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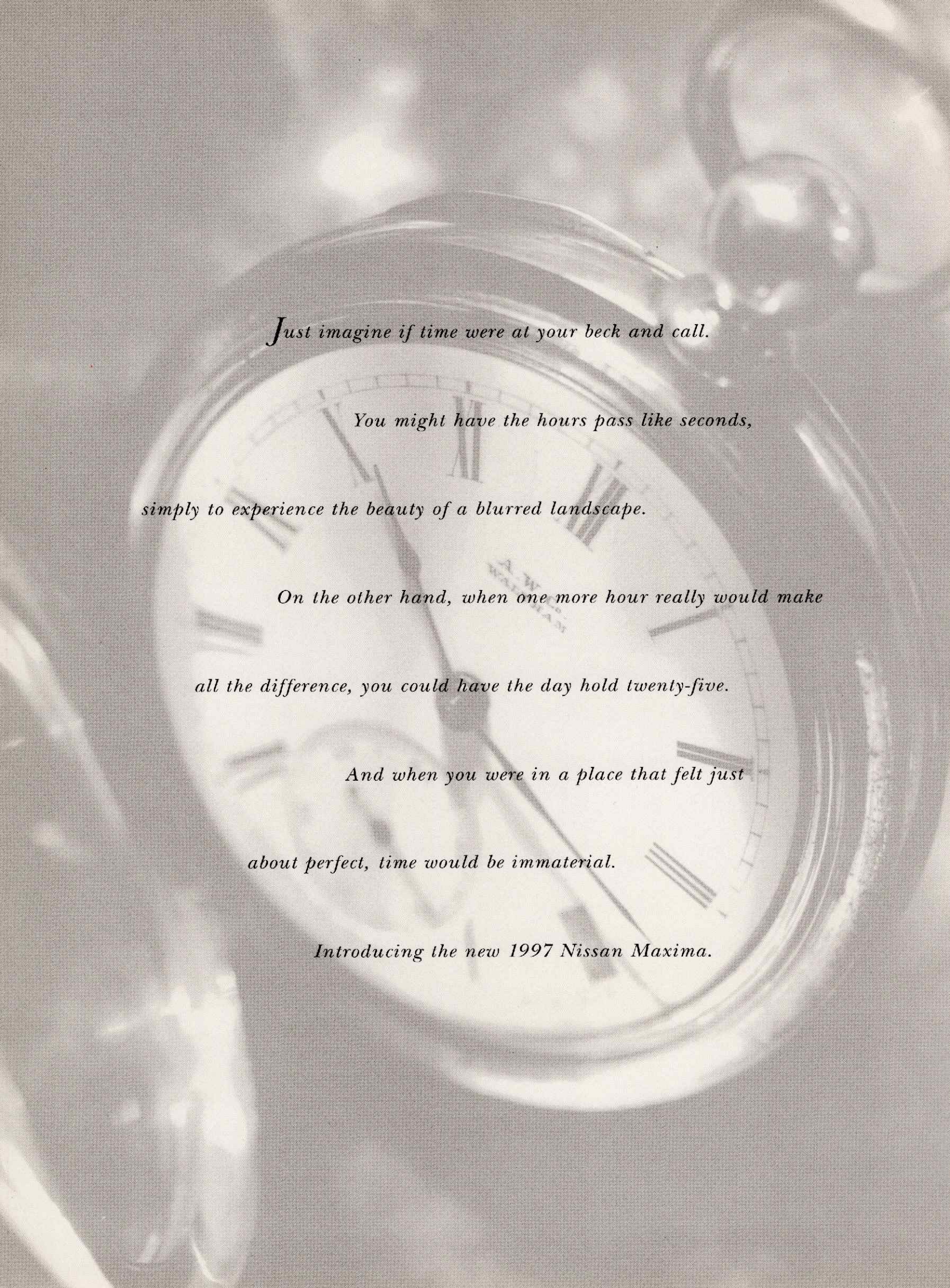


N I S S A N





Maxima GLE shown in Ebony.



