



Media Information

June 20, 2013

INFINITI ANNOUNCES \$37,500 CDN INTRODUCTORY PRICE FOR ALL-NEW 2014 INFINITI Q50 SPORTS SEDAN

- Stunning New Design, Featuring Engaging Performance and Intuitive Technology, Goes on Sale this Summer



MISSISSAUGA, ONT. (June 20, 2013) – Infiniti Canada today announced a Manufacturer's Suggested Retail Price (M.S.R.P.) of \$37,500 CDN for the all-new 2014 Infiniti Q50 sport sedan, which goes on sale this summer at Infiniti retailers in Canada. The pricing is \$6,450 CDN lower than the 2013 Infiniti G37 Sedan starting M.S.R.P. The "popularly equipped" Q50 Premium model with an optional, advanced navigation system is introductory priced at \$44,800 CDN.

The 2014 Infiniti Q50 is designed to stretch the boundaries of what a sports sedan can be - with such advanced features as the world's first Direct Adaptive Steering™ technology and Active Lane Control. The Q50 is offered with a choice of a 3.7-litre V6 or 3.5-litre Infiniti Direct Response Hybrid™ system in rear-wheel drive or all-wheel drive. "From world's first technologies to unmatched levels of connectivity and personalization, the 2014 Q50 sports sedan is a bold example of Infiniti's future brand direction," said Wendy Durward, Director, Infiniti Canada.

Infiniti Canada has also expanded the Q50 microsite, Infiniti.ca/Q50Reserve, so customers can not only learn more about the vehicle, they can now "build and price" a Q50.

Suggested M.S.R.P.s for the 2014 Infiniti Q50 sports sedan (3.7 V6) include:

Model	Engine/Transmission/Drive	MSRP - CDN
Q50 RWD	3.7-litre V6 / 7AT/ RWD	\$37,500
Q50 Sport RWD	3.7-litre V6 / 7AT/ RWD	\$47,950
Q50 Premium AWD	3.7-litre V6 / 7AT /AWD	\$43,400
Q50 Premium AWD Navi	3.7-litre V6 / 7AT /AWD	\$44,800
Q50 Premium AWD Navi + Deluxe Touring and Tech	3.7-litre V6 / 7AT /AWD	\$49,100
Q50 Sport AWD	3.7-litre V6 / 7AT /AWD	\$47,450
Q50 Sport AWD Deluxe Touring and Tech	3.7-litre V6 / 7AT /AWD	\$51,750

Suggested M.S.R.P.s for the 2014 Infiniti Q50 Hybrid sports sedan include:

Model	Engine/Transmission/Drive	MSRP - CDN
Q50 Hybrid Premium RWD	3.5-litre HEV / 7AT / RWD	\$47,000
Q50 Hybrid Premium AWD	3.5-litre HEV / 7AT / AWD	\$49,500
Q50 Hybrid Sport AWD	3.5-litre HEV / 7AT / AWD	\$56,450

About the 2014 Infiniti Q50

The 2014 Infiniti Q50 sports sedan brings distinctive design, engaging performance, world's first technologies and unmatched levels of connectivity and personalization to the roads of North America when it goes on sale in summer 2013. The all-new Q50 is designed for a new generation of young, premium customers seeking Infiniti's unique fusion of inspired performance and hospitality.

Taking many of its seductive styling cues from the Infiniti Essence concept, the Q50's tight, athletic appearance blends low, wide proportions with excellent interior roominess to a class marked by unexciting design.

Inside, the Q50 interior offers a driver-centric cockpit with an array of premium comfort and convenience features. The new Infiniti InTouch™ communications system includes large dual touch-screen displays and puts communication with the outside world within easy reach, with integration of hands-free phone, moving map navigation, entertainment and smartphone apps in a way that is safe and easy-to-use while driving.

Infiniti's sports sedan performance leadership continues with the new Q50, which is available with a choice of a refined 328-horsepower 3.7-litre V6 or Q50 Hybrid featuring Infiniti's Direct Response Hybrid™ System with Intelligent Dual Clutch Control. All models come equipped with a refined 7-speed automatic transmission with available solid magnesium paddle shifters. The Infiniti Drive Mode Selector with a range of personal settings is also standard on all models, part of the advanced customizable digital environment system that allows drivers to create unique settings for engine, transmission, handling and steering settings.

Two new world's first production performance technologies make their debuts in the Q50 - Infiniti Direct Adaptive Steering™ technology and Active Lane Control. The new steering system allows advanced control of the Q50's steering effort and responsiveness, transmitting the driver's intentions to the wheels faster than a mechanical system. Four different steering settings are offered, allowing customization by driver preference or road conditions. The Active Lane Control uses a camera-based lane marker detection system to further enhance on-center driving capability and improve vehicle straightability.

The 2014 Infiniti Q50 3.7-litre V6 and 3.5-litre Hybrid models will be available with a choice of rear-wheel drive or Intelligent All-Wheel Drive, and in a range of well-equipped models, including versions with special sport appearance and performance features with sport brakes and sport suspension tuning.

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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 Infiniti.ca. For the latest news on Infiniti, visit media.infiniti.ca or media.infiniti.ca/fr, "like" Infiniti on Facebook facebook.com/infiniticanada or follow the brand on Twitter twitter.com/infiniticanada.
