



Innovation that excites

2014  
MAXIMA®

### NISSAN MAXIMA®

What if your car could put a smile on your face, confidence in your hands and goose bumps all over? That would be cool. Here are just a few ways Maxima® gives you an unforgettable drive.

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

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

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

Looking for more? Visit Maxima® on Facebook® or Twitter® to see what owners have to say. Find product demos and more on YouTube.®

And follow Nissan Canada on:



Innovation that excites

visit [nissan.ca](http://nissan.ca)

All 2014 Maxima®s feature standard splash guards (not shown in photography).

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WHAT IF\_

## A SEDAN HAD THE SOUL OF A SPORTS CAR?

Should passion have to take a back seat to the back seat? We don't think so. Welcome to the 2014 Maxima,<sup>®</sup> the 4-Door Sports Car.<sup>®</sup> Fender flares crouched over available 19" wheels are your invitation. A 290 HP V6 is ready to reel in the horizon. Inside, there's room for five and all the upscale luxuries and technology you desire, including an available Dual Panel Moonroof and power-tilt/telescoping steering column. But you won't confuse Maxima<sup>®</sup> with any other 4-door. Because at heart, it's a sports car. And that makes all the difference in the world. The 2014 Maxima.<sup>®</sup> Ready to be your soulmate.

**4DSC**  
DOOR SPORTS CAR<sup>™</sup>

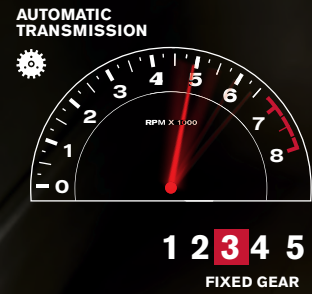


Nissan Maxima<sup>®</sup> SV shown in Super Black with optional equipment.



# NISSAN XTRONIC CVT<sup>®</sup> TRANSMISSION INNOVATION THAT SAYS GOODBYE TO GEARS.

What if you rode an endless wave of power? With Maxima<sup>®</sup>'s virtually gearless Continuously Variable Transmission (CVT), hunting for gears and clunky downshifts are a thing of the past. By letting you stay in the engine's sweet spot, a quick, satisfying rush of power is just a touch of a pedal away.



Traditional automatic is continuously hunting for gears and that elusive sweet spot of power.



CVT holds the engine at the ideal rpm, whether it's for power or economy.



Nissan Maxima<sup>®</sup> SV shown in Midnight Garnet with Premium and Navigation Package.

## V6

### UNRELENTING POWER.

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) HIGHWAY<sup>1</sup>



### UNMATCHED FINESSE.

In Maxima<sup>®</sup>, 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.



**Sport-tuned Suspension.** The Maxima<sup>®</sup> shock absorber mounting system helps deliver exceptional responsiveness with minimal harshness. 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.

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



Scan this with your QR code-reader app to see a short video on Maxima<sup>®</sup>'s Continuously Variable Transmission (CVT). Or go to [bit.ly/XtronicCVT-EN](http://bit.ly/XtronicCVT-EN).

<sup>1</sup>2014 Fuel Economy Estimate 7.7 L/100 km (37 MPG) highway. Actual mileage may vary with driving conditions – use for comparison only.





**Who says coupes should have all the fun?** 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 available paddle shifters to audio controls for your iPod.<sup>®1</sup> 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,<sup>®</sup> you should be driving. Revved up? Turn the page and find out even more.

<sup>1</sup>Always give your full attention to driving. Avoid operating your iPod<sup>®</sup> 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.

**Nissan Maxima<sup>®</sup> SV with Sport and Navigation Package** shown in Premium Charcoal Leather.



## INSPIRATION AT YOUR FINGERTIPS.

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



Heated steering wheel

Available heated and cooled driver's seat, rear sunshade and heated front-passenger's seat

**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.** 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, available rear bucket seats feature deep bolsters to help hold your passengers in place and give superb comfort on trips of any distance.

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

## CONNECTION ON A HIGHER LEVEL.

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

**Available Nissan Navigation System.** Stay on schedule with turn-by-turn Voice Guidance. And avoid nasty bottlenecks with NavTraffic. Enjoy trusted restaurant recommendations from *Zagat Survey*.® Wherever your life takes you, count on the satellite-based Nissan Navigation System.<sup>1,2</sup>



Touch-screen Navigation<sup>1</sup> Lane Guidance Key Points of Interest

**E. Bose® Audio.** The standard Bose® audio system features nine strategically placed speakers, including two woofers and a centre channel, to surround you in deep, resonant bass and crystal-clear vibrant highs.