Just imagine if time were at your beck and call.

*You might have the hours pass like seconds,
simply to experience the beauty of a blurred landscape.*

*On the other hand, when one more hour really would make
all the difference, you could have the day hold twenty-five.*

*And when you were in a place that felt just
about perfect, time would be immaterial.*

Introducing the new 1997 Nissan Maxima.





Maxima GLE interior shown in Charcoal Leather with optional Touring Package.





Maxima GLE interior shown in Charcoal Leather with optional Touring Package. (Instrumentation not exactly as shown.)



The driver's seat of a 1997 Maxima could just be the place where responsible decision-makers find indulgence justifiable.

Maxima's 190-HP V6 engine has exceptional power yet impressive fuel economy. Its innovative rear Multi-Link Beam suspension yields precise, responsive handling without compromising ride comfort. The cabin feels like a personal sanctuary, yet is mindful of the needs of your passengers. All reasons enough to reward yourself with luxury and performance.

However, if that still doesn't convince you, perhaps the automotive critics will. After all, *Car and Driver* put Maxima on their 10 Best list two years in a row.*

* Car and Driver, January 1995 and 1996, (Maxima SE)

I N T E R I O R

Space is a luxury in today's overcrowded world. And if commuting is a daily activity, some freedom to stretch can change your entire outlook. That's why Nissan designers gave the Maxima a long wheelbase, resulting in nearly 2832 litres (100 cubic feet) of cabin room. In fact, the Maxima has 10% more interior space than a Mercedes-Benz C280. This space-efficient design also allows optimal front head room and plenty of leg, shoulder and hip room.

Perhaps even more important than the amount of space, however, is how well it's planned. So while five adults can sit comfortably in the Maxima, this sedan is



also designed with other needs in mind. Consider the standard trunk-through that

lets you carry long cargo items and still have room for two rear-seat passengers. Indeed, an obsession with detail went into every aspect of the cabin's layout. For instance, Nissan engineers developed their own CAD software just to determine the best possible placement of the Maxima's instruments and controls.

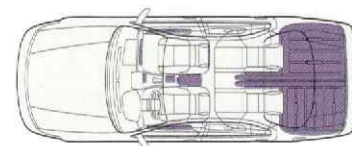
Of course, how well the space is appointed is critical too. That's why features such as power windows and door locks, heated power outside mirrors, cruise control and air conditioning are standard on every Maxima.



On the GLE, Maxima's standard air conditioning comes with the added convenience of automatic climate control, which maintains the preset cabin temperature you select. Automatic climate control is offered as an option on the SE.



As standard equipment, the SE and GLE feature a Premium AM/FM/CD with cassette stereo and six speakers, including two dome tweeters in the front doors (optional on GXE with Convenience Package). An optional Bose audio system (shown above), which is acoustically tuned to the Maxima's cabin, is also offered for the SE and GLE. It features 200 watts and four amplifiers.



With over 411 litres (14.5 cubic feet) of cargo capacity, the Nissan Maxima turns into an all-purpose sedan. Just about all of your belongings will have a home: skis in the trunk-through, cellular phone in the centre console, coins in the coin tray, maps in the map pockets, and your morning coffee in one of two convenient cup holders.

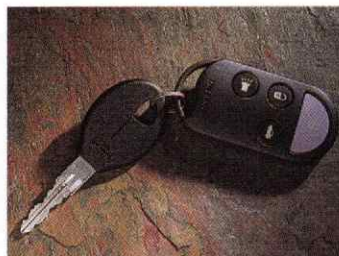


Maxima SE shown in Beige Cloth.



Facing those cold mornings will be a little easier with the comfort of heated seating. (Standard on GLE; optional on GXE and SE with Convenience Packages.) In addition, the available 8-way power driver's seat makes finding your ideal driving position as simple as pushing a button.

Large analogue gauges are very readable, and sporty too. To minimize eyestrain and fatigue, the Maxima SE features black-on-white gauges that reverse to white-on-black after dark for even better legibility.



