Nissan – South African trademarks

Updated 8 November 2026

Nissan is the Japanese car maker. It builds vehicles in South Africa at its Rosslyn plant near Pretoria.

How Nissan has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#96
largest trademark owner in South Africa (of 121,626)

601
trademarks filed

8
different logos published since 2020

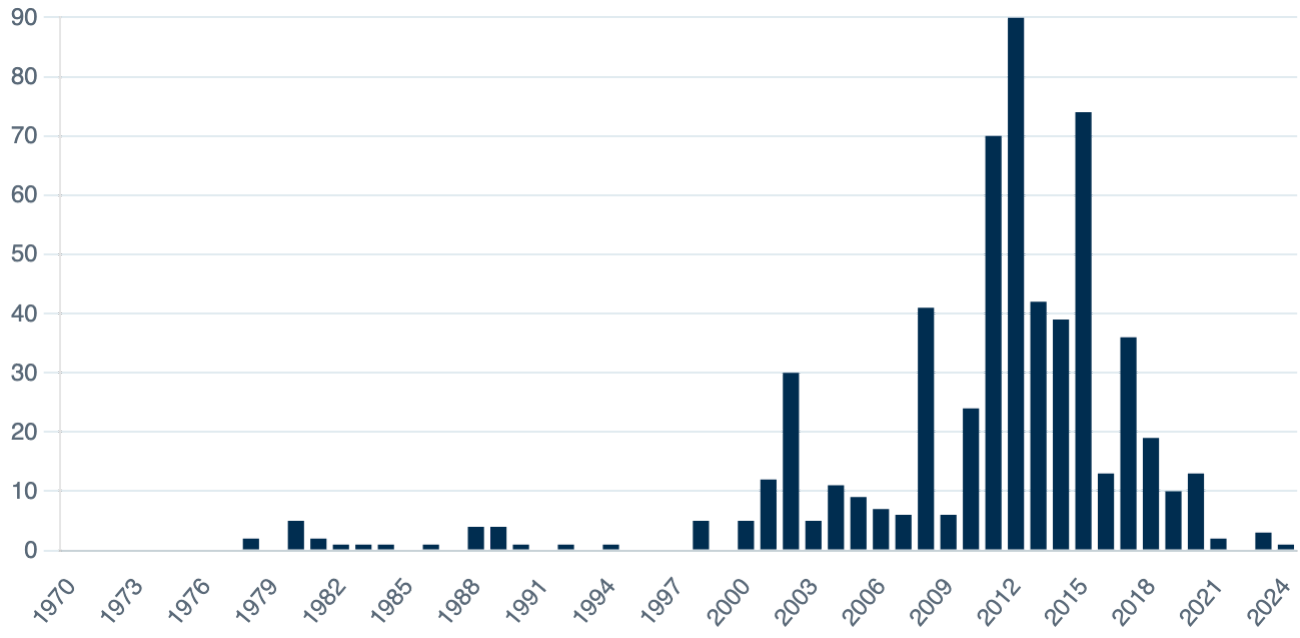
34
of 45 classes used

1959
first trademark filed

97
filed in the last 10 years

A portfolio built over time

Nissan filed its first South African trademark in 1959 and has filed 601 since; its busiest year was 2012, with 90 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

