

## Company's Success Attributed to Nissan car parts

The Japanese car company of Nissan has become very successful in creating a global market, though this did not happen overnight. Nissan vehicles were formerly marketed under the Datsun brand name. Nissan has become very successful that the company has been placed in one of the top three Asian rivals to compete with the “big three” of the US automakers. Presently, Nissan is the third largest Japanese car manufacturer in the world. The company gained this status with its production of high quality [Nissan car parts](#) installed in each and every vehicle model Nissan introduces into the market.

One of these is the popular Nissan VQ engine. The V6 engine is one of the many Nissan car parts that received recognition in the car industry. In fact, it has been featured as one of Ward's 10 Best Engines for 12 straight years, since the award was first given. The new generation VQ series engine premiered on the 2007 Infiniti G35 and the 2007 Nissan 350Z. It's been said that a larger 3.7 VQ engine will be used in the G37 coupe and there is a possibility that a twin turbocharged version will be used on the Skyline. The Nissan name was actually first used in the 1930s as records show. It was an abbreviated form for Nippon Sangyo.

Producing top performing Nissan car parts was the company's goal as shown in their constant search for the latest cutting-edge automotive technology. This ultimately prepared the company for its plans to enter the global automotive market. By the time 1958 came around, Nissan was already introducing cars in the U.S. market, starting from the first time the company showed its vehicles at the 1959 Los Angeles auto show. The company then formed a U.S. subsidiary, Nissan Motor Corporation in U.S.A. By 1989. Continuous improvement on Nissan car parts—making these parts more durable, longer lasting and infinitely better than other car parts—helped establish the company's name in the US market.

### About the Author

Glady Reign is a 32 year old is a consultant for an automotive firm based in Detroit, Mi. she is a native of the motor city and grew up around cars hence her expertise in the automotive field.

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