Nissan's remote keyless entry system (standard on GLE; optional on GXE and SE with Convenience Packages) will activate the vehicle security system, lock and unlock the doors, turn on the dome light, open the trunk or roll down the front windows.

Orthopedic research helped create the Maxima's low-fatigue seat. Lumbar, pelvic and middle-back areas receive special support. Leather seating surfaces along with a 4-way power front-passenger's seat (standard on GLE; optional on SE with Leather Package) take luxury one step further.





Maxima SE shown in Neptune Blue with optional Convenience Package. (U.S. model shown.)

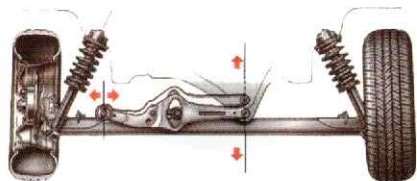




*"Is this the best V-6 engine in
the world, or what?"*

AUTOMOBILE MAGAZINE, September 1995.

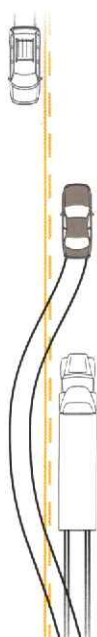




Nissan's rear Multi-Link Beam suspension keeps the vehicle's rear wheels perpendicular to the road, while allowing them to react to changes in the road surface. Due to the innovative lateral link and control rod, it also achieves superior straight-line stability and impressive cornering, along with crisper turn-in.



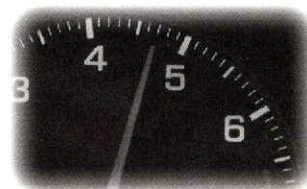
At Nissan, we understand that impressive test track results are most appreciated on congested highways and empty country roads by discerning drivers like you. So we engineered Maxima's 190-HP V6 so that 92% of its torque is available at a mere 2,000 rpm (torque peaks at 205 ft-lb at 4,000 rpm). Off the line, merging or passing, Maxima responds with quick assurance. You'll respond with a confident grin.



The Maxima's performance goes beyond sedan imagination. Its DOHC 24-valve engine is one of the most compact and – thanks to its aluminum-alloy block – lightest 3.0-litre V6s in the world. In fact, *Ward's* put it on their list of ten best engines two years in a row.* On the test track, Maxima delivers a stunning 0-60 time of 6.6 seconds.**

And when you add in refinements like microfinished camshafts and other friction-reducing measures, it translates into miserly fuel consumption. Of course, liquid-filled engine mounts help ensure that all of this is accomplished with little more than a smooth, reassuring hum. Perhaps

Automobile Magazine summed it up best: "This engine gets you away from a stoplight with



irresistible momentum like an American V8, cruises with perfect refinement like a Japanese V6, and rushes to redline for peak power like a European in-line six-cylinder.***

Another innovative technology hidden beneath the Maxima's surface is its rear Multi-Link Beam suspension. Perhaps the best suspension system ever developed for a front-wheel-drive vehicle, it offers superb tire-to-road contact. And because its unique design allows the mounting bushings and shock absorbers to be tuned specifically for comfort, you'll enjoy supple, precise handling, along with a luxury-car ride.

* *Ward's Engine and Technology Update, January 1995 and 1996.*

** *Motor Trend, June 1994 (SE with manual transmission).*

*** *Automobile Magazine, September 1995.*

When it comes to safety, accident avoidance is the best option. That's where Maxima's responsive power and precise handling – coupled with features like 4-wheel disc brakes and available ABS – come into play.

Of course, Nissan engineers know that avoidance isn't always an option. They've computer-simulated hundreds of crash tests to help maximize the vehicle's structural integrity, as well as to develop energy-absorbing and reinforcing elements. Crumple zones, for example, help absorb front and rear impacts. During certain frontal collisions, breakaway engine mounts direct the engine under the cabin.



