

For: NISSAN MOTOR CORP. IN U.S.A. (DATSUN)  
Gardena, California

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NISSAN RECORDS INDUSTRY FIRST,  
SHIPS DATSUNS DIRECT TO ALASKA

ANCHORAGE, ALASKA, MAY 1, 1972: The Nissan Motor Corporation in U.S.A., the distributor of the Datsun line of cars and trucks in the United States, recorded another industry first here today. The Tachibana, sailing directly from Nissan's export facility, the Hommoku Wharf in Yokohama Harbor, Japan arrived today in the Port of Anchorage, Alaska with 300 new Datsuns aboard. This marks the first time that any auto manufacturer has shipped cars directly into Alaska. Usual practice, up to now, has been to barge small quantities of cars up from Seattle, Washington.

"Three things happened to make this new program possible," explained Don Gordon, Portland Regional Manager for Nissan/U.S.A. "First, our export division was able to arrange ample space on a ship bound for Alaska. Secondly, Datsun dealers in Alaska have increased sales to the point where their increased demand for inventory warrants the large shipment of cars that is the only way that is economically feasible. And, finally was our continuing concern for reducing costs to the Datsun customer."

By shipping direct to Alaska, Nissan is able to reduce transportation costs on each car by around \$200. "Most of this savings will go directly to the customer," pointed out Gordon, whose Portland Region includes Washington, Oregon, Montana and the state of Alaska. "We feel that this increased savings will make the already competitive Datsun line that much more competitive," Gordon continued. "We expect Datsun sales in Alaska to climb dramatically this year."

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The cars that were off-loaded from the Tachibana will be temporarily stored in a dock-side facility before being shipped to the four Datsun dealers in Alaska. The four dealers are: Sunset Motor Co., Anchorage; B & F Motor Sales, Fairbanks; Dawson's Automotive Juneau; and Hartley Motor Co., Kenai.

"We are extremely proud that Nissan could be the first to inaugurate direct shipment to the Alaskan area," stated Gordon Whitby, Nissan's Western Area Sales Manager. "We have known for a long time that our vehicle's design and rugged construction were well suited for the road conditions in Alaska and now we are proud that we can bring Alaskan citizens this rugged dependability at even greater savings," Whitby continued. "We hope that our example will lead other companies to effect streamlined shipping procedures to Alaska and further aid the development of this Alaskan area which has so much potential."

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## First factory-direct auto shipment arrives

Anchorage Daily News, Wednesday, May 3, 1972-13

The first of 300 Datsuns were offloaded from the Japanese freighter, Tachibana, Tuesday, marking the first time that automobiles have been shipped directly from a factory to Alaska.

