

**For Immediate Release**

## **2010 Infiniti M Elevates the Mid-Luxury Sedan Class with Responsive Performance, Innovative Technology**

There are certain “givens” in the competitive mid-size luxury sedan class – quality, engineering, luxury accoutrements, advanced electronics. Now in the fifth year of its second-generation design, the Infiniti M sedan offers all the expected, *plus* innovative technology and, most importantly, a powerful, athletic presence designed to excite the senses.

“The Infiniti M is a mid-size premium sedan with an emphasis on performance, user-focused technology and a wide selection of engine, driveline and equipment choices designed to meet customers’ needs, budgets and desires,” said Ben Poore, vice president, Infiniti Business Unit. “It offers an unexpectedly spacious cabin wrapped in a sporty and luxurious exterior design, along with the exhilarating driving experience expected of every vehicle that bears the Infiniti badge.”

The 2010 Infiniti M is offered in M35 and M45 models, each available in rear-wheel drive or with Infiniti’s advanced Intelligent All-Wheel Drive system. The Infiniti M45 and M45x AWD feature a 325-horsepower 4.5-liter V8, while the M35 and M35x AWD come equipped with a 303-horsepower 3.5-liter V6. A special Sport Package (rear-wheel drive models only) adds a higher level of sporty performance and style with an advanced Rear Active Steer system, sport-tuned suspension 19-inch wheels and tires and unique body treatments.

The 2010 M remains a showcase of Infiniti’s advanced technology, including Intelligent Cruise Control and the Lane Departure Warning (LDW) and Lane Departure Prevention (LDP) systems, an advanced Infiniti Hard Drive Navigation System with touch-screen, 9.3GB Music Box hard drive for digital music storage and playback and available XM NavTraffic® (XM® subscription required, sold separately).

For 2010, the Infiniti Mobile Entertainment System Package is now included as part of Premium Package (M45) instead of as a stand-alone option, and all models feature revised exterior and interior color selections and combinations.

### **A Highly Refined M Design**

From a design standpoint, the Infiniti M optimizes both luxury and sport styling cues – with an expressive grille and crystal-look headlight clusters, large aluminum-alloy wheels, low profile tires, and stable, wide-track posture creating a dynamic visual appeal. The M's low, aggressive hood line flows into the anchored shoulders and fluid roofline, contributing to the sporty, powerful silhouette. Infiniti M models equipped with the optional Sport Package also features unique front and rear bumpers, headlight color, side sills and 19-inch wheels and tires.

The Infiniti M's long wheelbase and short overhangs provide a roomy interior and sporty exterior dimensions. Wide front and rear tracks add to handling stability, while the overall width enhances interior and trunk volume. The M also features lightweight body components, including aluminum-alloy inner and outer door panels, hood and decklid panels.

Inside, the intuitive interior design engages the senses in invigorating ways, combining a driver-oriented cockpit with a graceful, Infiniti level of luxury and design detail. The M instrument panel features "Fine Vision" electroluminescent gauges, "gear-like" rings on the instrument cluster meters and unique aluminum trim surface texturing. Other interior highlights include a large center console, wood trim (except Sport Package-equipped models), climate controlled front seats, standard XM<sup>®</sup> Satellite Radio (XM<sup>®</sup> subscription required, sold separately) and available features such as heated power reclining rear seats and advanced Bose<sup>®</sup> Studio Surround<sup>™</sup> sound system with digital 5.1-channel decoding and 14 speakers including two personal speakers mounted in the shoulders of each front seat

Three interior colors are offered – Graphite, Stone and Wheat. Sport Package-equipped models receive unique steering wheel and shift knob stitching, unique front seat designs and aluminum-trimmed pedals.

The M interior also offers an Infiniti Hard Drive Navigation System with touch-screen, 9.3GB Music Box Hard Drive for digital music storage and playback and available XM NavTraffic<sup>®</sup> with Real Time Traffic Information (XM<sup>®</sup> subscription required, sold

separately). Other driver and passenger-oriented technology features include standard Infiniti Intelligent Key system with Push Button Start and Bluetooth® Hands-free Phone System, along with available RearView Monitor and Intelligent Cruise Control.

### **A Choice of Powerplants**

The 2010 Infiniti M is again offered in V8-equipped M45 or V6-equipped M35 models. The M45 features a standard DOHC 4.5-liter V8 rated at 325 horsepower and 336 lb-ft of torque. The engine design includes titanium valves, modular cylinder heads, microfinished crankshaft, lightweight pistons and super-silent single stage cam drive chain to help optimize performance. In addition, the VK45DE V8 is outfitted with a variable length air induction system and Continuously Variable Valve Timing Control System (CVTCS) to enhance the engine's power delivery and operation efficiency.

The M45 comes standard with an advanced 5-speed automatic transmission with manual shift mode, Downshift Rev Matching and a new Drive Sport (DS) mode, which provides better acceleration feel and a more sporting driving experience.

