Be driven by desire. Revel in it, and reveal the sensory delights of luxury focused on feel. The Infiniti Q50 is designed for these delights. It delivers them with high-performance intensity and state-of-the-art originality. Luxury has found its future. Time to indulge.
Velocity has a special kind of magic. The moment you’re launched forward, you can feel from the inside out engineering that accelerates emotion, with power and efficiency. It’s so much more than movement.

IN SECONDS


INFINITI DIRECT RESPONSE HYBRID® doesn’t ask you to choose between efficiency and exhilaration. Capable of achieving 36 highway miles per gallon,² it also delivers 360 horsepower with heart-pounding immediacy. ACCELERATION SWELL transforms mechanical power into emotional excitement. Precise engine tuning unleashes torque over a broader rev range, and sustains g-forces over a longer period. The feeling of acceleration is shaped to increase the faster you go.
What are you seeking? What feeling are you waiting for? As you take hold of the steering wheel, no matter what experience you anticipate, the Q50 amplifies it. It’s designed to become what you desire.

DIRECT ADAPTIVE STEERING1 expands your sense of control behind the wheel, and your relaxation on the road with a digitally enhanced steering connection—allowing for an unprecedented level of handling customizability and filtering out unwanted vibration.

INFINITI DRIVE MODE SELECTOR helps match the way your vehicle performs to your conditions, your needs and even your mood with the simple flip of a switch.
There are hidden levels of driving enjoyment that are unlocked when technology and design converge to purify your connection with the road. It takes only an instant to discover what’s beneath the surface.

**ZERO-LIFT AERODYNAMICS** allows your Q50 to carve through the wind without upsetting its balance for an intimate connection to the road.

**DUAL FLOW PATH® SHOCK ABSORBERS** adjust damping forces based on road conditions to help maintain the perfect ride and precise response that suits all your moments behind the wheel.
Your every touch has power. The greatest response and the tightest connection can come from a momentary contact, the lightest touch of a fingertip. Discover how technology designed in the right way can transform your gestures into influence.

**INFINITI INTOUCH™** integrates your digital life, including apps, in a system that responds naturally to your touch. Touch, tap, swipe to navigate email, stream music, catch up on social media and more.

**INFINITI INTOUCH™ NAVIGATION** offers a more intuitive 3-dimensional view and simple interface for increased ease and confidence, helping you expertly find your location and your destination, even in crowded city settings.
Visionaries don’t just see the world with greater accuracy, they dream of new experiences that never were before. Take hold of a singular vision of luxury that owes nothing to conventions that have preceded it, and everything to your total sensory delight.

**LED HEADLIGHTS** are designed to complement the sculpted design of the Q50 and create a dramatic flair that will turn heads. They also turn to shed light on where you’re steering, helping heighten visibility as you maneuver.

**HIGH BEAM ASSIST** automatically dims your high beams as oncoming vehicles approach. Extend courtesy, help increase safety, savor convenience catered for you.

IN AWAKENING
OBJECT OF ATTRACTION

2015 INFINITI Q50
AMBIANCE
A welcoming and evocative space is measured by its ability to stir your emotions.

INVITING YOU IN
We use light to not only make you feel more secure, but to make you feel like an honored guest. Welcome Lighting responds to your presence automatically by gently illuminating the puddle lights as you approach. Then, as you get closer, the interior lights are illuminated. This choreographed sequence ends with the Start/Stop Button, pulsing as though with a heartbeat—inviting you to bring your Q50 to life and building anticipation for the road ahead.

EVERY BREATH FRESHER AND CLEANER
Even the invisible is never overlooked. The Advanced Climate Control System features the innovative Plasmacluster® air purifier, which actively produces positive and negative ions that help prevent odors from sticking to interior materials and even helps suppress mold and viruses. It works in concert with the Grape Polyphenol Filter, which helps remove up to 99.5% of allergens from the air coming in from the outside.