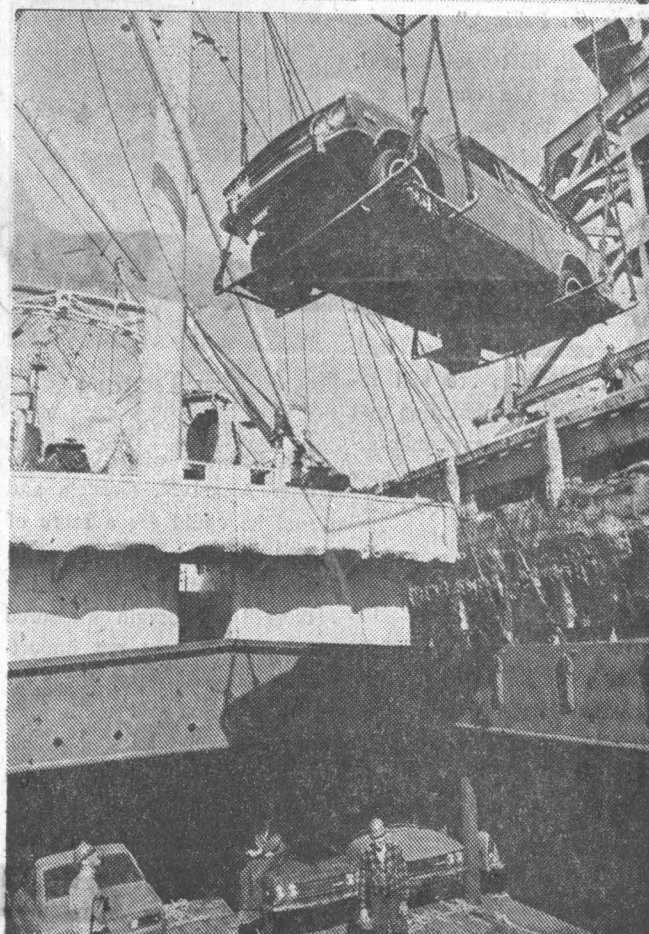
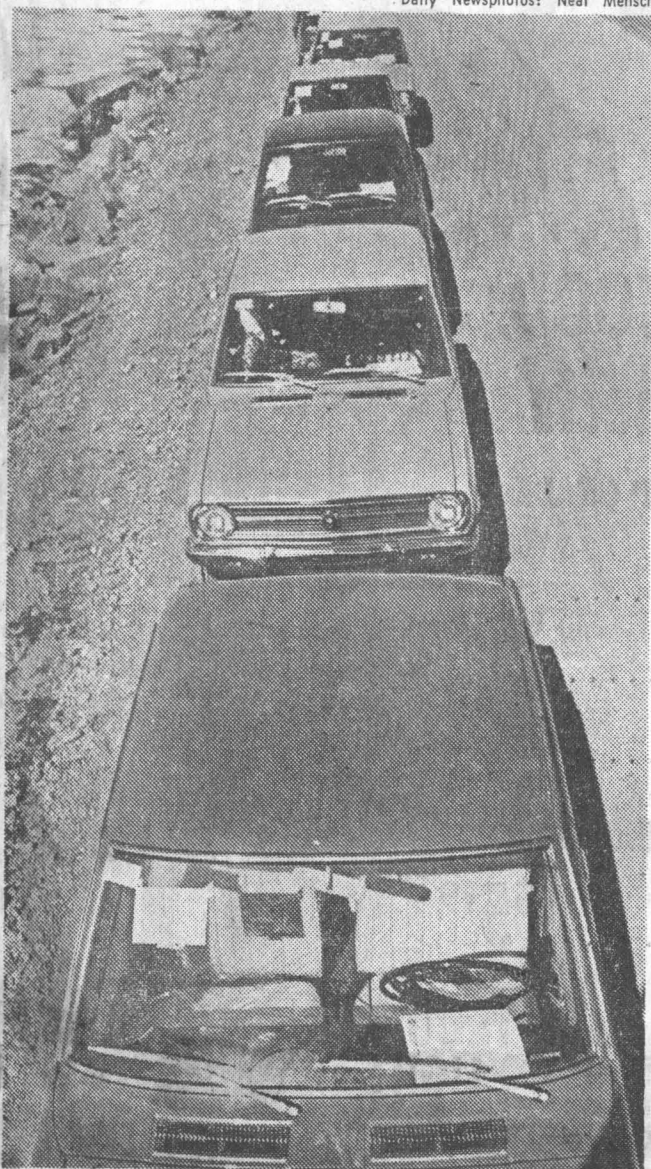
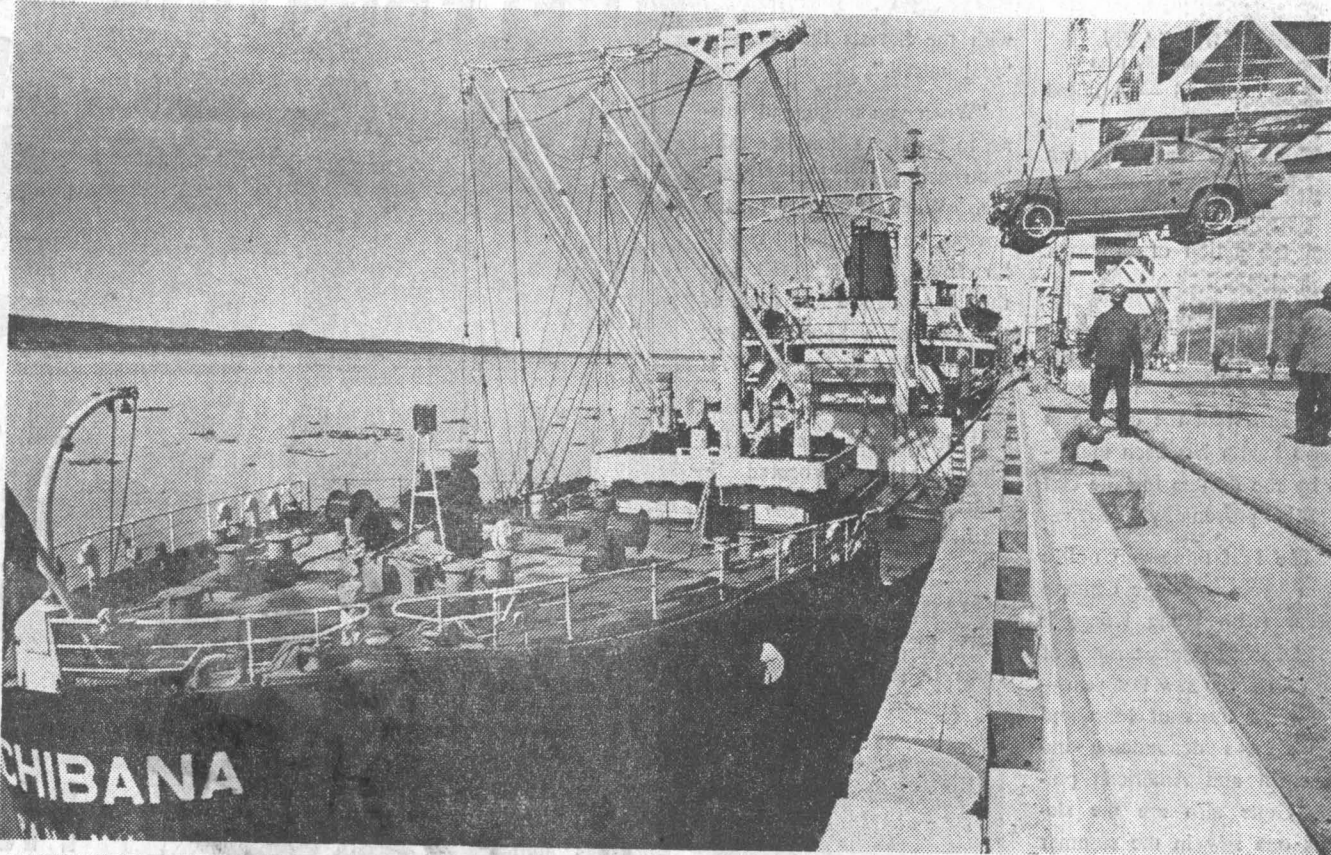
Don Gordon, Portland regional manager to Nissan/U.S.A., said shipments from Yokohama to Anchorage will replace the barge shipments from Seattle. He said direct shipments will reduce transportation costs on each car by about \$200 and that most of the savings will be passed on to the buyers.

