

Mississippi Development Authority
P.O. Box 849
Jackson, MS

Media Contact: Lisa Mader, Director of Communications
Governor Ronnie Musgrove's Office, 601.359.3227

Date: April 6, 2001

FOR IMMEDIATE RELEASE

NISSAN BREAKS NEW GROUND IN MISSISSIPPI

CANTON, Miss., April 6 – In ceremonies held today, Governor Ronnie Musgrove along with officials from Nissan Motor Co., Ltd. took part in a ceremony to start construction for the new \$930 million vehicle assembly plant.

“This start of construction brings us one step closer to providing new jobs and better opportunities for Mississippians,” said Governor Musgrove.

“Building the right products in the right markets is a basic ingredient to building a foundation for lasting, profitable growth,” said Nissan Motor Co., Ltd. President Carlos Ghosn. “This investment here in Mississippi allows us to expand our lineup in North America and grow our business by entering in markets where we do not currently compete.”

“Nissan’s decision to locate their new plant in Mississippi is further recognition that we have the quality workforce, workforce training programs and commitment to business growth that it takes to be competitive and successful,” said J.C. Burns, executive director, Mississippi Development Authority.

The plant will produce about 250,000 vehicles a year and employ 4,000 people. The 2.6 million square-foot Canton plant, located about 15 miles north of Jackson, Mississippi will produce an all-new full-size pickup truck, a full-size sport-utility vehicle and the next generation Nissan minivan. Production begins in mid-2003.

###