**F, G. Nissan Intelligent Key® with Push Button Ignition.** Standard on every Maxima®, you can unlock the doors and trunk, get in, start the engine and drive away, all without ever taking the key out of your pocket or purse.

**H. RearView Monitor.** 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 predicted path guidelines move in response to steering input.<sup>3</sup>

**I. iPod®-friendly Technology.** Maxima® gives you a variety of ways to enjoy your music. You can simply plug in using the standard auxiliary audio input. Even better, the USB input lets you play your iPod® or USB thumb drive and control the music through the audio system or touch-screen monitor.<sup>4,5</sup>

**J. Bluetooth.®** With the standard Bluetooth® Hands-Free Phone System, voice-recognition allows you to make and receive calls through the stereo speaker system.<sup>6</sup> No headset, no reaching – just a nice, firm grip on the steering wheel.

<sup>1</sup>Factory-installed option. Never program while driving. GPS mapping may not be detailed in all areas or reflect current road regulations. <sup>2</sup>NavTraffic® is available in select North American markets. In Canada, at time of printing, incident and flow data is available for 7 metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montreal and Quebec City). Limited flow data is available for Toronto. Subscription sold separately after trial period. Subscriptions subject to customer agreement at siriusxm.ca. Fees and programming subject to change. ©2013 Sirius XM Canada Inc. Sirius, XM, SiriusXM, and NavTraffic are registered trademarks of Sirius XM Radio Inc. All other trademarks are property of their respective owners. <sup>3</sup>Parking aid/convenience feature. Cannot completely eliminate blind spots or warn of moving objects. May not detect every object. Always check sur-

roundings before moving vehicle. Not a substitute for proper backing procedures. Always turn to check what is behind you before backing up. <sup>4</sup>Driving is serious business and requires your full attention. Do not operate any devices connected to the USB or auxiliary audio input jack while driving. <sup>5</sup>Always 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. <sup>6</sup>Availability 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. Bose® is a registered trademark of The Bose Corporation. Zagat Survey® is a registered trademark of Zagat Survey, LLC Ltd.



## NISSAN SAFETY SHIELD® PHILOSOPHY

# INNOVATION THAT LOOKS OUT FOR YOU.



What if you had the confidence you need for every part of your drive? The Nissan Safety Shield® technologies are a comprehensive approach to safety that guide the engineering and development of every vehicle we make. By keeping an eye on your vehicle's systems and the surroundings, assisting in handling unexpected situations, and helping to keep you safe in the unfortunate event of an accident, the Nissan Safety Shield® technologies are our way of looking out for you and yours.

## MONITOR

Smart technologies help monitor conditions. Like a rearview camera that helps you see something behind you, or a system that helps ensure you're travelling on properly inflated tires.

### Tire Pressure Monitoring System<sup>1</sup>

### Automatic On/off Headlights

### RearView Monitor<sup>2</sup>

## RESPOND

Whether you need to hit the brakes hard or manoeuvre around an unexpected obstacle, these standard technologies help you respond to a potentially harmful situation.

### Vehicle Dynamic Control helps you maintain your steered path.<sup>3</sup>

### Traction Control System helps reduce wheelspin in low-traction situations.

### Anti-lock Braking System helps you maintain steering control around obstacles while braking heavily.

### Electronic Brake force Distribution sends extra force to the rear brakes when you have additional weight of passengers or cargo in the back.

### Brake Assist helps apply maximum braking force if it detects hard braking and senses you are in an emergency situation.

## PROTECT

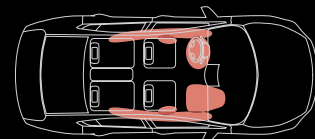
When a collision is unavoidable, Nissan's Zone Body construction helps absorb the impact while the advanced seat belt and airbag systems help protect everyone on board.

### Nissan Advanced Airbag System with dual-stage supplemental front airbags with seat-belt and occupant-classification sensors<sup>4</sup>

### Front seat-mounted side-impact supplemental airbags<sup>4</sup>

### Roof-mounted curtain side-impact supplemental airbags<sup>4</sup>

### LATCH System (Lower Anchors and Tethers for Children)



**6** STANDARD AIRBAGS<sup>4</sup>

**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 invaluable tips on correct installation. Look for the latest Fit Guide at [Nissan.ca/owners/en](http://Nissan.ca/owners/en).

