nissan Altima



2012 Hyundai Sonata



2012 Toyota Camry

Explore all three vehicles to complete the tasks and answer the questions. If one vehicle has an advantage over another, note what it is in the space provided.

Position 1 (front)

	Altima	Sonata	Camry
1. What type of engines do the vehicles offer?	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
2. How do the engine power ratings compare?	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
3. Which vehicle has an engine advantage and what is it (if any)?	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
4. What type of transmissions do the vehicles offer?	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
5. What is the advantage of Altima's Xtronic CVT?	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

Position 2 (passenger-side front fender)

	Altima	Sonata	Camry
6. What are your impressions of each vehicle's overall exterior styling?			
7. How do the vehicles compare in terms of fit and finish? (Look for size and uniformity of panel gaps, exposed molding points, use of chrome, mismatched chrome, etc.)			

Position 3 (passenger-side door)

	Altima	Sonata	Camry
8. How easy is it to enter and exit through the front and rear doors of each vehicle? Describe the differences (if any).			

Position 6 (interior)

Question	Altima	Sonata	Camry
<p>14. What are your impressions of each vehicle's interior styling, fit, and finish? (Compare the size and uniformity of trim gaps, exposed molding points, etc.)</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>15. How does front seat comfort compare? (Consider the size of seat cushion, quality of materials, posture and design of seat, etc.)</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>16. Examine the LCD displays in the meter cluster. How do they compare in terms of readability, amount and types of information displayed, and ease of operation?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>17. All three vehicles have a government-mandated Tire Pressure Monitoring System. What's the difference between Altima's system and that in the Sonata and Camry?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>18. Compare the controls available on the steering wheel. How do they differ and which vehicle has the advantage? Why?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Summary

Use the competitive advantages section of the Nissan Product App to identify and list Altima's top 5 advantages versus each competitor.

Altima's Top Advantages vs. Hyundai Sonata

1. _____
2. _____
3. _____
4. _____
5. _____

Altima's Top Advantages vs. Toyota Camry

1. _____
2. _____
3. _____
4. _____
5. _____

For more information about Altima Competitive Comparisons, go to Virtual Academy 2 and click on the following Vehicle Information tabs: Competitors, Job Aids, and Articles.

DYNAMIC COMPETITIVE COMPARISONS

After riding in and driving each vehicle, answer the questions on this checklist.

Dynamic Characteristic	Altima	Sonata	Camry
1. How would you describe the acceleration (and throttle response) of each vehicle?	<input type="checkbox"/> Very fast <input type="checkbox"/> Moderately fast <input type="checkbox"/> Sluggish	<input type="checkbox"/> Very fast <input type="checkbox"/> Moderately fast <input type="checkbox"/> Sluggish	<input type="checkbox"/> Very fast <input type="checkbox"/> Moderately fast <input type="checkbox"/> Sluggish
2. How would you describe the performance of the transmission?	<input type="checkbox"/> Very smooth <input type="checkbox"/> Moderately smooth <input type="checkbox"/> Some "shift shock"	<input type="checkbox"/> Very smooth <input type="checkbox"/> Moderately smooth <input type="checkbox"/> Some "shift shock"	<input type="checkbox"/> Very smooth <input type="checkbox"/> Moderately smooth <input type="checkbox"/> Some "shift shock"
3. To what degree did each vehicle exhibit body lean when negotiating a curve or corner?	<input type="checkbox"/> Very little <input type="checkbox"/> Moderate <input type="checkbox"/> A lot	<input type="checkbox"/> Very little <input type="checkbox"/> Moderate <input type="checkbox"/> A lot	<input type="checkbox"/> Very little <input type="checkbox"/> Moderate <input type="checkbox"/> A lot
4. How would you describe the steering response of each vehicle?	<input type="checkbox"/> Very quick <input type="checkbox"/> Moderately quick <input type="checkbox"/> Slight delay	<input type="checkbox"/> Very quick <input type="checkbox"/> Moderately quick <input type="checkbox"/> Slight delay	<input type="checkbox"/> Very quick <input type="checkbox"/> Moderately quick <input type="checkbox"/> Slight delay
5. How would you describe the steering feel of each vehicle?	<input type="checkbox"/> Numb feeling <input type="checkbox"/> Moderate feedback <input type="checkbox"/> Excellent feedback	<input type="checkbox"/> Numb feeling <input type="checkbox"/> Moderate feedback <input type="checkbox"/> Excellent feedback	<input type="checkbox"/> Numb feeling <input type="checkbox"/> Moderate feedback <input type="checkbox"/> Excellent feedback
6. How quiet was it inside the cabin?	<input type="checkbox"/> Very quiet <input type="checkbox"/> Moderately quiet <input type="checkbox"/> Noisy	<input type="checkbox"/> Very quiet <input type="checkbox"/> Moderately quiet <input type="checkbox"/> Noisy	<input type="checkbox"/> Very quiet <input type="checkbox"/> Moderately quiet <input type="checkbox"/> Noisy
7. How comfortable was it to sit in the front seat?	<input type="checkbox"/> Very comfortable <input type="checkbox"/> Moderately comfortable <input type="checkbox"/> Somewhat uncomfortable	<input type="checkbox"/> Very comfortable <input type="checkbox"/> Moderately comfortable <input type="checkbox"/> Somewhat uncomfortable	<input type="checkbox"/> Very comfortable <input type="checkbox"/> Moderately comfortable <input type="checkbox"/> Somewhat uncomfortable
8. How comfortable was it to sit in the rear seat?	<input type="checkbox"/> Very comfortable <input type="checkbox"/> Moderately comfortable <input type="checkbox"/> Somewhat uncomfortable	<input type="checkbox"/> Very comfortable <input type="checkbox"/> Moderately comfortable <input type="checkbox"/> Somewhat uncomfortable	<input type="checkbox"/> Very comfortable <input type="checkbox"/> Moderately comfortable <input type="checkbox"/> Somewhat uncomfortable
9. How responsive were the brakes?	<input type="checkbox"/> Very responsive <input type="checkbox"/> Moderately responsive <input type="checkbox"/> Somewhat slow to respond	<input type="checkbox"/> Very responsive <input type="checkbox"/> Moderately responsive <input type="checkbox"/> Somewhat slow to respond	<input type="checkbox"/> Very responsive <input type="checkbox"/> Moderately responsive <input type="checkbox"/> Somewhat slow to respond

