

INTRODUCING THE 2012

INFINITI M[®]
HYBRID



INSPIRING YOU TO

FORGET

EVERYTHING YOU THINK ABOUT HYBRIDS



INTRODUCING THE 2012 INFINITI M® HYBRID
THE FIRST TRUE LUXURY PERFORMANCE HYBRID

Efficiency or excitement. Sustainability or satisfaction. Hybrid technology has asked you to choose, but now Infiniti engineers have imagined a different way—the M35h. It achieves exceptional fuel efficiency while delivering powerful, soulful performance, and an unrelentingly rewarding environment. Efficiency and exhilaration—a contradiction crafted into an inspiring reality.

This is Inspired Performance®. This is the way of Infiniti.

360hp¹
+
30mpg²



WE ENVISIONED A HYBRID THAT HOLDS BACK

NOTHING

INFINITI DIRECT RESPONSE HYBRID™ SYSTEM

Like most hybrids, the Infiniti M® Hybrid is powered by combining a gasoline engine with an electric motor, but that is where comparisons end. Its 3.5-liter V6 engine and powerful electric motor combine to produce a thrilling 360 horsepower¹ in a unique 2-clutch, 1-motor drivetrain, which eliminates the need for a torque converter. And thanks to high-speed motor control, all that power flows directly to the 7-speed automatic transmission with an immediacy that makes other hybrids feel sluggish and unresponsive by comparison. You'll enjoy greater efficiency while savoring enough power to take you from 0 to 60 in less than six seconds.

¹ Hybrid System Net Power—360 hp.

² Preliminary fuel economy estimate for highway. EPA fuel economy estimate not yet available. Actual production vehicle may differ.

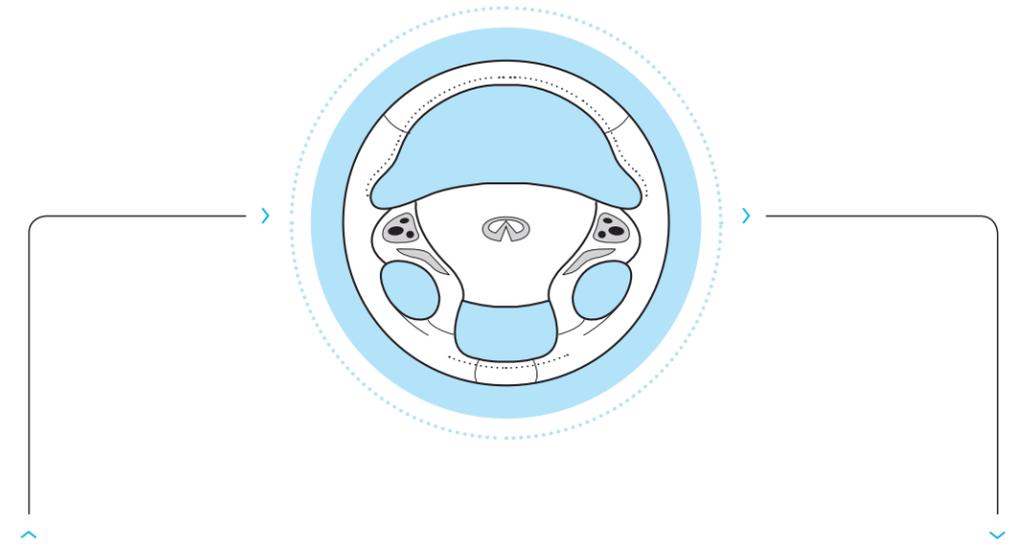
ELIMINATE

WHAT'S WASTED. HEIGHTEN WHAT'S FELT.