Scan this with your QR code-reader app to see a short video on how Snug Kids® helps you find the right CRS for your Nissan. Or go to [bit.ly/snugkids-EN](http://bit.ly/snugkids-EN)



## CHOOSE YOUR TRIM LEVEL

### SV

18" Aluminum-alloy Fine Silver finish wheels with P245/45R18 V-rated all-season tires, High Intensity Discharge (HID) xenon headlights, power sliding moonroof, Nissan Intelligent Key® with Push Button Ignition, fog lights, dual heated outside mirrors with LED turn signal indicators, RearView Monitor, dual-zone Automatic Temperature Control (ATC), Bluetooth® Hands-Free Phone System,<sup>5</sup> Bose® audio system with 9 speakers (including two subwoofers and centre channel), Information Centre with 178 mm (7") QVGA colour monitor, USB connection port for iPod® interface and other compatible devices, HomeLink® universal garage-door opener, digital compass in rearview mirror, leather-appointed seating, driver's seat thigh support extension, power heated front seats, heated steering wheel, piano-hairline trim



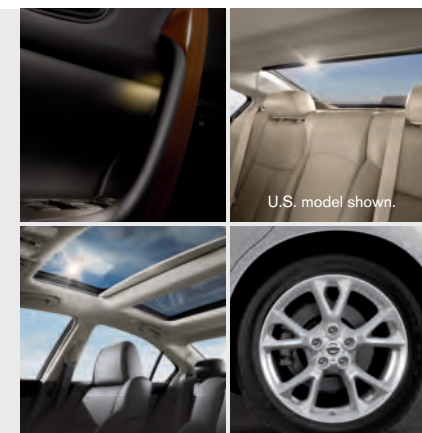
### SV with Sport and Navigation Package INCLUDES SV EQUIPMENT PLUS:

Sport-tuned suspension, 19" aluminum-alloy Dark Hyper Silver finish wheels with P245/40R19 V-rated all-season tires, dark-finish sport grille, smoked headlights and rear spoiler, trunk chassis reinforcement, outside mirrors with reverse tilt-down feature, premium leather-appointed seats, climate-controlled driver's seat, parallel-seamed leather-wrapped steering wheel with paddle shifters, memory driver's seat system, rear bucket seats (3-passenger capacity), metallic trim, SiriusXM Satellite Radio,<sup>6</sup> Nissan Hard Drive Navigation System with 178 mm (7") VGA touch-screen monitor and voice recognition, NavTraffic,<sup>6</sup> DVD video playback capability, streaming audio via Bluetooth® wireless technology<sup>5</sup>



### SV with Premium and Navigation Package INCLUDES SV EQUIPMENT PLUS:

Dual Panel Moonroof with power retractable sunshades, rear-window power sunshade, premium mood lighting, trunk chassis reinforcement, outside mirrors with reverse tilt-down feature, premium leather-appointed seats, climate-controlled driver's seat, parallel-seamed leather-wrapped steering wheel with paddle shifters, memory driver's seat system, rear bucket seats (3-passenger capacity), Atlantic Cherry wood-tone trim, SiriusXM Satellite Radio,<sup>6</sup> Nissan Hard Drive Navigation System with 178 mm (7") VGA touch-screen monitor and voice recognition, NavTraffic,<sup>6</sup> DVD video playback capability, streaming audio via Bluetooth® wireless technology<sup>5</sup>



<sup>1</sup>Tire Pressure Monitoring System is not a substitute for regular tire pressure checks. <sup>2</sup>Parking 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. <sup>3</sup>VDC, 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. <sup>4</sup>Airbags 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. <sup>5</sup>Availability of specific features is dependent upon the phone's Bluetooth® support. Please refer to your phone Owner's Manual for details. Bluetooth word mark and logos are owned by Bluetooth SIG, Inc., and any use of such marks by Nissan is under licence. <sup>6</sup>XM and SiriusXM 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. NavTraffic® is available in select North American markets. In Canada, at time of printing, incident and flow data is available for 7 metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montreal and Quebec City). Limited flow data is available for Toronto. Subscription sold separately after trial period. All subscriptions subject to customer agreement at [siriusxm.ca/terms](http://siriusxm.ca/terms). All fees and programming subject to change. © 2013 Sirius XM Canada Inc. The Sirius, XM, and SiriusXM names and all related marks and logos are trademarks of Sirius XM Radio Inc. All other trademarks are the property of their respective owners. Bose® is a registered trademark of The Bose Corporation. HomeLink® is a registered trademark of Johnson Control Technology Company. iPod® is a registered trademark of Apple, Inc. All rights reserved. iPod not included.



