



2012 MAXIMA





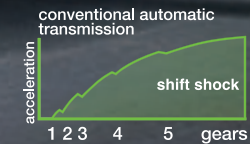
INNOVATION
BEYOND TWO DOORS.

Are you looking for some soul in your sedan? Welcome to the 2012 Maxima, the 4-Door Sports Car™. Fender flares crouched over 19" wheels are your invitation. A 290 HP V6 is ready to reel in the horizon. Inside, room for five and all the luxuries and technology you'd expect. But you won't confuse Maxima with any other 4-door. Because at heart, it's a sports car. And that makes all the difference in the world. Innovation beyond two doors. Innovation for all.

4DSC
DOOR SPORTS CAR



6000 RPM.
NICE TO SEE YOU AGAIN
SO SOON.



Innovation beyond gears. Unlike conventional automatic transmissions, Maxima's virtually gearless Continuously Variable Transmission (CVT) makes gear hunting and shift shock a thing of the past. Fully variable gear ratios keep you in the sweet spot, so power is amazingly quick and smooth whenever you push the throttle.

V6

UNRELENTING POWER.

Exhilaration comes standard with Maxima. The legendary 3.5-litre V6 rapidly unleashes its 290 horsepower with a press of the accelerator. The intake valve design, coupled with variable valve timing, helps generate incredible torque for off-the-line acceleration and improved power at higher engine speeds. A unique piston design and an advanced engine mounting system dramatically reduce unwanted engine vibrations, so the ride is as smooth as it is powerful.

290
HORSEPOWER

261
LB-FT OF TORQUE

7.7 L/100 KM
(37 MPG HWY)¹



U.S. instrumentation shown.

4
DRIVER-SELECTABLE MODES

UNMATCHED FINESSE.

In Maxima, any road is a blank canvas. With the advanced Continuously Variable Transmission (CVT), you have four driver-selectable modes, letting you make quick work of your favourite drive in a style uniquely your own.



- **D MODE** – In Drive, Maxima delivers quick acceleration and lasting euphoria.
- **DS MODE** – This mode engages more aggressive shift logic to provide sportier feedback.
- **SHIFT LEVER** – If you're looking for more hands-on control, use the shift lever in Manual mode.
- **PADDLE SHIFTERS** – For sporty fun, access the available paddle shifters mounted on the steering column.



Nissan Maxima 3.5 SV shown in Sonoma Sunset with Sport Package.

Sport-tuned Suspension – The Maxima shock absorber mounting system helps deliver exceptional responsiveness with minimal roughness. An available advanced sport-tuned suspension – fitted with a thicker front stabilizer bar, stiffer springs and high-performance front struts and rear shocks – gives you great open-road performance without compromising ride comfort.

Vehicle-speed-sensitive Steering – Navigating the streets on your morning commute, and squeezing into that parking spot once you arrive, is easier than ever. The cutting-edge steering system is exceptionally responsive. Since it reacts to vehicle speed, not engine speed, it provides more precise manoeuvring in the passing lane or the parking garage.

¹2012 Fuel Consumption Estimate 7.7 L/100 km (37 mpg) highway. Actual mileage may vary with driving conditions – use for comparison only.



WE LOOK AT THINGS DIFFERENTLY.

Now you can, too. On the next few pages, you'll see what it's like to have a Maxima in your life. You'll love Maxima's powerful 290 HP V6, and your friends will love that no one has to be left behind. Everything's at your fingertips, from paddle shifters to audio controls for your iPod.[®] So go for a drive – a quick blast, a scenic cruise or long weekend – it doesn't matter, just hit the road. You've got a Maxima, you should be driving. As you get to know Nissan Maxima a little better, we hope you find what you're looking for – plus a few surprises.

Nissan Maxima 3.5 SV shown in Premium Café Latte Leather with Premium and Navigation Packages.



Heated steering wheel

Heated and cooled driver's seat, rear sunshade* and heated front-passenger's seat.

A

Innovation that transforms. How do you make a sedan feel like a sports car? It takes more than stats. It takes a connection between car and driver. So Nissan engineers focused on touchpoints. The thick leather-wrapped steering wheel connects you to the road, the steering-column-mounted paddle shifters are a fingertip reach away and the transmission lever is moved closer to you for quick shifts.

Nissan Maxima 3.5 SV shown in Premium Charcoal Leather with Sport and Navigation Packages.

FIND INSPIRATION.

Slip behind the wheel and feel Maxima's intuitive design put everything you need close at hand. And while your passengers may be envious settled in their own seats with deep contours, rich leather, and enjoying panoramic views, you'll hear nothing but praise.

A. Driver's Cockpit – Control is everything in this cockpit. The sport steering wheel helps give you a better grip on the wheel and a greater command of the road. Available paddle shifters allow you manual control at your fingertips. And extra padding in the driver's seat bolsters provides superior lateral support during high-performance driving.

