Infiniti pulls out of Sunderland – and out of Western Europe…

Published: March 14, 2019

Author: Robin Roberts

Online version: https://www.wheels-alive.co.uk/infiniti-pulls-out-of-sunderland-and-out-of-western-europe/



Nissan's luxury Infiniti brand is ending production in Sunderland and pulling out of Western Europe.

Robin Roberts reports.

Production of the Q30 ad QX30 will will cease within months at the plant – which was told last month that it will not get the next Nissan X Trail SUV.

The decision will wipe thousands of pounds off the value of any UK Infiniti models and is likely to leave hundreds of Infiniti users with negative equity in their new cars, whether bought on hire purchase or leased through a PCP.

INFINITI Motor Company has today announced a restructuring plan that will focus the brand on its largest growth markets, specifically North America and China, while withdrawing from Western Europe.

This restructuring plan will have no impact on INFINITI's ongoing operations in Eastern Europe, Middle East and, Asia, which continue to grow.
As part of the plan, INFINITI will electrify its portfolio from 2021 onward, discontinue diesel offerings and focus its resources on its biggest opportunities. The Company will place more focus on its SUV lineup in North America, bring five new vehicles to China over the next five years, work to improve quality of sales and residual value, and realize more synergies with Nissan Motor Company. This is all part of INFINITI's vision to become a top challenger brand in the premium segment.

Withdrawal from Western Europe

In anticipation of its planned withdrawal from Western Europe in early 2020, the Company is working to find alternative opportunities for any employees who would be affected, consulting with employee representatives where necessary and identifying opportunities for transition and training support where appropriate. Once this is complete, INFINITI will work with its retailers to conclude end of franchise agreements, providing the support and services necessary to ensure a smooth transition.

INFINITI retail operations are to remain operational until a tailored transition plan is put in place for continued aftersales services, including vehicle servicing, maintenance and warranty repairs.
As a result of this restructuring plan, production of the Q30 and QX30 is to cease by mid-2019 at the manufacturing location in Sunderland, UK. Plant management will discuss any impact on the plant with employees and their representatives.