

For Immediate Release

2015 INFINITI Q50 SPORTS SEDAN OFFERS PREMIUM PERFORMANCE, HOSPITALITY AND CONNECTIVITY, PLUS CHOICE OF 3.7-LITER V6 OR 3.5-LITER HYBRID

Building on Infiniti's legendary sports sedan styling, performance and technology leadership, the 2015 Infiniti Q50 is designed to offer a distinct level of customer engagement. It begins with a choice of powertrains and world's first technologies designed to enhance the driving experience, and continues with the fully customizable Infiniti InTuition™ digital environment and Infiniti InTouch™ next-gen smart connectivity, with dual touch-screens and an array of advanced functions.

Now in its second year, the 2015 Infiniti Q50 sports sedan continues to build on its highly successful debut year. Along with outstanding sales, the dramatically styled sports sedan achieved a number of prestigious accolades, including being named a finalist for 2014 World Car of the Year and garnering an Edmunds.com "Top Rated Vehicle" award.

The 2014 Q50 also earned a Top Safety Pick+ award from the Insurance Institute for Highway Safety (IIHS) and a 5-Star overall safety rating (when equipped with Forward Emergency Braking [FEB]) from the National Highway Traffic Safety Administration (NHTSA) under the agency's New Car Assessment Program (NCAP).

For 2015, enhancements include a new Performance Wheel Package, with 19-inch RAYS superlight forged aluminum-alloy wheels and 245/40R19 front / 265/35R19 rear summer tires, which helps add a higher level of handling performance while providing a unique, sporty appearance.

A New Dimension in Dynamic Design

While Infiniti sports sedan exteriors have always been noted for their outstanding proportions and presence, the Infiniti Q50 adds an even higher level of premium style. It reflects the direct influence of the Infiniti Essence concept, while honoring the iconic design dynamics of earlier Infiniti sports sedans.

The Q50's strong first impression is anchored by the smooth yet dynamic character line arising from its "double arch" grille. The line energetically flows through the bodyside like a wave and merges with the rear end, creating a highly fluid and intriguing profile and fully illustrating the Infiniti Q50's dynamic and athletic stance. The athletic and tightened appearance blends its lower and wider proportions with enhanced interior roominess to stunning effect inside and out.

Signature Infiniti exterior design features, along with the powerful "double arch" grille, include the dynamic arch roofline and Crescent-cut C-pillar. The front end design is decidedly aggressive, with a sport front fascia offered on the Q50 sport models. The grille's three-dimensional, textural quality is provided by elaborate detailing of the waved mesh pattern surface and chrome surround, while the distinctive LED headlights and daytime running lights suggest an almost human look.

The lean, robust body sides are designed to anchor the performance stance with a strong, solid "bone" and arched roofline that flows to the Crescent C-pillars that are similar to those that originally appeared on the Essence Concept. In the rear, the side character lines smoothly merge with the shape of the rear LED combination lights. The familiar rear double-arch trunk line completes the strong, unforgettable view from behind. Heated outside mirrors with integrated LED turn signals are standard, while a power sliding and tilting glass sunroof is standard on all models except the base Q50 3.7.

Other exterior refinements include wide door architecture with narrower, roll-formed A- and B-pillar sashes that provide improved ingress and egress, as well as a more open cabin environment. The body design also offers enhanced airflow over both the upper and lower body portions, resulting in a coefficient of drag of just 0.26 (0.27/0.28 for Sport RWD/AWD models). The Q50 also features zero front and rear lift.

The color palette has been specially selected to accent the Q50 contours and sculpted surfaces and includes a range of eight premium colors: Chestnut Bronze, Malbec Black, Liquid Platinum, Graphite Shadow, Black Obsidian, Venetian Ruby, Moonlight White and Hagane Blue.

Performance With a Personal Touch

Two advanced powertrains are offered for the Infiniti Q50 in North America, starting with a refined 3.7-liter aluminum-alloy DOHC 24-valve V6 rated at 328 horsepower and 269 lb-ft of torque. The engine features Continuously Variable Valve Timing Control System (CVTCS) and Variable Valve Event & Lift (VVEL[®]).

Also available is an advanced hybrid powertrain featuring the Infiniti Direct Response Hybrid[®] system with Intelligent Dual Clutch Control. It combines a 3.5-liter 24-valve DOHC aluminum-alloy V6 and compact laminated lithium-ion battery design with an innovative one-motor/two-clutch motor control. The system's V6 is rated at 302 horsepower and 258 lb-ft of torque, while the advanced 50 kW electric motor is rated at 67 horsepower and 214 lb-ft of torque. The hybrid system net power is 360 horsepower, providing strong acceleration and lean fuel economy.

