



AB Volvo

Press Information

Nissan Diesel Motor Co., Ltd. renamed UD Trucks Corporation

The Volvo Group's Japanese truck company Nissan Diesel Motor Co., Ltd. is being renamed UD Trucks Corporation. In conjunction with the name change, the Nissan Diesel brand will also be changed to UD Trucks and a new logotype will be developed. The designation UD stands for Ultimate Dependability and is also the brand under which Nissan Diesel trucks were formerly sold.

The change of name and the new brand will become effective from February 1.

Nissan Diesel is the market leader in Japan in terms of fuel efficiency, an achievement that has benefited the company following Japan's introduction of an environmental discount for fuel-efficient trucks – the first country in the world to do so. This discount, combined with Nissan Diesel's extensive range of fuel-efficient trucks, has resulted in increased market shares. In 2009, the company had about a quarter of the Japanese market for heavy trucks.

Through the joint-venture with Chinese Dongfeng Motor Corporation, DND, Nissan Diesel also has established production and sales of heavy trucks in the large and expansive Chinese market.

Nissan Diesel was formed in 1935 under the name Nihon Diesel Industries. Over the course of its history, the company's business has developed under the name Nissan Diesel using UD as the product brand.

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Reporters who want more information, please contact Mårten Wikfors, +46 31 66 11 27 or +46 705 59 11 49.