The Infiniti M35 offers an advanced DOHC 3.5-liter V6 rated at 303 horsepower and 262 lb-ft of torque. The engine includes aluminum-alloy block and heads and electronically controlled "drive-by-wire" throttle system. Fuel economy is rated at 17 mpg City/25 mpg Highway (M35 RWD). Two transmissions are offered with the V6 engine – a 5-speed automatic transmission with the all-wheel drive M35x and a 7-speed automatic with the rear-wheel drive M35. Both transmissions feature a manual shift mode, Downshift Rev Matching and Drive Sport (DS) mode.

Every 2010 Infiniti M utilizes an enhanced next-generation FM (Front Mid-ship) platform also used on the G37 Sedan, G37 Coupe, EX35 and FX premium crossover SUV. The refined FM platform positions the engine behind the front axle resulting in an optimized front-to-rear weight balance, which factors in weight transfer during driving maneuvers.

The M suspension is an independent double-wishbone design in front and multi-link independent system in the rear, along with front and rear stabilizer bars. The Infiniti M's large diameter wheels and tires are positioned out near the corners of the vehicle, helping to enhance handling. Double-split 5-spoke 18-inch aluminum-alloy

wheels and P245/45VR18 tires are standard on all models. Unique split double-split 5-spoke 19-inch aluminum-alloy wheels with titanium finish and aggressive P245/40WR19 low-profile tires are available with the Sport Package.

The M also utilizes standard 4-wheel power-assisted vented disc brakes with Anti-lock Braking System (ABS), Electronic Brake force Distribution (EBD) and Brake Assist (BA). The steering system is an electronically controlled vehicle-speed-sensing variable-assist power rack-and-pinion design. Every Infiniti M includes Infiniti's advanced Vehicle Dynamic Control (VDC) with Traction Control System (TCS). VDC automatically adjusts brake pressure and engine torque during certain situations where the vehicle is at its handling limit, helping the driver keep the intended path.

For drivers seeking the enhanced performance of all-wheel drive, the M35x and M45x models feature Infiniti Intelligent All-Wheel Drive (ATTESA E-TS™ system). It uses an advanced torque split control strategy that automatically redistributes torque to the wheels (0:100 up to 50:50 front to rear) according to road and driving conditions.

The Infiniti M Sport Package-equipped models come equipped with Infiniti's Rear Active Steer system, which uses precise, electronic motor-driven control to turn the rear wheels.

This system helps improve the M's handling performance by adjusting the geometry of the rear suspension according to steering input and vehicle speed. The system's electronic control unit calculates the desired vehicle dynamics from a series of sensors, including vehicle speed and steering angle, and directs the system actuator to change the rear geometry by moving both rear suspension lower links. The result is a nimble steering response combined with luxury sedan stability and ride quality.

### **Lane Departure Prevention System**

The 2010 Infiniti M is available with Infiniti's Lane Departure Warning (LDW) and Lane Departure Prevention (LDP) systems. LDP utilizes the M's Vehicle Dynamic Control system to apply slight brake pressure to the wheels opposite the side of the

lane departure direction to help the driver return the vehicle back toward the center of the travel lane.

The LDP system uses a small camera installed behind the windshield to detect lane markers in front of the vehicle, calculate its position relative to those lane markers and warn the driver of a potential unintended lane departure with a visual display and audible buzzer. If the driver does not return the vehicle in the direction of the center of the travel lane, the LDP system assists the driver with a gentle application of the brakes.

Other safety features include standard Infiniti Advanced Air Bag System (AABS) with dual-stage supplemental front air bags with seat belt and occupant classification sensors; standard front seat-mounted side impact supplemental air bags; and standard roof-mounted curtain side impact supplemental air bags for front and rear-seat outboard occupant head protection.

The Infiniti M also offers standard 3-point ALR/ELR seat belts (driver's seat ELR only), front seat belt adjustable shoulder height anchors with pretensioners and load limiters, front seat Active Head Restraints with 4-way manual adjustments and standard brake-operated front pre-crash front seat belts, which tighten during emergency braking or handling maneuvers in anticipation of a crash.

Every M also includes Zone Body construction with front and rear crumple zones and LATCH System (Lower Anchors and Tether for CHildren).

#### **Four Well-Equipped Models**

The 2010 Infiniti M is offered in four well-equipped models: the M35 (V6 rear-wheel drive), M35x AWD (V6 all-wheel drive), M45 (V8 rear-wheel drive) and M45x (V8 all-wheel drive).

The M35 and M45 are also offered with a comprehensive Sport Package with Rear Active Steer, unique suspension tuning, 19-inch 5-split spoke wheels and tires, sport-bolstered and trimmed front seats, sport steering wheel and shifter, aluminum trim and pedal accents and unique body styling.

Available option packages include the Technology Package, Advanced Technology Package, Premium Package and Sport Package.

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