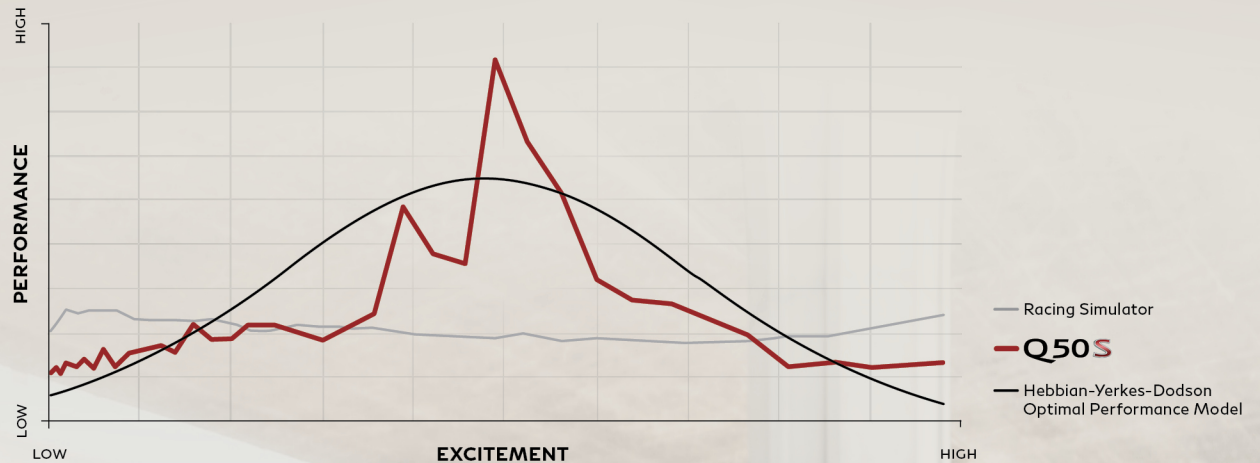


# Q50S

## THE INFINITI Q50 RED SPORT 400 INVOKES PASSION, EXCITEMENT AND ENGAGEMENT IN DRIVERS



Participants in the Q50 Red Sport 400 test drive reached the optimal 'excitement' zone during their drive (mean 0.582), according to the Hebbian-Yerkes-Dodson model, compared to a mean 0.507 of a generic driving experience, carried out on a racing simulator

Drivers experience greater levels of excitement and passion while driving INFINITI's 400 hp sports sedan, according to new scientific research carried out by INFINITI in the run-up to Valentine's Day

Data from the Red Sport 400 drive showed a peak in mental 'arousal' of around four times' that experienced by drivers on the driving simulator

A drive in the Q50 Red Sport 400, which produces a thrilling 400 hp from its 3.0-liter twin-turbo V6 engine, elicited greater levels of mental excitement, focus and engagement when compared to a generic, simulated driving experience



INFINITI

EMPOWER THE DRIVE