MATCHLESS MATERIALS
Glide your hand across the armrest, and your fingertips seem to recognize the instinctively rewarding feel. This is purely intentional. We took one-and-a-half years, surveying 360 people all over the world to quantify the most pleasing tactile feel, then created the perfect materials to match it. With tension and texture that match the depth and spacing of the ridges in your fingerprint, it imbues the surfaces you’ll engage most with the perfect touch.

ABUNDANT SPACE
The interior of the Q50 was designed to emphasize both the rewards of spaciousness and the feeling of space. Its low, wide stance helps maximize head and hip room for all passengers. Interior elements like the roof and windshield pillars were shaved and shaped to give a more open feeling. The backs of the supportive front seats give rear passengers more legroom. What’s more, a wide trunk opening gives you easy access to the expansive luggage compartment.
**POWER**

Exceptional build quality, fuel efficiency and output can be measured with instruments or graphs, but the true excellence of Infiniti engines is in the feeling unleashed as you drive.

**3.7-LITER V6 GASOLINE ENGINE**

Its robust design, exceptional power-to-weight ratio, advanced technology and fuel efficiency have won it acclaim from critics and fans alike. Benefitting from Variable Valve Event and Lift (VVEL®) technology, it adjusts on the fly to make the most of every breath and every bit of fuel, resulting in a stirring 328 horsepower while achieving 30 highway mpg.

---

**3.5-LITER V6 ENGINE WITH INFINITI DIRECT RESPONSE HYBRID®**

A combined system power of 360 horsepower responds to your call with thrilling immediacy, while it achieves a surprising 36 highway mpg. It transitions from all-electric mode to full-power hybrid mode, with an intensity and organic response that defies everything you think about hybrids.

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**3.7-LITER V6 GASOLINE ENGINE**

Its robust design, exceptional power-to-weight ratio, advanced technology and fuel efficiency have won it acclaim from critics and fans alike. Benefitting from Variable Valve Event and Lift (VVEL®) technology, it adjusts on the fly to make the most of every breath and every bit of fuel, resulting in a stirring 328 horsepower while achieving 30 highway mpg.
AN ELECTRIFYING CONNECTION  There are more than 30 ways to dial in the driving dynamics of your Q50. Direct Adaptive Steering™—a world’s first in automotive technology—gives you an unprecedented level of customization by using electronics and next-generation digital systems to streamline the steering mechanism. Not only can it make driving more relaxing by filtering out unwanted vibration you feel in the steering wheel, it allows you to tailor the steering sharpness to help get precisely the response you desire.

EFFICIENT INVIGORATION  No hybrid design is quite like it, and none can match its emotional intensity. The 50 kW electric motor and cutting-edge lithium ion batteries of the Infiniti Direct Response Hybrid™ are powerful enough to allow you to maintain cruising speed in all-electric mode. When not needed, the 3.5-liter V6 gasoline engine is turned off and completely disconnected, maximizing mechanical efficiency. And yet, it responds to your call for power with a stirring intensity.

CONTROL WITHOUT COMPROMISE  When conditions are ideal, Intelligent All-Wheel Drive™ sends 100% of the power to the rear wheels for more sporty response and performance. But it also constantly monitors wheel spin, throttle position and vehicle speed, and can divert up to 50% of the available power to the front wheels to help enhance traction and control when conditions are less than optimal.

MORE RESPONSIVE BRAKING  The agile performance of the Q50 is made all the more predictable with large brakes, featuring opposed-piston calipers. The extra bite they take shaves speed quicker and with greater confidence.

LIGHT ON ITS FEET  These stunning 19-inch alloy wheels heighten both the looks and performance of the Q50. Lightweight, thanks to both material and design, they help reduce unsprung weight. That reduction of mass makes driving more exciting by allowing the suspension to be more finely tuned and by making the handling of the Q50 more responsive and more nimble.

AERODYNAMIC ADVANTAGE  The upper and lower body of the Q50 direct the flow of air over, around and under the vehicle, turning it into an incredibly effective downforce generator. By minimizing the pressure under the car and the “suction” effect over it, the design achieves zero-lift at the front and rear. This helps reduce the effect of wind turbulence at higher speeds, and leaves you feeling more tightly in control and in touch with the road surface.