"WE FELT THAT this increased savings will make the already competitive Datsun line that much more competitive. We expect Datsun sales in Alaska to climb dramatically this year," he said.

Gordon listed three factors which made the new direct shipments possible.

"First, our export division was able to arrange ample space on a ship bound for Alaska. Secondly, Datsun dealers in Alaska have increased sales to the point where their increased demand for inventory warrants the large shipments of cars that is the only way that is economically feasible. And, finally, was our continuing concern for reducing costs to the Datsun customer," he said.

Daily Newsphotos: Neal Mensche



Saturday, May 6, 1972, Anchorage Daily Times 5

## Over The Port

CRITICS of the Port of Anchorage haven't had much to say about the latest significant cargo operation over the city's wharf facilities — the arrival of a shipload of automobiles directly from a Japanese manufacturing point.

As recently as the last borough-city unification vote, some of the anti-City Hall comments were based on claims that the port remains a white elephant.

On the contrary, the port has a number of plus marks to its credit, including that of being a major economic factor to this entire community.

THE PORT, which the city now counts as a money-maker and a vital ingredient in the Anchorage prescription to combat soaring living costs, is doing so well, in fact, that the Japanese ship bearing

the Datsun automobiles had to tie up offshore for a day before it could obtain berthing space at dockside.

There are those who will object to what appears to be another direct business relationship between Alaska and Japan. There are some who fear a too great dependence on trade with the Far East.

But the point here is these automobiles — highly competitive and much desired by many motorists — would have come to Anchorage, anyway. Without the port, they would have been trans-shipped through Seattle or some other West Coast point, with the additional cost added to the retail price in Anchorage.

There have been too many years of that kind of operation already. Thanks to a modern port facility here, that practice is being reversed, at least a little bit.