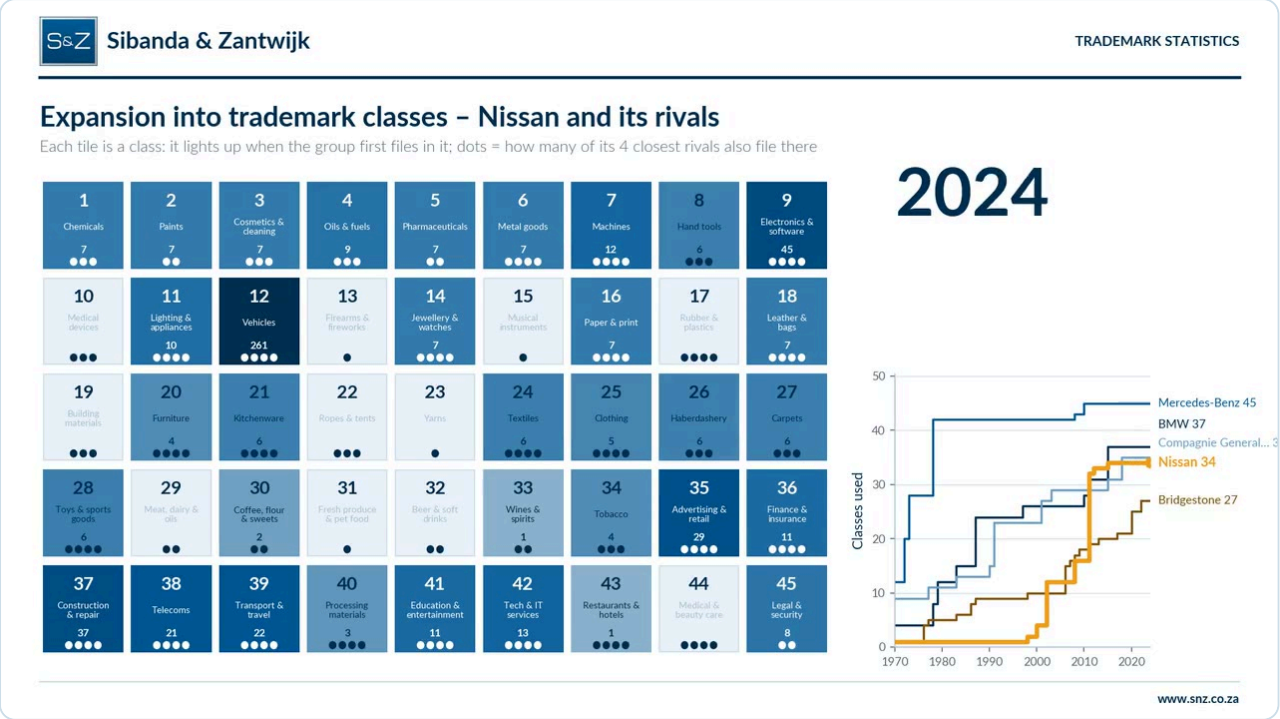
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Nissan	572	1980–2024
Nissan Jidosha	34	1959–2014

Where Nissan expanded its business

Trademark classes show what a business sells. Nissan's portfolio is concentrated in vehicles (class 12), electronics & software (class 9), construction & repair (class 37). Its most recent moves were into processing materials (2015), legal & security (2012), pharmaceuticals (2011).

Nissan trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nissan-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	261	43.4%	1959
9 Electronics & software	45	7.5%	2000
37 Construction & repair	37	6.2%	2002
35 Advertising & retail	29	4.8%	2002
39 Transport & travel	22	3.7%	2002
38 Telecoms	21	3.5%	2002
42 Tech & IT services	13	2.2%	2002
7 Machines	12	2.0%	1998

The brands Nissan protects most

The word marks and logo names Nissan has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	NISSAN	70	31	1959–2020
2	DATSUN	45	25	1959–2017
3	INFINITI	37	30	1989–2019
4	NISMO	24	24	2008–2023
5	CARWINGS	12	8	2002–2010
6	NISSAN INTELLIGENT DRIVING	9	9	2015–2015
7	DATTO	9	8	2018–2018
8	Infiniti InTouch	8	8	2013–2013
9	NissanConnect	8	8	2012–2012
10	NISSAN ENERGY	6	6	2019–2019
11	NISSAN INTELLIGENT GET&GO	6	6	2017–2017
12	NISSAN INTELLIGENT MOBILITY	6	6	2017–2017
13	SHIFT EXPECTATIONS	6	6	2002–2002
14	TOTAL OWNERSHIP EXPERIENCE	6	6	2011–2011
15	NISSAN E-SHARE MOBI	6	3	2018–2018

Logos filed most often (since 2020)



