
MEDIA INFORMATION
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Accessorized INFINITI Q50 with Mobil 1™ brings the love of driving to 2023 SEMA Show

- Enthusiast-focused accessories build on purposeful, luxurious performance of Q50 RED SPORT 400*
- Striking NISMO LM-RS1 forged 19-inch wheels bolster appearance, with choice of three finishes
- Performance accessories can be ordered off the showroom floor, or added to a vehicle during ownership

NASHVILLE, Tenn. – INFINITI brings adrenaline to the 2023 SEMA Show in Las Vegas with the debut of a customized INFINITI Q50 RED SPORT 400. Showcasing factory-tuned accessories that enhance its performance quotient, the sports sedan will be on display in the Las Vegas Convention Center, Central Hall, booth #24651, Oct. 31-Nov. 3.

Appealing to those who seek even more excitement and personalization in their vehicle, INFINITI Motorsport Parts are precisely designed and engineered to work with owners' vehicles. Shoppers can have parts installed to personalize their new car right off the showroom floor, or owners can return to the INFINITI Motorsport website to reinvigorate their passion for their vehicle with a fresh dose of excitement.

Accessories that make Q50 uniquely yours

The INFINITI Q50 RED SPORT 400 at SEMA showcases the variety of ways owners can personalize their vehicles, highlighting parts and accessories available for [Q50 sedan](#), [Q60 coupe](#) and certain accessories for passionate owners of INFINITI's G37 and G35. Parts and accessories shown by INFINITI at SEMA are engineered to enhance the vehicle's performance and design – helping it boldly stand out from the crowd on the street.

Under the hood, Q50's twin-turbo 3.0-liter engine is supplemented for SEMA with a billet-aluminum coolant expansion tank, offering 70% higher volume than the factory tank and a sharp appearance; an auxiliary intercooler tank, providing an additional 1.7 gallons of coolant for the intercooler; a CARB-approved performance cold-air intake; and a heat exchanger with a thicker core and greater surface area than factory.

Optimizing engine performance is Mobil 1 0w-20 advanced full synthetic motor oil, featuring anti-wear technology that provides exceptional protection against engine wear.

Around back, an INFINITI Performance cat-back exhaust adds a purposefully tuned, exhilarating exhaust note, along with the added curb appeal of a laser-etched INFINITI logo on the tips.

To supplement the car's impressive agility, the Q50 also features INFINITI Performance Street brake pads, which offer increased stopping performance; and suspension enhancements including INFINITI Performance front upper arms, rear traction rods, endlinks and more, all contributing to greater suspension adjustability and capability.

Public debut of stunning lightweight wheels

No aftermarket build is complete without a show-stopping set of wheels, and the Q50 is no exception, rolling on a set developed by Nissan Motorsports (NISMO). The NISMO LM-RS1 wheels stun with thin spokes enabled by strong-yet-lightweight forged 6061 aluminum alloy construction. Their design represents the best of NISMO performance know-how, adhering to strict internal NISMO standards and meeting rigorous testing requirements.

Measuring 19 inches in diameter by 9.5 inches in width, and featuring NISMO center caps (INFINITI center caps available), the wheels are offered in a choice of black, anthracite or bronze semi-gloss finishes.

These wheels are the newest addition to the INFINITI accessory package and are ideally suited for Q50 RED SPORT 400, as well as other Q50 and Q60 models. Find more information at your local INFINITI retailer or at parts.infinitiusa.com

For a full list of all the parts fitted to the Q50 RED SPORT 400 show car, see the [full build sheet](#).

**Specially modified vehicle not available for purchase.*

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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 in Dubai. INFINITI 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 and its industry-leading technologies can be found at www.INFINITIUSA.com. You can also follow INFINITI on [Facebook](#), [Instagram](#), [LinkedIn](#), [X \(formerly Twitter\)](#), and see all of our latest videos on [YouTube](#).

About Mobil 1

For nearly 50 years, Mobil 1 has been trusted by drivers to keep their engines running longer. Our products combine the latest technology and innovation to exceed the toughest standards of vehicle manufacturers and tuning shops—so you can get the most out of your time behind the wheel, both on the road and on the track. Turn every day into an adventure with Mobil 1, the world's leading synthetic motor oil brand. Learn more at www.mobil1.us or and follow @Mobil1 on [Facebook](#), [Instagram](#) and [Twitter](#). Join us. For the love of driving.

Contacts - INFINITI USA

Kyle Bazemore

Director, INFINITI Americas Corporate Communications
(615) 739-8404
Kyle.Bazemore@infiniti.com

Marleen Yowakim
Manager, INFINITI Corporate Communications
615-917-2348
Marleen.Yowakim@infiniti.com