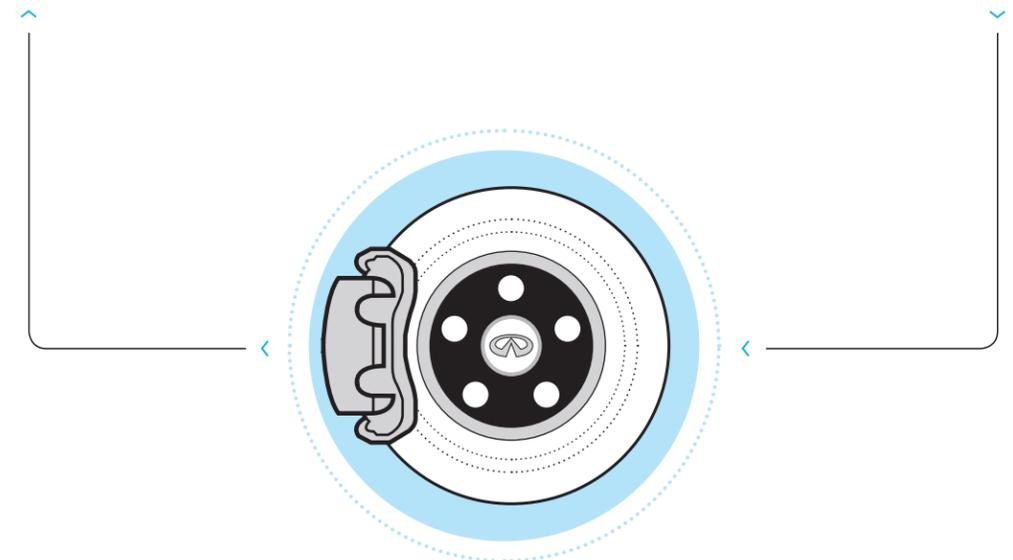
POWER THAT DEFIES EXPECTATIONS

Efficiency and immediacy are not compromised in the Infiniti M[®] Hybrid, they are simply elevated. It utilizes a parallel hybrid system that enables the electric motor and gas engine to work simultaneously or individually. The M Hybrid can drive strictly in electric mode at speeds up to 62 mph and coast at speeds up to 85 mph¹. And unlike the vague and detached response most hybrids deliver, it sips fuel with economy-car efficiency while simultaneously being capable of releasing power with the seamless and immediate rush of a luxury sport sedan.



COMPONENTS CRAFTED TO EXCITE THE SENSES

Infiniti engineering stirs emotions by tuning each vehicle for performance feel and natural feedback at all levels. The M35h features a unique steering system, which employs an electric motor to create hydraulic oil pressure. It allows for high efficiency but responds to your input in a natural, communicative way. The regenerative braking system not only helps charge the lithium-ion battery, thereby improving efficiency, but also features a control unit honed to maintain the Infiniti M's gracefully nuanced and secure feel.



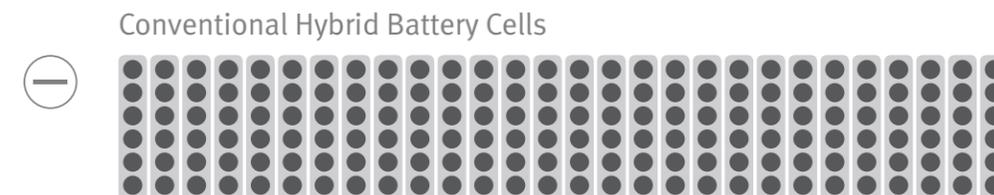
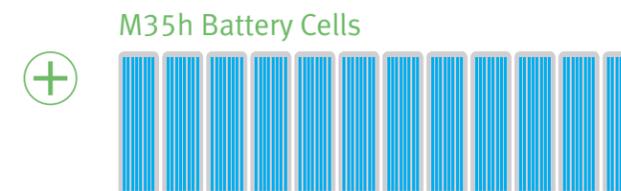


CRAFTING WAYS TO
DO MORE WHILE
USING

LESS

THE NEXT GENERATION OF HYBRID BATTERIES

Reinventing the luxury hybrid requires a battery that defies conventional limitations. The composition of the Infiniti M[®] Hybrid's lithium-ion battery reduces wasted space and makes the battery lighter and more compact. The in-dash display provides battery and other essential system information, and allows you to view navigation information and hybrid system information simultaneously.



The laminate design of the M35h's lithium-ion battery cells achieves more power density than a conventional nickel-metal hydride battery. Meaning more trunk space available for you, and less weight added to the vehicle.

NEVER

COMPROMISED.

A NEW KIND OF HYBRID.
THE SAME PASSION FOR PERFORMANCE.

The vision that defines and shapes each Infiniti is the same. Each is a thoughtfully crafted experience that is personal, emotional, and engages drivers' passions in surprising ways. The Infiniti M[®] Hybrid is designed to be more than efficient and more than powerful. It's crafted to bring these two ideas together in a way no one thought possible, but anyone who loves performance will find inspiring.





UNCOMPROMISING PERFORMANCE AND EFFICIENCY

Arriving Spring 2011. Reserve yours now.



INFINITI

Inspired Performance™

InfinitiUSA.com/Mhybrid

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