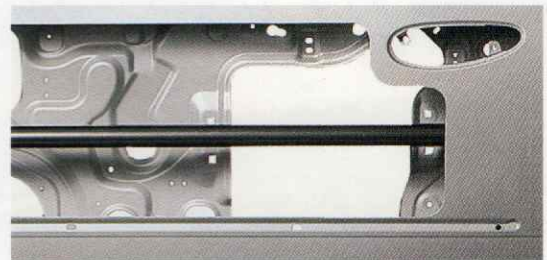
And inside every Maxima, of course, you'll find driver and front-passenger airbags*.

With your personal security in mind, a remote keyless entry and vehicle security system is standard on the GLE (optional on GXE and SE). It includes a panic mode that sounds the alarm and the horn and even flashes the headlights at the push of a button. New for 1997, an Integrated HomeLink™ Transmitter (shown above) located on the driver's sun visor is standard on the GLE and available on the SE. It operates up to three remote-controlled devices, so you can open your garage door, turn on the porch light and disarm your home security system without leaving your vehicle.**

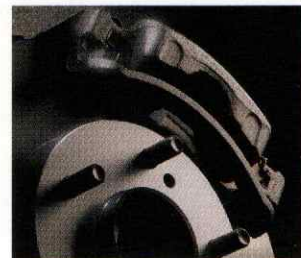
* Keep in mind that, in moderate frontal collisions, this supplemental restraint system may not inflate, and in rear or side collisions, it's designed not to inflate. The primary protection is provided by the lap and shoulder belt system.



*The most ringing endorsements come from owners. In 1995, the Nissan Maxima received the CAA Pyramid Award*** for its superior combination of reliability, low operating costs and owner satisfaction. In fact, for two years in a row, an unprecedented 100% of Maxima owners surveyed by CAA said they would buy a Maxima again.*



Pipe-style steel side-door guard beams can reduce the risk of injury to occupants in certain side collisions. They're also one of several reasons why the Maxima meets U.S. Federal Side-Impact Safety Standards.



Sudden stops become less of a concern with Maxima's standard 4-wheel disc brakes. In addition, the Anti-lock Braking System (ABS) helps prevent skidding during panic stops. When a sensor detects impending wheel lockup, ABS automatically pumps the brake calipers up to 18 times per second. ABS is standard on the SE and optional on other models.

** Operation of lighting systems and home security systems requires the purchase of an additional receiver from HomeLink.

*** CAA Autopinion '95. CAA is a registered trademark of the Canadian Automobile Association.

*"This standout possesses
an exceptional combination
of style, functionality,
performance, safety, meaningful
technology and value."*

MOTOR TREND, February 1995.





Maxima GXE shown in Sage Mist Green with optional Convenience Package.



ACCESSORIES



1



2



3

Genuine Nissan Accessories are the ideal way to make a personal statement with your Maxima and add style, function or protection at the same time. See the Nissan accessories brochure for a complete accessory list and warranty information.

ACCESSORIES SHOWN:

- 1 - Rear Spoiler Kit (GXE, GLE)
- 2 - Nose Mask
- 3 - Alloy Wheels (GXE only)

ACCESSORIES AVAILABLE BUT NOT SHOWN:

- 6-Disc Autochanger
- Compact Disc Player
- Engine Block Heater
- Floor Mats
- Removable Roof Rack with Attachments
- Wheel Locks

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TRIM LEVELS



GXE

Includes: 190-HP 3.0-litre V6; 5-speed manual transmission; rear Multi-Link Beam suspension; 4-wheel disc brakes; air conditioning; dual airbags; 8-way adjustable driver's seat; power windows and door locks; heated power outside mirrors; cruise control; AM/FM with cassette stereo; power antenna; trunk-through; full-size spare tire; rear-seat fold-down armrest; dual map lights.



SE

To the GXE equipment list, the SE adds: Sport-tuned suspension; ABS; viscous limited-slip differential; 16" aluminum-alloy wheels; 55 profile V-rated tires; fog lights; rear spoiler; 6-speaker AM/FM/CD with cassette; white-faced analogue gauges; leather-wrapped steering wheel.