B. Shift Lever with Manual Mode – Location, location, location. By moving the shift lever closer to the driver, it falls more naturally to hand. Which is a good thing, since the manual mode lets you tap or nudge the shift lever for responsive, manual-style fun.

C. Contoured Rear Seats – Looking much like Maxima's supportive front bucket seats, the rear seats feature deep bolsters to help hold you in place and give superb comfort on trips of any distance.

D. Dual Panel Moonroof – Open up to everything around you. This distinctive roof – made almost entirely of glass – allows in light for all passengers to enjoy. If you choose to open the moonroof, it lifts over the rear glass roof, so you always have a clear view out!



B

C

D

Available driver's sliding leg support seat cushion



*See Specifications section for availability.



CONNECT ON A HIGHER LEVEL.

With Maxima's advanced connective technology, you can easily keep in touch with your world and, just as importantly, out of the grasp of traffic jams.

Navi – The available touch-screen Nissan Navigation System gives you a lot more than “just maps”. The system includes on-screen Lane Guidance, which not only shows you where to turn, it also directs you to the appropriate turn lane. And with over 5 million Key Points of Interest – including ATMs, gas stations, parks and museums – you can find everything of interest to you – instantly.¹

A. Bose® Audio – The available Bose® audio system features 9 strategically placed speakers, including two woofers and a centre channel, to surround you in deep, resonant bass and crystal-clear vibrant highs.

B, C. Nissan Intelligent Key® with Push Button Ignition – Allows you to unlock the doors and trunk, get inside Maxima, start the engine and drive off, all without taking the key out of your pocket or purse.

D. RearView Monitor – With this option, when you engage Reverse, a discreet colour camera mounted on the rear of the vehicle helps you see what's directly behind you via your Information Centre monitor. The on-screen guidelines move along with steering input.²

E. iPod®-friendly technology – Maxima gives you a variety of ways to enjoy your iPod®. You can simply plug in using the standard auxiliary audio input. Even better, the available USB input lets you play your iPod® or USB thumb drive and control the music through the audio system or touch-screen monitor.^{3,4}

F. Bluetooth® – With the standard Bluetooth® Hands-Free Phone System, voice-recognition allows you to make and receive calls through the stereo speaker system.⁵ No headset, no reaching – just a nice, firm grip on the steering wheel.



Touch-screen Navigation

Lane Guidance

Key Points of Interest

¹Factory-installed option. Never program while driving. GPS mapping may not be detailed in all areas or reflect current road regulations. ²Parking aid/convenience feature. Cannot completely eliminate blind spots or warn of moving objects. May not detect every object. Always check surroundings before moving vehicle. Not a substitute for proper backing procedures. Always turn to check what is behind you before backing up. ³Driving is serious business and requires your full attention. Do not operate any devices connected to the USB or auxiliary audio input jack while driving. ⁴Always give your full attention to driving. Avoid operating your iPod® in such a way that you can be distracted during vehicle operation. See dealer for details. iPod is a registered trademark of Apple, Inc. All rights reserved. iPod not included. ⁵Availability of specific features is dependent upon the phone's Bluetooth® support. Please refer to your phone Owner's Manual for details. The Bluetooth word mark and logos are owned by Bluetooth SIG, Inc., and any use of such marks by Nissan is under licence.

CONFIDENTLY GO.

We're not just looking out for your safety, we're taking a stand – incorporating Brake Override Technology ahead of the government's requirement, and offering an industry-first guide to help ensure the correct installation of child safety seats.

A. Vehicle Dynamic Control (VDC) – Whatever direction you're steering toward, VDC – often known as stability control – helps you maintain it. This standard feature continuously monitors your steering and braking actions, senses any oversteer or understeer, and compensates by reducing engine power and/or applying brake pressure to specific wheels.¹

B. Anti-lock Braking System (ABS) – During hard braking, ABS rapidly pumps the brakes to help prevent your wheels from locking, helping you maintain steering control.

C. Traction Control System (TCS) – Along with rain, snow or ice comes the need for extra grip. The standard Traction Control System can sense a front wheel spin and responds by instantly reducing throttle to help you regain grip and put you back on more solid footing.

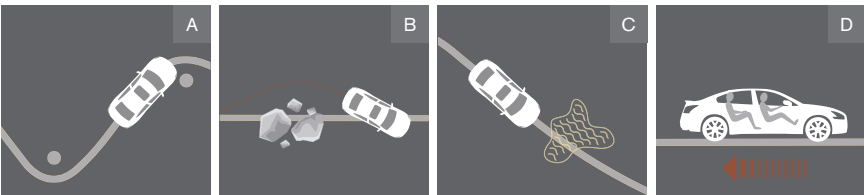
D. Electronic Brake force Distribution (EBD) – If you have a car full of passengers, EBD senses the extra weight and sends additional brake force to the rear wheels for even greater confidence behind the wheel.