24 filings · 17 classes



3 filings · 2 classes



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

1 filing · 1 class

Nissan's logos

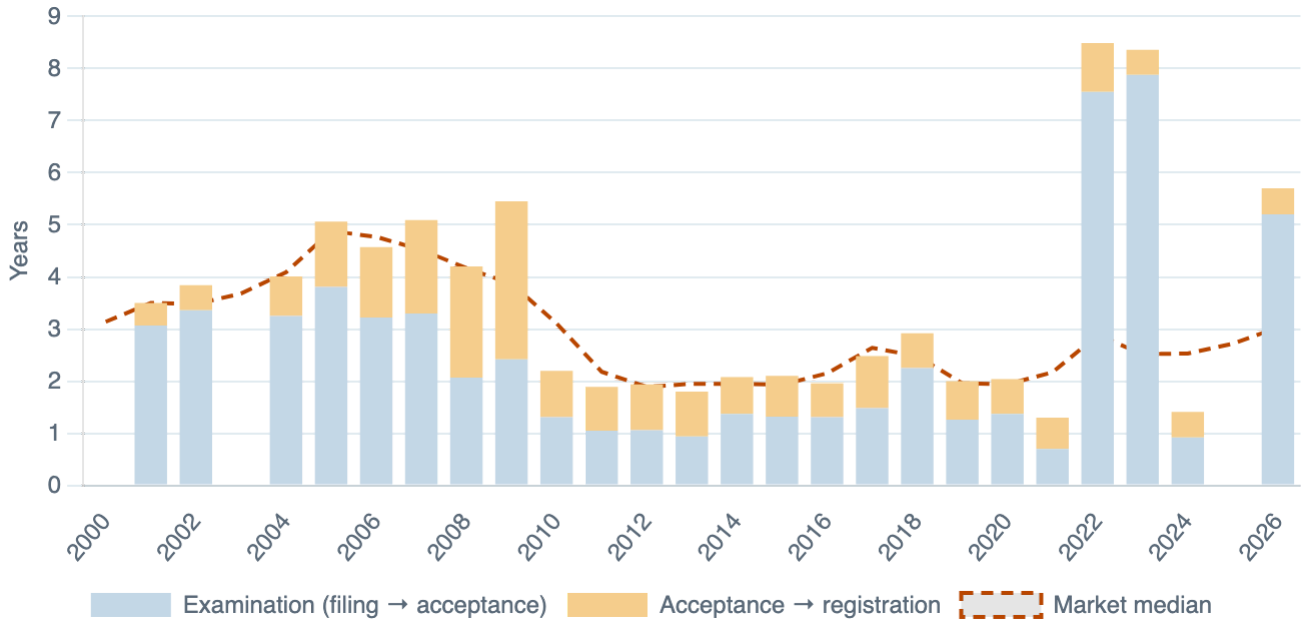
The 8 different logos Nissan has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

NISSAN 17 classes	INFINITI 2 classes	50th Anniversary 1 class	T-Spec 1 class	e-4ORCE 1 class
 1 class	 1 class	e-Pedal Step 1 class		

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Nissan's marks took a median of **8.3 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 7.4 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

