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## MEDIA INFORMATION

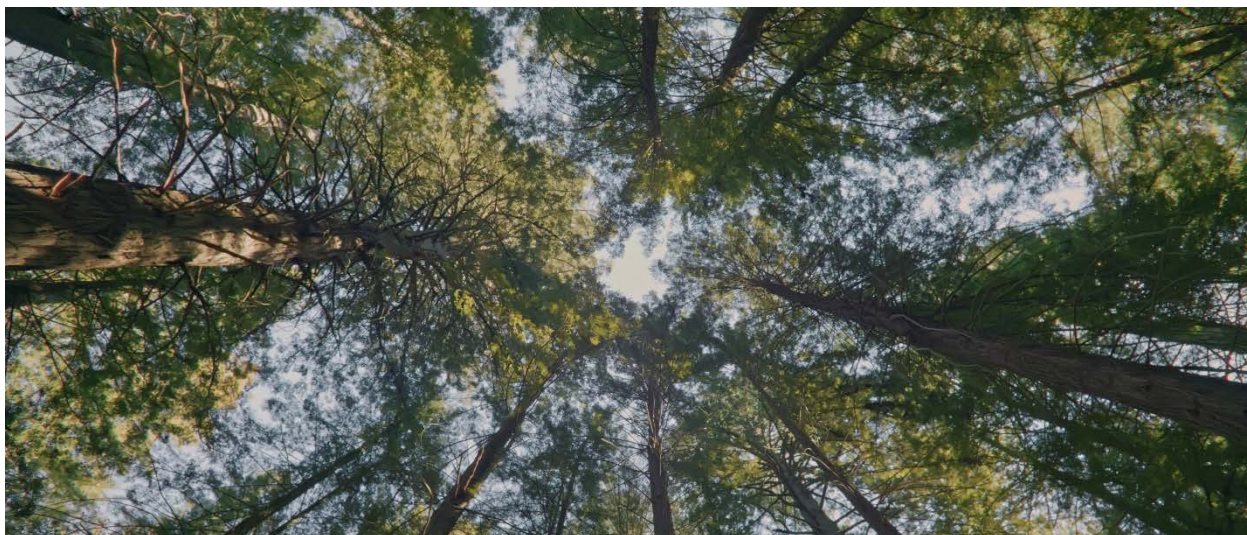
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### INFINITI introduces invigorating new multisensory experience

22 June 2023

#### A deeper look into INFINITI's new signature scent and sound

Experiences are always more memorable and stimulating when more than one sense is engaged. To create another dimension of connection with customers, INFINITI's new multisensory experience is fully immersive, with both scent and sonic elements.



Scents can transport people to memories of places visited, as well as those they can only imagine. To manifest a subtle feeling of inspiration to guests around the world, INFINITI's new signature scent will be used at brand events, and for optional diffusion within retail showrooms.

INFINITI's new signature scent is both invigorating and calming, reflecting opposites working in harmony to deliver something even more profound. The scent evokes a forest, with hints of *hinoki* wood (Japanese cypress), *sugi* (Japanese cedar) and *yuzu* (Japanese citrus).

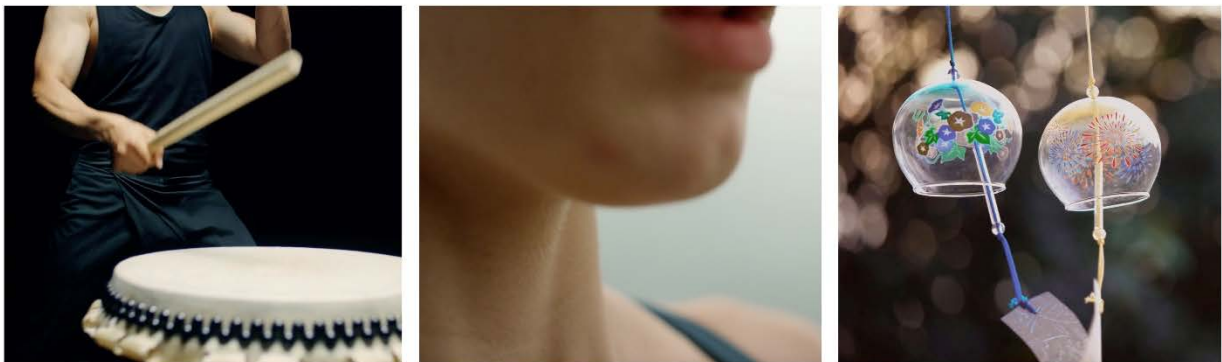


**Caption:** The INFINITI signature scent delivers a feeling of walking in a forest to deliver a warm and peaceful atmosphere at brand events.

Megumi Fukatsu, the Tokyo-based master scent designer commissioned by INFINITI to lead the aroma development, explains the goal is to “transport people to a tranquil Japanese forest, deliver a touch of nature and bring a sense of calm.”

**Delve deeper into INFINITI's new signature scent [HERE](#)**

INFINITI's signature sound balances power and tranquility for deeper customer connection



**Caption:** The INFINITI signature sound is anchored around a human voice with musical elements.

To capture the feeling of INFINITI through sound, the brand master track “*Moment of Tranquility*” serves as the foundation for a new sound (or sonic) logo, as well as for use at future consumer activations, in commercials and other promotional materials, within company videos, and as optional hold music at retailers.

The sound logo creates a sense of anticipation by marrying powerful musical elements with more serene sounds to deliver a harmonious balance.

A *taiko* drum, the embodiment of human performance and power, contrasts with a soft *furin* (Japanese wind chime), an instrument played only by the wind, to add a layer of tranquility and refinement.

True to INFINITI's brand value of "Human", the sound is anchored around a voice humming as a signal to all senses that something exciting is about to happen.

The musical hook leverages inspiration from the Japanese spatial concept of "*Ma*," where the pause between the notes is as important as the notes themselves, providing a moment of anticipation. And, given INFINITI's focus on predicting customer needs and delivering rewarding and memorable luxury experiences for owners, the sound logo echoes its values.

The signature sound acts as an aural connection, giving consumers another way to recognize, remember and interact with INFINITI.

**Delve deeper into INFINITI's new signature sound (sonic logo) [HERE](#)**

**Go behind the scenes at the recording of INFINITI's "Moment of Tranquility" [HERE](#)**

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#### **About INFINITI**

INFINITI Motor Company is headquartered in Yokohama, Japan with operations around the world including regional offices based in the Americas, China and INFINITI International Markets based in Dubai. The INFINITI brand of premium automobiles are assembled in manufacturing facilities in Japan, North America and China. INFINITI design studios are located in Atsugi-Shi near Yokohama, London, San Diego and Beijing.

More information about INFINITI can be found at <http://www.infiniti.com>.

You can also follow INFINITI on Facebook, Instagram, Twitter, LinkedIn and see all our latest videos on YouTube.

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