Brake Override Technology – Like every Nissan since 2005, Maxima comes standard with Brake Override Technology. It's designed to help slow down your vehicle and bring it to a safe stop in an emergency by overriding accelerator input and reducing engine power when the accelerator and brake pedals are applied simultaneously.

Cabin safety – The Nissan Advanced Airbag System incorporates seat belt sensors and an occupant-classification sensor to inflate the dual-stage supplemental front airbags according to crash severity and seat belt usage. Maxima also has front side-impact supplemental airbags built into the seats, so they move with you. In addition, roof-mounted curtain supplemental airbags help protect you in the event of a side impact.² What's more, front-seat Active Head Restraints help reduce the chance of whiplash injuries to front-seat occupants by moving up and forward during certain rear-end collisions.

Structural safety – Zone Body construction uses a high-strength cabin structure with crossmembers and rigid reinforcements. Front and rear crumple zones can help absorb impact energy before it reaches the passenger compartment. Hood-buckling creases, high-strength steel side-door guard beams and an energy-absorbing steering column help further reduce the likelihood of injury.

Snug Kids – Nissan safety engineers have dedicated thousands of hours to evaluating hundreds of child restraints in Nissans. The result: An industry first, The Snug Kids Child Safety Seat Fit Guide. This guide lists child seats that fit the rear seats of Nissan vehicles, as well as offers tips on correct installation. **snug4kids.** Look for the latest Fit Guide at nissan.ca/owners/en.



THERE'S A MAXIMA® FOR YOU.



3.5 SV

- 18" Aluminum-alloy wheels
- Power sliding moonroof
- Nissan Intelligent Key® with Push Button Ignition
- Fog lights
- Outside mirrors with LED turn signal indicators
- Digital Bose® audio system with 9 speakers (including 2 woofers)
- USB connection port for iPod® interface and other compatible devices
- HomeLink universal garage-door opener
- Leather-appointed seating
- Power front seats
- Bluetooth® Hands-Free Phone System



3.5 SV with Sport Package

- Includes 3.5 SV contents, plus:
- Sport-tuned suspension
 - 19" Aluminum-alloy wheels with P245/40VR19 tires
 - Rear spoiler
 - Dark-finish sport grille and smoked headlights
 - High Intensity Discharge (HID) Xenon headlights
 - Tilt-down in reverse outside mirrors
 - RearView Monitor
 - XM® Satellite Radio³
 - Premium leather-appointed seating
 - Leather-wrapped heated steering wheel with paddle shifters
 - Memory driver's seat system
 - Available Navigation Package



3.5 SV with Premium Package

- Includes 3.5 SV with Sport Package contents⁴; plus:
- Dual Panel Moonroof with power retractable sunshades
 - Rear-window power sunshade
 - Atlantic Cherry wood-tone trim
 - Climate-controlled driver's seat (heated and cooled)
 - Available Navigation Package

¹VDC, which should remain on when driving except when freeing the vehicle from mud or snow, cannot prevent accidents due to abrupt steering, carelessness, or dangerous driving techniques. Always drive safely. ²Airbags are only a supplemental restraint system; always wear your seat belt. Even with the occupant-classification sensor, rear-facing child restraints should not be placed in the front-passenger's seat. Also, in addition to any other requirement of applicable law, all children 12 and under should ride in the rear seat properly secured in child restraints, booster seats, or seat belts according to their size. Airbags will only inflate in certain accidents; see your Owner's Manual for more details. Inflated airbags shown for illustration purposes only. Actual airbags deflate after deployment. ³XM® Satellite Radio is available in the 10 Canadian provinces and the 48 contiguous United States. Basic monthly subscription required and sold separately after trial period. Subscription subject to terms and conditions at xmradio.ca. All fees and programming subject to change. © 2011 XM Satellite Radio Inc. The XM name and related logos are registered trademarks of XM Satellite Radio Inc. All other trademarks are the property of their respective owners. ⁴18" Aluminum-alloy wheels replace 19" aluminum-alloy wheels. Sport-tuned suspension, rear spoiler, dark-finish sport grille, smoked headlights and metallic trim are not included in this package.