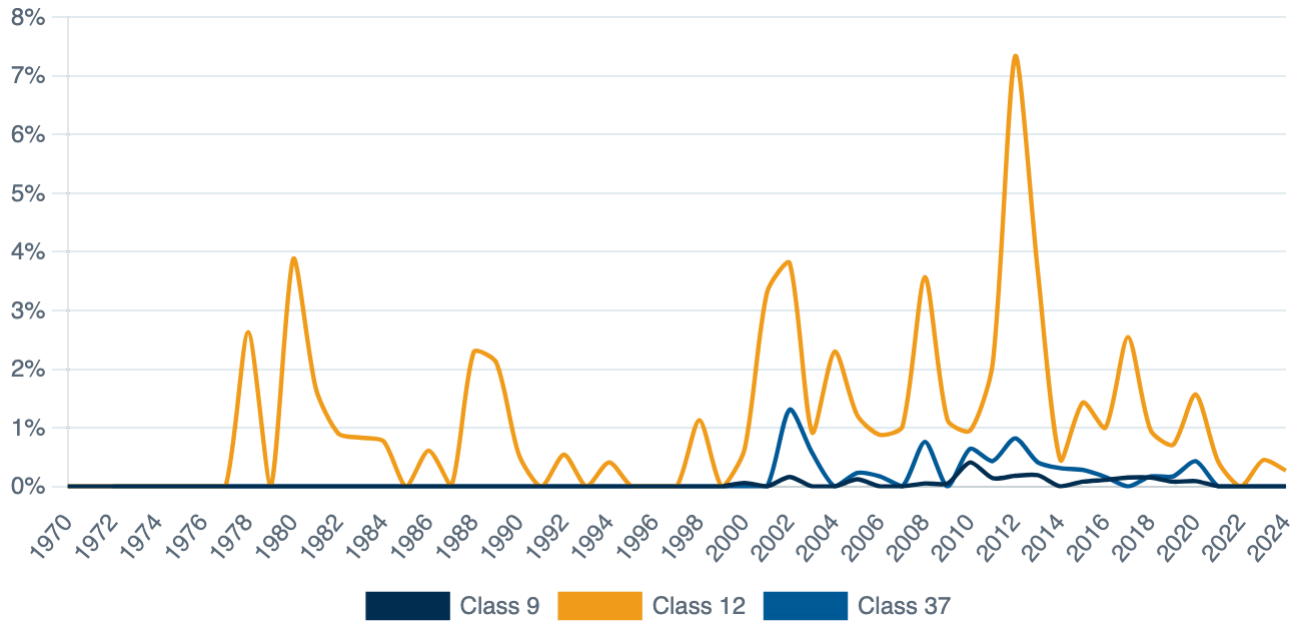


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Nissan's classes

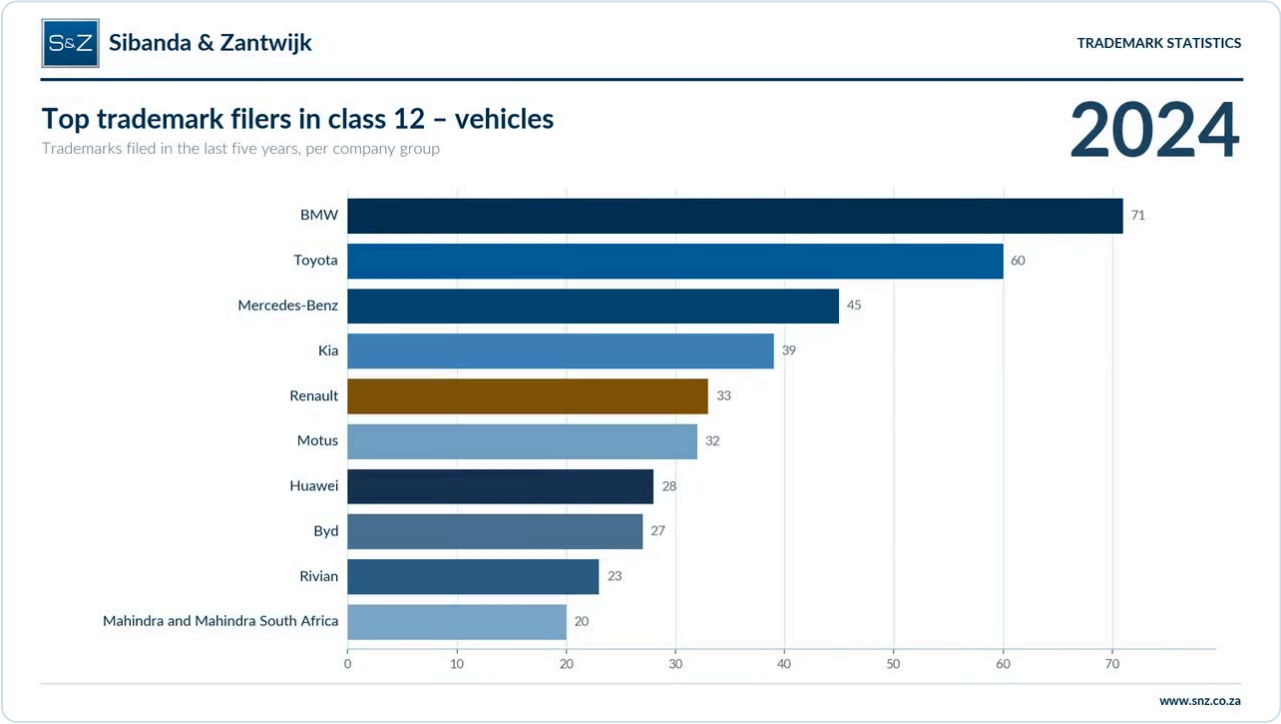
> Ranked by **number of trademarks filed in Nissan's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Nissan's market position, not who is most like it.