The hybrid powertrain is designed to put performance first, without compromising fuel efficiency. It takes full advantage of the electric motor's instant torque for exceptional acceleration and, in combination with the 3.5-liter V6, provides a sporty driving feel under all driving conditions.

Both Q50 powertrains are matched with an advanced 7-speed electronically controlled automatic transmission with manual shift mode and available steering column-mounted magnesium paddle shifters. The Q50 is available in rear-wheel drive and Intelligent All-Wheel Drive with both powertrains.

Precise handling is provided by the 4-wheel independent multi-link suspension. The front is a single pivot double-wishbone design, while the revised rear design utilizes a multi-link design with coil springs and Dual Flow Path[®] shock absorbers, with increased camber stiffness and improved ride comfort. The suspension features extensive use of lightweight aluminum components, along with front and rear stabilizer bars. A sport-tuned suspension is available with Sport models.

The Q50 rides on 17-inch aluminum-alloy wheels with machine-finished surface with 225/55R17 all-season run-flat tires. Also available are 19-inch aluminum-alloy sport wheels with 245/40R19 run-flat all-season or summer tires. The new Performance Wheel Package features 19-inch RAYS superlight forged aluminum-alloy wheels with 245/40R19 front / 265/35R19 rear summer tires.

Confident braking is provided by 4-wheel power-assisted vented disc brakes with 4-wheel Anti-lock Braking System (ABS), Electronic Brake force Distribution and Brake Assist. Also available are sport brakes with upgraded rotors, 4-piston front calipers and 2-piston rear. Hybrid models include a regenerative braking system. Steering is provided by a power-assisted vehicle-speed-sensitive rack-and-pinion system.

The 2015 Q50 also features available Infiniti Direct Adaptive Steering™ technology, a world's first production vehicle design developed after more than ten years of research. The system allows independent control of the Q50's tire angle and steering inputs, transmitting the driver's input to the wheels faster than a mechanical system. The system enhances the direct driving performance feel by quickly and intelligently communicating road surface feedback to the driver. Four combinations of steering settings are offered, allowing customization by driver preference or road conditions. This world's first technology provides the flexibility for the driver to change both steering effort and the steering gear ratio. A backup mechanical steering system is provided with models utilizing the Direct Adaptive Steering™ technology.

Also offered is another world's first, Active Lane Control, which uses a camera-based system to further enhance lane-keeping capability. The system is included as part of the Lane Departure Prevention system, not only adjusting to help address unintended lane drift, but also making finer adjustments to the steering input angle for minor road surface changes or crosswinds (as detected by the camera-based, lane marker detection system). By reducing the need to make minor steering input adjustments, the system may help reduce the driver's effort.

Another way that the Infiniti Q50 raises the performance standards in class is the high degree of available personalization, which is made possible with the Infiniti InTuition™ system, a fully customizable digital environment. The system works with the vehicle's advanced Intelligent Keys to recognize the vehicle settings for up to four different drivers.

Offering a sense of "my car knows me," the Intelligent Key can recognize each driver and automatically engage pre-set preferences for driving position (if equipped), heating and cooling, audio, navigation (if equipped), telematics and numerous additional vehicle settings.

Easy setting or changing of settings is accessed through the innovative dual touch-screen displays. In addition, by using the drive mode selector located on the center console, engine, handling and steering adjustments can be instantly tuned, for example, for sport or standard settings (when equipped with Direct Adaptive Steering™).

Modern Luxury Meets Meticulous Craftsmanship

Matching the inspired Infiniti Q50 design and performance is an interior created to the same extraordinary standards. The interior environment offers a powerful blend of three-dimensional textures, highest craftsmanship and premium quality, combining modern luxury and user-focused advanced technology.

The Q50 interior is also created as an invitation to drive – to celebrate the elation of driving that is often lost in the modern world. As such, special attention was paid to the driver position, offering a generous range of customizable adjustments within a cossetting yet comfortable cockpit.

The Q50's instrument panel honors Infiniti's "double wave" design tradition, while updated with an asymmetrical flow from the top of the center cluster to the wide center console. Access to all key operations and controls is designed so that the driver does not need to change driving posture, including use of hard switches, touch panels, Infiniti Controller and Infiniti Drive Mode Selector.

The front and rear seats were developed to help distribute body pressure across a wider range of the upper seating surface. The roomy interior space offers ample front and rear headroom, ample rear knee room enhanced by the thin front seatback design, and greater front seat slide and lift adjustability.

The rear foot room has been expanded by moving the B-pillar forward nearly an inch (versus traditional designs), making it easier to enter and exit. Effective luggage space is among the best in the segment at 13.5 cubic feet with the 3.7-liter V6 and 9.4 cubic feet with the hybrid powertrain.