SHARPER SHIFTS  When you flick the magnesium paddle shifter™ for a lower gear, Downshift Rev Matching blips the throttle to ready the engine for the new gear. It gives you the power of expert performance driving by delivering smoother downshifts for increased stability and more consistent engine power.
A SMARTER WAY TO SEE. The Adaptive Front lighting System lights not just the way ahead, but around as well. It directs light toward corners by turning the headlights in coordination with steering input. What’s more, the Q50 offers the innovative High Beam Assist technology, which automatically dims your high beams when oncoming traffic approaches at night.

SPEAK YOUR DESIRE. Infiniti Voice Recognition allows you to set a destination on the navigation system, call a contact from your phone, play an audio track and much more—without lifting your hands from the wheel. The system recognizes a wide variety of commands, making your life that much simpler and more elegant.

SECURING YOUR SPACE. Distance Control Assist employs radar to monitor the vehicle in front of you and helps you maintain a safe following distance. As your following distance becomes too short, the system can automatically engage the brakes as you release the gas pedal, and it can warn you if you need to brake. If your foot stays on the gas pedal while closing in on the other vehicle, it can push the pedal upwards to assist you in releasing it.

EASE IN TRAFFIC. Intelligent Cruise Control (Full-Speed Range) allows you to choose your desired speed, and automatically slows your vehicle in slowing traffic, going all the way to a complete stop. Then, as traffic flow picks up, it re-accelerates your vehicle to your preset speed. This visionary innovation and the personalized convenience it offers is available with a simple touch of a button.

ALL-AROUND AWARENESS. The Around View® Monitor with Moving Object Detection and Front and Rear Sonar System gives you exceptional awareness of your environment as you park. You’ll see a simulated 360° view from above, showing you clearly the objects detected around your car. And the system will even alert you to moving objects detected in your vicinity. It helps put you intuitively in touch with your surroundings, while simultaneously putting you at ease.

AUDITORY INDULGENCE. The next-generation Infiniti Studio on Wheels® by Bose® brings 14 individual speakers to bear in its powerful array—three of which are 10-inch subwoofers, which add palpable depth to every form of music. Their positioning and sound delivery is precision-engineered specifically for the interior of the Q50 to filter out noise and distortion, and to surround you with compellingly rich and realistic sound.

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TECHNOLOGY WITH HUMANITY. Infiniti InTouch™ puts intuitive control of your vehicle’s systems, and access to a wide array of familiar apps right at your fingertips. The dual touchscreen interface allows you to set the climate control, do a Google® search, check your social media, or access a wide variety of comfort and convenience settings, all in the same elegant interface. And with the customization of Infiniti InTuition™ it remembers your personal selection, so you’ll always see the apps you’ve selected.

ASSIST/ENTERTAIN
Infiniti InSuite™ integrates a host of intuitive technologies to simplify tasks and anticipate your needs as they keep you in touch with and in control of your world.
SENSES WHERE YOU CAN'T SEE The Blind Spot Intervention® System uses sensors to help alert you to a vehicle detected entering the blind spot area in an adjacent lane and helps you avoid it. First, the warning light illuminates. Then, if you begin moving toward the occupied lane, a warning sounds. The system will even apply opposite side brakes to help you guide your vehicle back toward the center of your current driving lane.

MAINTAINING YOUR LANE The Lane Departure Warning System uses a camera to watch for departure from the traveling lane when you haven’t signaled, and audibly warns you if it’s detected. Then, if the drift continues, the Lane Departure Prevention System gently helps ease your vehicle back toward the center of your current driving lane. What’s more, Active Lane Control can help keep you in your lane when driving in a crosswind or on a slanted road.

STRONGER AND LIGHTER Ultra high-strength steel is used to help enhance your safety in the case of a collision. The unique process used to create this material can give it more than twice the tensile strength of conventional steel. Not only does this ultra-strong material add to the vehicle’s resiliency, it allows us to make the vehicle lighter overall.