## PAINT AND FABRIC



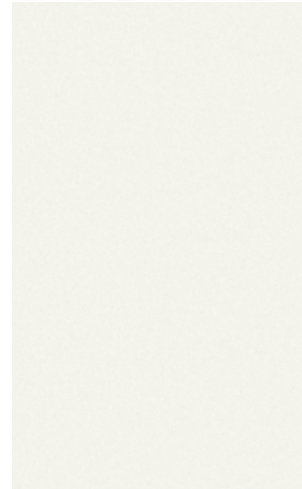
SV CHARCOAL LEATHER



SV SPORT AND PREMIUM CHARCOAL LEATHER

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 the actual colours at your local Nissan dealer.

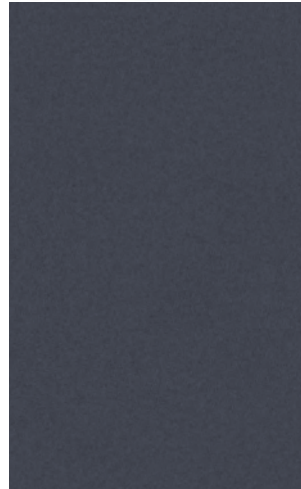
■ Standard  
 ■<sup>1</sup>Extra cost option



Pearl White<sup>1</sup> QAB

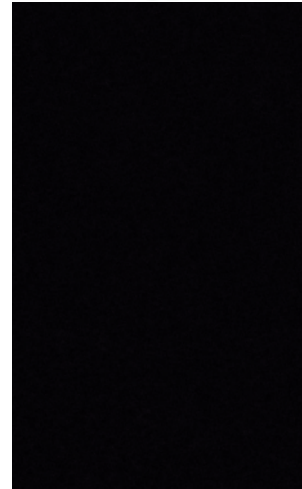
SV SV Sport Pkg SV Prem Pkg

CHARCOAL LEATHER



Gun Metallic<sup>1</sup> KAD

SV SV Sport Pkg SV Prem Pkg



Super Black KH3

SV SV Sport Pkg SV Prem Pkg



Brilliant Silver<sup>1</sup> K23

SV SV Sport Pkg SV Prem Pkg



Java Metallic<sup>1</sup> CAJ

SV SV Sport Pkg SV Prem Pkg



Navy Blue<sup>1</sup> RAB

SV SV Sport Pkg SV Prem Pkg



Midnight Garnet<sup>1</sup> NAB

SV SV Sport Pkg SV Prem Pkg

## GENUINE NISSAN ACCESSORIES

Every Genuine Nissan Accessory is: custom-fit, custom-designed and durability-tested; backed by Nissan's 3 year/60,000 km Accessories limited warranty; and can be financed when installed by dealer at time of purchase.<sup>2</sup>

### A. Rear Decklid Spoiler

Downforce never looked so good.

### B. Moonroof Wind Deflector

Fresh air's nice. Wind-blown hairstyle – not so much.

### C. All-season Floor Mats

So your carpet can weather the weather.

### D. Trunk Protector<sup>3</sup>

All-season protection from all-season muck.

### Additional Accessories:

- Interior Accent Lighting
- Illuminated Kick Plates
- Carpeted Floor Mats
- Carpeted Trunk Mat
- Hideaway Trunk Net
- Trunk Sub-floor Organizer Kit
- External Ground Lighting
- Emergency Road Kit
- And More



See your Nissan dealer for details, or go to [accessories.nissan.ca](http://accessories.nissan.ca)

## BUYING AND OWNING

**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 2014 Nissan is covered by a 3 year/60,000 km<sup>4</sup> Comprehensive New Vehicle Warranty, a 5 year/100,000 km<sup>4</sup> Powertrain Warranty, an 8 year/130,000 km<sup>4</sup> 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.

**Security+Plus™ Prepaid Maintenance Plan** The smart choice when it comes to maintaining your new Nissan. Honoured at all participating Nissan Dealers in Canada and the U.S., your vehicle is cared for by factory-trained technicians using Genuine Nissan Parts. And best of all, there's no worrying about price increases on parts or service in the future. A variety of plans are available. Ask your Dealer for details.

<sup>2</sup>See your Nissan Dealership and read the actual limited warranty. <sup>3</sup>Cargo and load capacity limited by weight and distribution. Always secure all cargo. <sup>4</sup>Whichever occurs first.