GLE

To the GXE equipment list, the GLE adds: 4-speed automatic overdrive transmission; luxury suspension system; 15" aluminum-alloy wheels; leather seating surfaces; 8-way power driver's seat; 4-way power front-passenger's seat; heated front seats; wood-tone trim; automatic climate control; remote keyless entry and vehicle security system; Integrated HomeLink Transmitter; 6-speaker AM/FM/CD with cassette.

- 1 - Electronically controlled engine mount requires automatic transmission.
- 2 - Electronically controlled.
- 3 - Available as part of optional GLE Touring Package or as a stand-alone option.
- 4 - Requires automatic transmission and GXE Convenience Package.
- 5 - Part of SE Convenience Package.
- 6 - Part of GLE Touring Package.
- 7 - Part of GXE Convenience Package.
- 8 - Part of SE Leather Package.
- 9 - Manual transmission only.
- 10 - Requires automatic transmission.
- 11 - Requires SE Convenience Package.
- N/A = Not Applicable.

FEATURES / SPECIFICATIONS

• Standard ○ Optional	GXE	SE	GLE
MECHANICAL FEATURES			
3.0-litre DOHC 24-valve V6 engine 190 HP @ 5,600 rpm/205 ft-lb @ 4,000 rpm	•	•	•
Sequential multi-point electronic fuel injection	•	•	•
Liquid-filled engine mounts	•	• ¹	• ²
Front engine/front-wheel drive	•	•	•
5-speed manual overdrive transmission	•	•	•
Electronically controlled 4-speed automatic overdrive transmission with lockup torque converter	○	○	•
Independent strut-type front suspension with stabilizer bar	•	•	•
Rear Multi-Link Beam suspension with stabilizer bar	•	•	•
Sport-tuned suspension - Firmer springs, shock absorbers and front struts; liquid-filled compression bushings; urethane front suspension bushings		•	
Luxury suspension system - Liquid-filled compression bushings, urethane front suspension bushings			•
Engine-speed-sensitive power-assisted rack-and-pinion steering	•	•	•
Power-assisted 4-wheel disc brakes (front vented)	•	•	•
Anti-lock Braking System (ABS)	○	•	○ ³
Viscous limited-slip differential		•	
Full-size spare tire	•	•	•
EXTERIOR FEATURES			
15" Steel wheels with full wheel covers	•		
16" Aluminum-alloy wheels		•	
15" Aluminum-alloy wheels			•
P205/65R15 All-season tires	•		•
P215/55R16 V-rated all-season tires		•	
Multi-parabola clear-lens halogen headlights	•	•	•
Halogen fog lights		•	
Rear spoiler		•	
Dual heated power outside mirrors	•	•	•
Power sliding glass sunroof with tilt and sliding sunshade	○ ⁴	○ ⁵	○ ⁶
Chrome front grille and door handles	•		•
Colour-keyed front grille and door handles		•	
Chrome side-window moulding	•		•
Black side-window moulding		•	
Chrome exhaust finisher	○ ⁷	•	•
Energy-absorbing bumpers	•	•	•
Front and rear splash guards	•	•	•
INTERIOR/SEATING AND TRIM FEATURES			
Multi-adjustable driver's seat - front and rear cushion tilt and seatback recline, 2-way lumbar support and fore/aft adjustments	•	•	•
8-way power driver's seat	○ ⁷	○ ⁸	•
4-way power front-passenger's seat		○ ⁸	•
Heated front seats	○ ⁷	○ ⁵	•
Luxury velour seat cloth (Sport velour on SE)	•	•	
Leather seating surfaces		○ ⁹	•
Leather-wrapped steering wheel		•	•
Leather-wrapped gearshift knob		• ⁶	•
Wood-tone trim			•
Adjustable front shoulder belt anchors	•	•	•
Rear-seat fold-down centre armrest/trunk-through	•	•	•
INSTRUMENTATION			
Analogue speedometer, tachometer and trip odometer	•	•	•
Fuel and temperature gauges	•	•	•
White-faced analogue gauges with reverse-to-electroluminescent lighting		•	
COMFORT AND CONVENIENCE			
Air conditioning	•	•	•
Automatic climate control		○ ³	•
Power windows with driver-side auto-down feature	•	•	•
Power door locks with selective unlocking logic	•	•	•
Remote keyless entry and vehicle security system	○ ⁷	○ ⁵	•
Integrated HomeLink Transmitter		○ ⁵	•

