

# Thailand's Nissan to introduce first eco-car next year

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Logo of Nissan. The Thai arm of Nissan Motor announced plans Thursday to produce the firm's first eco-car for the domestic and overseas market.

The Thai arm of Nissan Motor announced plans Thursday to produce the firm's first eco-car for the domestic and overseas market.

The four-year business plan aims to boost growth from 5.7 percent to a double-digit market share, said President Toru Hasegawa of [Nissan Motor](#) (Thailand).

"I am very confident that the eco-car will succeed because it is the right [car](#), the right time in the right place," he told reporters.

Hasegawa said the company will produce its first 30,000 units over 12 months from March next year, and will meet a target of 100,000 by

2012. Two-thirds will be exported.

"Thailand will be the export hub of the eco-car for Asia," Hasegawa added.

The company said it plans to invest more than five billion baht (150 million dollars) in the project.

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