2013 ALTIMA VS. THE COMPETITION CHART

	2013 NISSAN ALTIMA	2012 TOYOTA CAMRY	2012 HYUNDAI SONATA
S = Standard A = Available N/A = Not Available			
ENGINE			
Engine type	DOHC 4-cyl. DOHC V6	DOHC 4-cyl. DOHC V6	DOHC 4-cyl. DOHC turbocharged 4-cyl.
Engine displacement (liters)	2.5 (4-cyl.) 3.5 (V6)	2.5 (4-cyl.) 3.5 (V6)	2.0 (turbo) 2.4
Horsepower (hp @ rpm)	____ @ ____ (4-cyl.) 270 @ 6000 (V6)	178 @ 6000 (4-cyl.) 268 @ 6200 (V6)	190 @ 6300 (2.4 PZEV) 198 @ 6300 (2.4) 200 @ 6300 (2.4 SE) 274 @ 6000 (2.0)
Torque (lb-ft @ rpm)	____ @ ____ (4-cyl.) 258 @ 4400 (V6)	170 @ 4100 (4-cyl.) 248 @ 4700 (V6)	179 @ 4250 (2.4 PZEV) 184 @ 4250 (2.4) 186 @ 4250 (2.4 SE) 269 @ 1750–4500 (2.0)
Timing-chain-driven camshafts	S	S	S
DRIVETRAIN			
Continuously Variable Transmission (CVT) with manual shift mode	S	6-speed A/T	6-speed A/T
SUSPENSION AND STEERING			
Rear suspension	Independent multi-link	Independent strut	Independent multi-link
Electrically driven hydraulic power steering	S	N/A (EPS)	N/A (EPS)
Active Understeer Control	S	N/A	N/A
BRAKING			
4-wheel disc brakes with ABS	S	S	S
WHEELS AND TIRES			
Available sizes (in.)	16 17 18	16 17 18	16 17 18
EXTERIOR			
High Intensity Discharge (HID) xenon headlights	A	N/A	N/A

	2013 NISSAN ALTIMA	2012 TOYOTA CAMRY	2012 HYUNDAI SONATA
INTERIOR			
Heated front seats	A	A	A
Heated steering wheel	A	N/A	N/A
60/40 split folding rear seatbacks	S	S	S
COMFORT AND CONVENIENCE			
Smart Auto Headlights with windshield wiper interlock	A	A (wiper interlock N/A)	A (wiper interlock N/A)
Power door locks	S	A	S
Auto-up/down front windows	S (driver's side only) A (both windows)	S (driver's side only)	S (driver's side only)
Push Button Ignition	S	A	A
Remote Engine Start System	A	A	N/A
Bluetooth® Hands-free Phone System	S	S	S
POI search	A	N/A	A
Navigation send-to-car	A	N/A	A
Hands-free text messaging assistant	A	N/A	A
Navigation system	A	A	A
Real-time traffic information	A	A	A
Real-time weather information	A	A	A
RearView Monitor ¹⁰	A	A	A
INSTRUMENTATION			
Advanced Drive-Assist™ Display	S	N/A	N/A
SAFETY			
Lane Departure Warning	A	N/A	N/A
Blind Spot Warning	A	A	N/A
Moving Object Detection	A	N/A	N/A
TPMS with individual tire pressures and locations and Easy-Fill Tire Alert	A	N/A (individual tire pressures only)	N/A (warning light only)