REVERSE WITH GREATER CONFIDENCE A world’s first from Infiniti, Backup Collision Intervention employs an advanced set of sensors to help detect vehicles approaching from either side as you back up. If a vehicle is detected, the system alerts you—first, a warning light appears, then an audible alarm sounds, followed by gas pedal-force feedback. The system can even intervene by automatically engaging the brakes to help avoid a collision.

PREPARED TO PROTECT Under certain braking conditions, the Front-seat Pre-Crash Seat Belts automatically tighten the front seat belts—helping restrain you and helping to maximize the effectiveness of the other occupant protection devices such as air bags.

HARM MITIGATED Forward Emergency Braking scans the area ahead of you looking for signs that an unavoidable collision might be imminent. If it detects a probable accident, the system warns the driver, and automatically engages the brakes to reduce speed and mitigate damage.

ENHANCED PROTECTION In the event of a collision, dual-stage front supplemental air bags of the Infiniti Advanced Air Bag System adjust inflation rates based on the severity of the crash and seat belt usage. Also featured are front seat-mounted side-impact supplemental air bags and roof-mounted curtain side-impact supplemental air bags.
SELECTION

Hues that change in response to light and angle. Matching exterior and interior colors to reflect the distinctive energy and mood of the seasons. These are two ways Infiniti designs color to evoke feeling, express character, and shape the emotional essence of a vehicle.

EXTERIOR COLORS

- MOONLIGHT WHITE (QLA)*
- LIQUID PLATINUM (K23)
- HAGANE BLUE (KBD)
- CRESTMIST BRONZE (GAD)
- VERSEDA RUBY (GRD)
- MAJOR BLACK (GAC)
- BLACK OBSIDIAN (KH3)

INTERIOR COLORS

- VENETIAN RUBY (GRD)
- MALBEC BLACK (GAC)
- CHESTNUT BRONZE (CAN)
- GRAPHITE SHADOW (KAD)
- HAGANE BLUE (KBD)
- CRESTMIST BRONZE (GAD)
- LIQUID PLATINUM (K23)
- MOONLIGHT WHITE (QLA)*

INTERIOR TRIM

- MAPLE ACCENTS
- GRAY ACCENTS
- WHEAT
- STONE
- GRAPHITE

17 X 7.5-INCH, SPLIT 5-SPOKE ALUMINUM-ALLOY WHEELS WITH ALL-SEASON RUN-FLAT PERFORMANCE TIRES
19 X 8.5-INCH, TRIPLE 5-SPOKE ALUMINUM-ALLOY WHEELS WITH ALL-SEASON OR SUMMER RUN-FLAT PERFORMANCE TIRES
19 X 9.0-INCH, RAYS SUPER-LIGHT FORGED ALUMINUM-ALLOY WHEELS WITH SUMMER PERFORMANCE TIRES

*Additional cost applies for this paint option.

Infiniti has taken care to ensure that the color swatches presented here are the closest possible representation of actual vehicle colors. Infiniti has very slight due to the printing process and whether viewed in daylight, fluorescent or incandescent light. Please see the actual colors at your local Infiniti retailer.
<table>
<thead>
<tr>
<th>SPECIFICATIONS</th>
<th>Q50 3.7</th>
<th>Q50S 3.7</th>
<th>Q50 Hybrid</th>
<th>Q50S Hybrid</th>
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<tbody>
<tr>
<td><strong>Power</strong></td>
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<tr>
<td>Engine</td>
<td>3.5-liter V6 with Infiniti Direct Response Hybrid</td>
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<tr>
<td>Horsepower</td>
<td>258 lb-ft</td>
<td>214 lb-ft</td>
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<tr>
<td>Transmission</td>
<td>Electronically controlled 7-speed automatic with Adaptive Shift Control (ASC)</td>
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<tr>
<td>4-wheel drive</td>
<td>Rear-wheel drive</td>
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<td><strong>Brakes</strong></td>
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<tr>
<td>Rack-mounted Brake Assist</td>
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<td>Parking Aid</td>
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<td>Rear Anti-lock Brake System</td>
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<td><strong>Steering</strong></td>
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<tr>
<td>Tilt and Telescopic Steering</td>
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<td><strong>Infotainment</strong></td>
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<td>Bluetooth</td>
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<td><strong>Infiniti Studio on Wheels</strong></td>
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<td><strong>Exterior</strong></td>
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<td><strong>Standard</strong></td>
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<tr>
<td>Door Glass Air Purifier and Grape Polyphenol Filter</td>
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<td><strong>Premium</strong></td>
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<tr>
<td>Retained accessory power for windows and moonroof (if equipped)</td>
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<tr>
<td><strong>Interior</strong></td>
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<tr>
<td>Cruise control with steering wheel-mounted switches</td>
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<tr>
<td>Solid-magnesium paddle shifters</td>
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<tr>
<td><strong>Performance</strong></td>
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<tr>
<td>Bosch Regenerative Braking System</td>
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</table>