The Infiniti Q50 features a choice of interior fabrics and colors, including available leather-appointed seating surfaces. Three interior colors are offered: Wheat, Graphite and Stone.

Finishing off the elegant interior is a combination of "Kacchu" aluminum inspired by traditional Samurai armaments and genuine maple wood trim, which is representative of the 16th century Urushi painting technique.

Premium audio systems include an available next-generation Infiniti Studio on Wheels[®] by Bose[®] audio system with an instrument panel 3-speaker array (14 speakers total throughout the cabin) and Advanced Staging Technology[®]. SiriusXM Satellite Radio (SiriusXM subscription required, sold separately) and High Definition (HD) radio are standard. Other features include Dual-Zone Automatic Temperature Control, Bluetooth[®] Hands-free Phone System, RearView Monitor and available Advanced Climate Control System (ACCS) with Plasmacluster[®] air purifier and Around View[®] Monitor with Moving Object Detection.

Infiniti Connected Technologies

Building on Infiniti's unique approach to making owners' lives easier, which includes the Infiniti Personal Assistant™ program with 24-hour access to a live team of professional assistants, the Infiniti InTouch™ telematics system brings the future of in-car connectivity to the Q50 interior today.

Unlike conventional interfaces, the Q50 has not one but two touch capacitive screens with intuitive hand gesture screen operation to easily connect drivers to their lives outside the car.

Along with the large dual screens (LCD/VGA 8-inch upper and 7-inch lower color displays), the Infiniti InTouch™ system is designed to effortlessly synchronize car and driver*.

Content and functions directed to the upper screen includes the most frequently used applications, such as navigation maps. Other content is directed to the lower display screen. The two screens work together so that, for example, the navigation map can be viewed on the top screen while setting destinations or finding points-of-interest can be done on the lower screen. A limited number of critical functions, such as heating and cooling, are operated by hard switches. Content can be customized using easy-to-understand menus.

The final area of segment leadership for the 2015 Infiniti Q50 is its advanced safety systems that build on the long list of safety and security technologies already found in other Infiniti models.

The Infiniti Q50 offers available Intelligent Cruise Control with Full Speed Range, Forward Emergency Braking, Distance Control Assist, Blind Spot Warning, Blind Spot Intervention®, Backup Collision Intervention®, Lane Departure Warning, Lane Departure Prevention with Active Lane Control™, Adaptive Front lighting System (AFS) and high beam assist technology.

The available world's first Predictive Forward Collision Warning (PFCW) system can warn the driver of risks that lie beyond the driver's field of view. It not only can sense the relative velocity and distance of a vehicle directly ahead, but also of a vehicle travelling in front of the preceding one and can help alert the driver to a potential forward collision.

A Range of Models

The 2015 Infiniti Q50 is available in a range of premium and sport rear-wheel and all-wheel drive models: Q50 3.7, Q50 3.7 AWD, Q50 3.7 Premium, Q50 3.7 AWD Premium, Q50S 3.7, Q50S 3.7 AWD, Q50 Hybrid Premium, Q50 Hybrid AWD Premium, Q50S Hybrid and Q50S Hybrid AWD.

In addition to the long list of standard equipment and features, Q50 3.7 Premium models include a standard power sliding/tilting moonroof, Infiniti Studio on Wheels[®] by Bose[®] 14-speaker Premium Audio System, HomeLink[®] Universal Transceiver, auto-dimming inside mirror and heated front seats, with heated steering wheel added for AWD models.

Infiniti Q50 Hybrid Premium models include Direct Adaptive Steering, power tilt/telescoping steering wheel, sport-tuned suspension, leather-appointed seating and driver's seat power lumbar. The rear seat pass-through is not available with Hybrid models.

In addition to the Premium equipment, Q50S 3.7 and Q50S Hybrid models include 19-inch wheels and tires, solid magnesium paddle shifters, aluminum-accented pedals, sport-type leather-appointed front seats with driver power lumbar support and torso bolsters, manual thigh extensions for both front seats, Sport Brakes, sport-tuned suspension (standard on Hybrid models) and the unique front fascia and bumper treatment.

Ten option packages are offered with Q50 3.7 models: Moonroof, Spare Tire, Leather Seating, Navigation, Deluxe Touring, Technology, Sport Tire & Wheel RWD, Sport Tire & Wheel AWD, 60/40 Split-Fold Rear Seat and Pearl Paint. Three packages are offered with Q50 Hybrid: Navigation, Deluxe Technology and Pearl Paint.

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*Some operations not available while vehicle is in motion.