	2013 NISSAN ALTIMA	2012 TOYOTA CAMRY	2012 HYUNDAI SONATA
AUDIO SYSTEMS			
Pandora® connectivity and control	A	A	N/A
Streaming audio	S	A	A
USB port	A	S	S
EXTERIOR DIMENSIONS			
Wheelbase (in.)	109.3	109.3	110.0
Overall length (in.)	191.5	189.2	189.8
Overall width (in.)	72.0	71.7	72.2
Overall height (in.)	57.9 - 58.1	57.9	57.9
INTERIOR DIMENSIONS			
Head room front/rear (in.) (with moonroof)	39.1/37.1	37.9/38.0	38.1/37.6
Head room front/rear (in.) (without moonroof)	40.0/37.1	38.8/38.1	40.0/37.8
Shoulder room front/rear (in.)	56.4/56.4	58.0/56.6	57.9/56.7
Hip room front/rear (in.)	54.0/52.1	54.5/54.5	55.2/54.9
Leg room front/rear (in.)	45.0/36.1	41.6/38.9	45.5/34.6
CAPACITIES¹¹			
Interior passenger volume (cu. ft.) (without moonroof)	101.9	102.7	103.8
Interior passenger volume (cu. ft.) (with moonroof)	100.5	101.3	Not listed
Trunk capacity (cu. ft.)	15.4	15.4	16.4
Fuel tank capacity (gal.)	18.0	17.0	18.5
EPA MILEAGE ESTIMATES¹²			
Automatic transmission (city/hwy/combined) (mpg)	_____	25/35 (4-cyl.) 21/30 (V6)	22/34 (2.0) 24/35 (2.4)
WARRANTY COVERAGE (LIMITED)			
Basic (years/miles)	3/36,000	3/36,000	5/60,000
Powertrain (years/miles)	5/60,000	5/60,000	10/100,000
Corrosion (years/miles)	5/unlimited	5/unlimited	7/unlimited

FOOTNOTES

- ¹ Never program while driving. GPS mapping may not be detailed in all areas or reflect current road regulations.
- ² Required SiriusXM Satellite Radio, NavTraffic and NavWeather subscriptions sold separately after trial period. Installation costs, one-time activation fee, other fees and taxes will apply. NavTraffic available in select markets. Services available only to those 18 or older in the 48 contiguous states and D.C. Fees and programming subject to change. Subscriptions governed by Customer Agreement available at siriusxm.com. ©2012 Sirius XM Radio Inc. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.
- ³ The Lane Departure Warning/Lane Departure Prevention systems operate above approximately 45 mph and only when the lane markings are clearly visible on the road. These systems will not prevent loss of control. Refer to your owner's manual for more information.
- ⁴ The Blind Spot Warning/Blind Spot Intervention Systems are not a substitute for proper lane change procedures. The systems will not prevent contact with other vehicles or accidents due to careless or dangerous driving techniques or detect every vehicle or object around you.
- ⁵ AVM with MOD cannot completely eliminate blind spots and may not detect every object. Always check surroundings before moving vehicle. Not a substitute for proper backing procedures. Always turn to check what is behind you before backing up.
- ⁶ Availability of specific features is dependent upon the phone's Bluetooth® support. Please refer to your phone owner's manual for details. The Bluetooth word mark and logos are owned by Bluetooth SIG, Inc., and any use of such marks by Nissan is under license.
- ⁷ Driving is serious business and requires your full attention. Do not operate any devices connected to the auxiliary input while driving.
- ⁸ Driving is serious business and requires your full attention. Do not operate any devices connected to the auxiliary input while driving. iPod is a registered trademark of Apple, Inc. All rights reserved. iPod not included.
- ⁹ VDC, which should remain on when driving except when freeing the vehicle from mud or snow, cannot prevent accidents due to abrupt steering, carelessness, or dangerous driving techniques. Always drive safely.
- ¹⁰ Parking aid/convenience feature. Cannot completely eliminate blind spots or warn of moving objects. May not detect every object. Always check surroundings before moving vehicle. Not a substitute for proper backing procedures. Always turn to check what is behind you before backing up.
- ¹¹ Cargo and load capacity limited by weight and distribution.
- ¹² Actual mileage may vary with driving conditions — use for comparison only.