### Performance

- **Engine**: 3.5-liter V6 with Infiniti Direct Response Hybrid
- **Horsepower**: 258 lb-ft and peak electric motor 214 lb-ft
- **Transmission**: Electronically controlled 7-speed automatic with Adaptive Shift Control (ASC)
- **Brakes**: Rack-mounted Brake Assist
- **Steering**: Tilt and Telescopic Steering
- **Infotainment**: Bluetooth
- **Infiniti Studio on Wheels**:
- **Exterior**: Door Glass Air Purifier and Grape Polyphenol Filter
- **Interior**: Cruise control with steering wheel-mounted switches
- **Performance**: Bosch Regenerative Braking System

### Infotainment

- **Standard**:
  - Bluetooth
  - Dual in-glass diversity antennas
  - Two USB connection ports for iPod

- **Premium**:
  - Infiniti InTuition
  - Infiniti InTouch
  - High beam assist headlights (high/low automatic change)
  - Automatic on/off LED headlights with Daytime Running Lights
  - Bluetooth
  - Dual in-glass diversity antennas
  - Two USB connection ports for iPod

### Exterior

- **Standard**:
  - Dual front and rear cup holders and front door bottle holders
  - Front seatback map pockets; front door pockets
  - Overhead sunglasses storage
  - Retained accessory power for windows and moonroof (if equipped)
  - Speed-sensing flat-blade variable intermittent front windshield wipers
  - High beam assist headlights (high/low automatic change)
  - Automatic on/off LED headlights with Daytime Running Lights

- **Premium**:
  - Cruise control with steering wheel-mounted switches
  - Solid-magnesium paddle shifters
  - Tilt and telescopic steering column
  - Fine Vision electroluminescent gauges
  - Energy usage instrument meter with special split-screen viewing display.
  - Direct Response Hybrid

### Interior

- **Standard**:
  - Heated front seats
  - Entry/exit assist for driver’s seat and steering wheel
  - Dual occupant memory system for driver’s seat, mirrors and steering wheel settings, linked to individual Intelligent Keys

- **Premium**:
  - Retained accessory power for windows and moonroof (if equipped)
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| Feature                                                   | Model          | Model          | Model          | Model          | Model          | Model          | Model          | Model          | Model          | Model          | Model          | Model          | Model          | Model          | Model          | Model          |
|-----------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| **SAFETY FEATURES**                                       | Q50 3.7        | Q50S 3.7       | Q50 3.7        | Q50S 3.7       | Q50 3.7        | Q50S 3.7       | Q50 3.7        | Q50S 3.7       | Q50 3.7        | Q50S 3.7       | Q50 3.7        | Q50S 3.7       | Q50 3.7        | Q50S 3.7       | Q50 3.7        | Q50S 3.7       | Q50 3.7        | Q50S 3.7       |
| Lane Departure Warning and Lane Departure Prevention      |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |
| Emergency inside trunk release                            |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |
| Tire Pressure Monitoring System (TPMS)                    |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |
| Brake Assist (BA)                                         |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |
| Blind Spot Warning (BSW) and Blind Spot Intervention      |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |
| Second-row 3-point seat belts with ELR and ALR            |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |
| Infiniti Advanced Air Bag System (AABS)                   |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |
| Advanced Climate Control System with auto-recirculation, Plasmacluster® air purifier and Grape Polyphenol Filter   |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |

**OPTION PACKAGES**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Model</th>
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<td>Infiniti Voice Recognition for navigation, including one-shot voice destination</td>
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**INDIVIDUAL OPTIONS**

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ULTIMATE LUXURY IS MORE THAN PERFECTION. IT IS THE FEELING OF UNRESTRAINED JOY THAT UNLEASHES SOMETHING SPECIAL IN YOUR HEART.

WE AT INFINITI BELIEVE THERE ARE TIMES WHEN REASON SHOULD TAKE A BACKSEAT AND EMOTION—PURE AND PRIMAL—SHOULD BE THE DRIVER.

TANGIBLES PLAY A PART, OF COURSE: THE SENSUAL, FLOWING LINES; THE SMELL OF LEATHER; THE VISCERAL ROAR OF THE ENGINE. ESTABLISHED IN 1989, INFINITI HAS NOW GROWN TO INCLUDE SEDANS, COUPES, CONVERTIBLES, CROSSOVERS AND SUVs IN ITS LINEUP AND REACHES ACROSS 50 COUNTRIES WORLDWIDE. INFINITI HAS GENERATED RESPECT AS THE PROVOCATIF BRAND IN THE PREMIUM CATEGORY, WITH A REPUTATION FOR DEFYING CONVENTION AND CREATING IRRESISTIBLE AND PROVOCATIVE AUTOMOBILES, ENGINEERED WITH OBSESSED ATTENTION TO DETAIL. OUR PASSION FOR ULTIMATE PRECISION, EXHILARATING PERFORMANCE AND THAT EXUBERANT DRIVING EXPERIENCE IS ALSO MANIFESTED IN THE PARTNERSHIP THAT INFINITI ESTABLISHED WITH RED BULL RACING IN 2011. ALL OF WHICH CONTRIBUTES TO THE FEELING THAT TO DRIVE AN INFINITI IS SOMETHING SPECIAL.

PARTNERS IN THE INTENSE

The pulse races. Seconds split. Victories are won and lost. In Formula One, technology and human ingenuity are pushed to the limit. Yet, success is ultimately a measure of the passion that goes into every invention and is released every lap. This passion has led Infiniti Red Bull Racing to become, in recent years, the most dominant force on track.

Infiniti is drawn to Formula One racing because it is engineering genius applied purely to creating emotional excitement. A feeling of exhilaration that extends from the track to the fans, to the culture of Formula One, through our partner, Infiniti Red Bull Racing. The heart and determination the team has shown has led them to four Formula One Constructors’ World Championships in the last five years. Our synergistic relationship is one that promises thrilling new performance capabilities for both Formula One and Infiniti vehicles. This exchange of both technology and ideas includes input directly from our Formula One drivers—harnessing their supreme driving senses to ensure every future Infiniti vehicle is as dynamic as possible and ultimately, reinvigorating your drive.

Ultimate luxury is more than perfection. It is the feeling of unrestrained joy that unleashes something special in your heart. We at Infiniti believe there are times when reason should take a backseat and emotion—pure and primal—should be the driver. Tangibles play a part, of course: the sensual, flowing lines; the smell of leather; the visceral roar of the engine. Established in 1989, Infiniti has now grown to include sedans, coupes, convertibles, crossovers and SUVs in its lineup and reaches across 50 countries worldwide. Infiniti has generated respect as the provocateur brand in the premium category, with a reputation for defying convention and creating irresistible and provocative automobiles, engineered with obsessive attention to detail. Our passion for ultimate precision, exhilarating performance and that exuberant driving experience is also manifested in the partnership that Infiniti established with Red Bull Racing in 2011. All of which contributes to the feeling that to drive an Infiniti is something special.