	G X E	S E	G L E
Remote trunk lid, fuel door and hood releases	●	●	●
Power trunk lid release	○ ⁷	○ ⁵	●
Cruise control	●	●	●
Digital clock	●	●	●
Tilt steering column	●	●	●
2-speed plus intermittent wipers	●	●	
Variable intermittent wipers	○ ⁷	○ ⁵	●
Centre console with integrated armrest, large storage area and dual cup holders with cover	●	●	●
Push-open storage tray on instrument panel			●
Illuminated visor vanity mirrors	○ ⁷	○ ⁵	●
Electric rear window defroster	●	●	●
AUDIO SYSTEMS			
Electronically tuned AM/FM with cassette stereo, Dolby Noise Reduction and four speakers (50 watt)	●		
Premium Audio System ~ AM/FM/CD with cassette stereo, random CD track search, Dolby Noise Reduction and six speakers (100 watt)	○ ⁷	●	●
Bose Acoustically Tuned Audio System ~ AM/FM/CD with cassette stereo, random CD track search, Dolby Noise Reduction, four amplifiers and six speakers (200 watt)		○ ⁶	○ ⁵
Power antenna with diversity system	●	●	●
SAFETY AND SECURITY			
Dual airbags	●	●	●
3-point ALR/ELR seat belt system for rear outboard positions and front-passenger's seat	●	●	●
Automatic transmission shift/lock feature	○	○	●
Energy-absorbing steering column and knee bolsters	●	●	●
Energy-absorbing crumple zones	●	●	●
Hood buckling creases/safety stops	●	●	●
Pipe-style steel side-door guard beams	●	●	●
PACKAGES			
GXE Convenience Package – Premium Audio System (100 watt), remote keyless entry and vehicle security system, 8-way power driver's seat, heated front seats, power trunk lid release, variable intermittent wipers, illuminated visor vanity mirrors, chrome exhaust finisher	○ ¹⁰		●
SE Convenience Package – Power sliding glass sunroof, remote keyless entry and vehicle security system, Integrated HomeLink Transmitter, 8-way power driver's seat, heated front seats, power trunk lid release, variable intermittent wipers, illuminated visor vanity mirrors		○	
SE Leather Package – Leather seating surfaces, simulated leather door trim, 4-way power front-passenger's seat, automatic climate control, passenger-side seatback pocket, Bose Acoustically Tuned Audio System (200 watt)		○ ¹¹	
GLE Touring Package – ABS, power sliding glass sunroof, Bose Acoustically Tuned Audio System (200 watt) and four amplifiers			○
	G X E	S E	G L E
EXTERIOR/INTERIOR DIMENSIONS – MM (IN)			
Wheelbase	2700 (106.3)		
Overall length	4810 (189.4)		
Overall width	1770 (69.7)		
Overall height	1415 (55.7)		
Tread width	Front/Rear	1520/1500 (59.8/59.1)	
Head room	Front/Rear	1018/950 (40.1/37.4)	
Leg room	Front/Rear	1115/871 (43.9/34.3)	
Hip room	Front/Rear	1374/1420 (54.3/55.9)	
Shoulder room	Front/Rear	1443/1428 (56.8/56.2)	
CAPACITIES AND WEIGHTS			
EPA int. volume/luggage cap.	3231/411 L (114.1/14.5 cu ft)		
Fuel tank – L (Imp gal)	70 (15.4)		
Curb weight – kg (lb)	Manual	1366 (3012)	1367 (3014)
	Automatic	1392 (3069)	1393 (3072)
			1399 (3085)
TRANSPORT CANADA FUEL CONS. EST. – L/100 KM (MPG)			
Manual	City/Hwy	10.9/8.2 (26/35)	10.9/8.2 (26/35)
Automatic	City/Hwy	11.4/7.8 (25/36)	11.4/7.8 (25/36)