PAINT AND FABRIC SELECTIONS



Satin White¹ QX3

	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Café Latte Leather			■
Charcoal Leather	■	■	■



Ink Blue¹ RAB

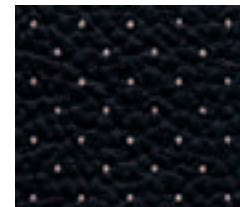
	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Charcoal Leather	■	■	■



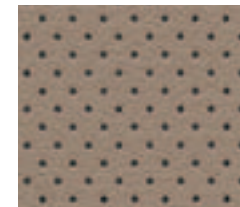
Crimson Black¹ GAD

	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Charcoal Leather		■	■

**3.5 SV
Charcoal Leather**



**3.5 SV Premium
Café Latte Leather**



Airstream¹ K23

	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Charcoal Leather	■	■	■



Sonoma Sunset¹ NAD

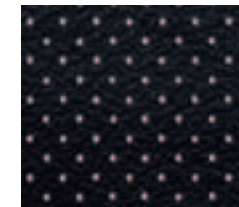
	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Café Latte Leather			■
Charcoal Leather	■	■	■



Ocean Grey¹ RAP

	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Charcoal Leather	■	■	■

**3.5 SV Sport and Premium
Charcoal Leather**



■ Standard

¹ Extra cost option

² Limited availability

³ Late availability

Nissan has taken care to ensure that the colour swatches presented here are the closest possible representations of actual vehicle colours. Swatches may vary slightly due to the printing process and whether viewed in daylight, fluorescent or incandescent light. Please see your local Nissan Dealership for actual colours and pricing information.



Meteorite Brown¹ CAJ

	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Café Latte Leather			■
Charcoal Leather	■	■	■



Ebony KH3

	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Charcoal Leather	■	■	■



Niagara Grey^{1,2} K50

	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Charcoal Leather		■	■



Hematite Grey^{1,3} KBC

	3.5 SV	3.5 SV Sport Pkg	3.5 SV Prem Pkg
Charcoal Leather		■	■

ACCESSORIZE.

Every Genuine Nissan Accessory is:

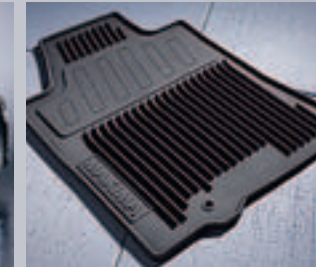
- Custom-fit, custom-designed and durability-tested.
- Backed by Nissan's 3 year/60,000 km Accessories limited warranty.²
- Easy to finance with vehicle purchase, for just a few dollars a month.

See your Nissan dealer for details, or go to accessories.nissan.ca

Exterior Ground Lighting



All-season Rubber Floor Mats



Rear Spoiler



COMMITMENT.

Buying and owning a Nissan is like driving one: quick, convenient, confidence-inspiring.



Continue your excitement at nissan.ca You'll find virtual product demonstrations, a way to "build your own Nissan," a dealer locator, and more information about key Nissan support and services.



Choose your model

Select colours

Request a quote

Finance Options Through Nissan Canada Finance, we offer many attractive purchase and lease programs, all with competitive rates and terms. With our flexible finance options, driving home a new Nissan has never been easier. Consult your local Nissan Dealership for complete details.

No-Nonsense Warranty Every 2012 Nissan is covered by a 3 year/60,000 km³ Comprehensive New Vehicle Warranty, a 5 year/100,000 km³ Powertrain Warranty, an 8 year/130,000 km³ Emission Control Warranty on selected components, and a 5 year/unlimited km Corrosion Perforation Warranty. As a Nissan owner, you'll also receive a 3 year Roadside Assistance program available to you 24 hours a day. Terms, conditions and exclusions apply. See Warranty Information Booklet for complete details.

Added Security Plan (ASP) For ultimate peace of mind, consider the Nissan Added Security Plan. It's our commitment to be there for you, and to help you leave your worries behind. Different plans, available for both purchased and leased vehicles, let you tailor the coverage to your driving habits.

Nissan's philosophy toward the environment, "Seeking a symbiosis of people, vehicles and nature," describes our ideal for a sustainable mobile society, now and in the future. We launched the Nissan Green Program with specific objectives to realize this goal, and we are pursuing it energetically.



NISSAN
GREEN PROGRAM

²See your Nissan Dealership and read the actual limited warranty. ³Whichever comes first.



INNOVATION BEYOND TWO DOORS. INNOVATION FOR ALL. NISSAN MAXIMA®

At Nissan, innovation is at the core of everything we do. It's about turning our ideas and dreams into something that makes a difference in your life, every time you get behind the wheel. So imagine feeling all this when you drive your Maxima:

Exhilarated. Maxima's legendary V6 brings racecar technology to the street. Variable valve timing for relentless low-end power. A microfinished crankshaft for quick-revving response.

Hard-wired. With four driver-selectable transmission modes, Maxima seems to read your mind, giving you exactly the kind of driving experience you desire.

Focused. From a thick, leather-wrapped steering wheel to an offset shift lever moved close to the driver for a quick reach, it's clear this is the one – and only – 4-Door Sports Car.™

Indulged. With available double-stitched leather, a heated and cooled driver's seat, and a Dual Panel Moonroof, Maxima delights all the senses.



SHIFT_ the way you move

visit www.nissan.ca

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