EXTERIOR COLOURS

WHITE PLATINUM (QN0)



GXE SE GLE

Beige Leather ○
 Grey/Green Cloth ●†
 Grey/Green Leather ●
 Charcoal Cloth ● ●
 Charcoal Leather ○ ●

PEBBLE BEIGE (CG2)



GXE SE GLE

Beige Cloth ● ●
 Beige Leather ○ ●

CONCORD MIST (LS6)



GXE SE GLE

Charcoal Cloth ●† ●
 Charcoal Leather ○ ●

SAGE MIST GREEN (FS0)



GXE SE GLE

Beige Cloth ●† ●
 Beige Leather ○ ●
 Grey/Green Cloth ●†
 Grey/Green Leather ●

ROSEWOOD (LS5)



GXE SE GLE

Charcoal Cloth ● ●
 Charcoal Leather ○ ●

NEPTUNE BLUE (BS3)



GXE SE GLE

Charcoal Cloth ● ●
 Charcoal Leather ○ ●

GOLDEN OLIVE (DP0)



GXE SE GLE

Beige Cloth ●† ●
 Beige Leather ○ ●

EBONY (KH3)



GXE SE GLE

Beige Leather ●
 Charcoal Cloth ● ●
 Charcoal Leather ○ ●

● Standard ○ Optional

† Available only with automatic transmission.

Nissan has taken care to ensure that the colour swatches presented here are the closest possible representations of actual vehicle colours. Swatches may vary slightly due to the printing process and whether viewed in daylight, fluorescent or incandescent light. Please see the actual colours at your local Nissan dealer.

**MOST COMPREHENSIVE
FULL-LINE WARRANTY
IN THE BUSINESS**

Every 1997 Nissan comes with a 3-year/80,000-km Comprehensive New Vehicle Warranty, a 5-year/100,000-km* warranty on major components and an 8-year/130,000-km* Emission Control Warranty on selected components. Plus a 5-year/unlimited-km Corrosion Perforation Warranty. What's more, our standard 3-year Roadside Assistance program means that help is just a phone call away, even if the emergency is as simple as locking your keys in the car. (Just call 1-800-387-0122, 24 hours a day.) You can also extend your warranties with our Added Security Plans (ASP), available through your Nissan dealer.*

* Whichever comes first; see your Nissan dealer for details.

FINANCE CHOICES

*Owning a new Nissan Maxima, or any of the models in our lineup, can be easy, thanks to Nissan Canada Finance Inc. Through our **No Nonsense** lease plans, we offer qualified customers competitive rates and flexible terms. Conventional financing is also available. Consult your Dealer for complete information.*

N C F I
NISSAN CANADA FINANCE INC.

In the eighty years that Nissan has been making automobiles, our mission has been the same: to make sure you feel inspired every time you get behind the wheel.

It starts with products that are not only satisfying, but exciting. Think of Pathfinder's unique blend of adventure and sophistication. Then there's Altima, which proves that a smart, safe choice can still have a luxurious edge. The Sentra has a proven history of reliability, with two CAA awards to its name this decade. Or consider the Quest. Its progressive design and carlike personality have transformed the minivan into a personal styling statement. And, of course, there's our flagship, the Maxima. This 4-door sports car disguised as a luxury sedan has actually made respectability fun.

Of course, what it all comes down to is a car – and a company – that makes you feel good about your choice, forever. And, as one of the world's largest automotive manufacturers, you can rest assured we're committed to your long-term satisfaction. We were the first company in Canada to offer a Satisfaction Centre as well as roadside assistance across a full model lineup. Just two examples of our comprehensive efforts to make your entire ownership experience an enjoyable one. One that sends you down the road with a smile on your face.



MAXIMA



ALTIMA



SENTRA



240SX



PATHFINDER



QUEST



HARDBODY 4x4



HARDBODY 4x2

For more information, visit our web site at www.nissancanada.com (available Winter 1996).



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