In the last five years, Nissan was **#25** of 891 filers in class 12 (vehicles), with 11 of 2,078 trademarks; **#1012** of 4,926 filers in class 9 (electronics & software), with 2 of 10,252 trademarks; **#308** of 1,255 filers in class 37 (construction & repair), with 2 of 2,181 trademarks.



Nissan's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Nissan



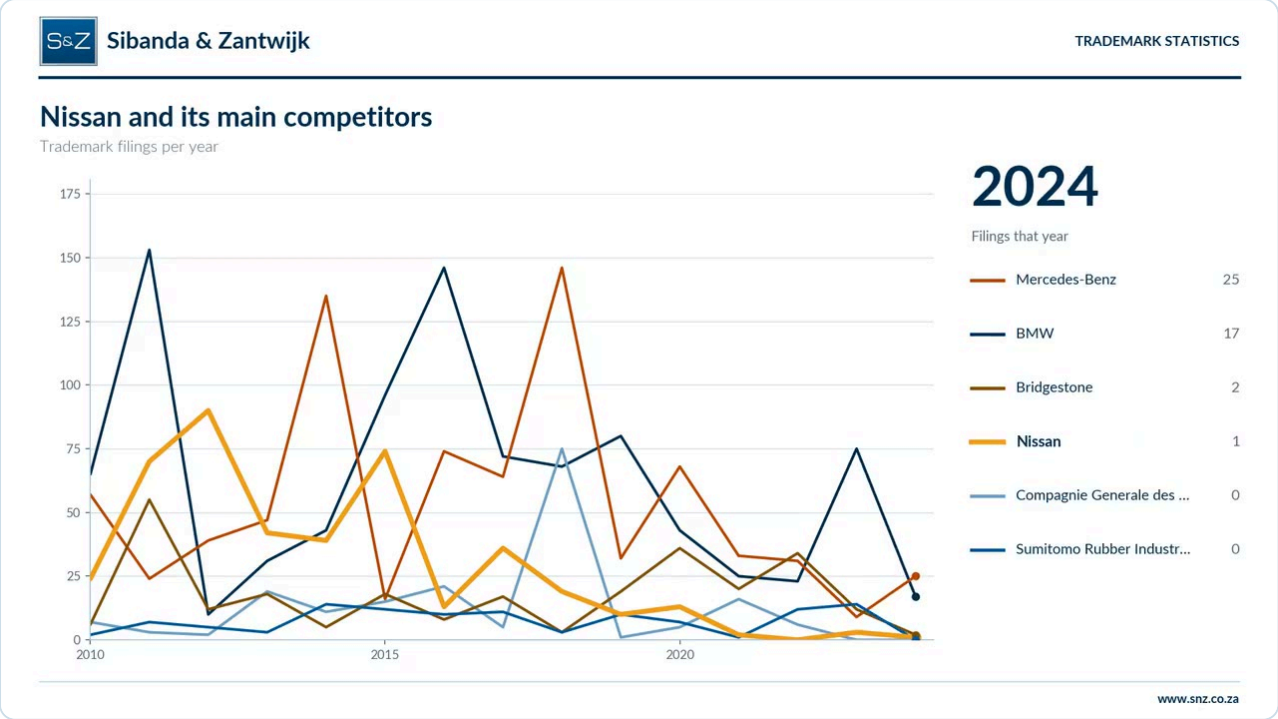
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nissan-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Nissan

> Ranked by **how similar their whole trademark portfolio is to Nissan's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Nissan's closest competitors in South Africa are BMW, Mercedes-Benz, Michelin and Bridgestone.

Nissan trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/nissan-south-african-trademarks/competitors-video.html

Trademark filings per year: Nissan (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	BMW	Direct competitor	98%
2	Mercedes-Benz	Direct competitor	87%
3	Michelin	Direct competitor	84%
4	Bridgestone	Direct competitor	82%
5	Sumitomo Rubber Industries	Direct competitor	82%
6	Motus	Direct competitor	80%
7	Ford	Direct competitor	78%
8	Toyota	Direct competitor	78%
9	Kia	Direct competitor	77%
10	Volkswagen	Direct competitor	75%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Nissan – relevant export countries

South Africa exported **US$20.7 billion** of the goods Nissan's main classes cover in the last year – automobiles; vehicles; trucks; cars (class 12); computer software; computers; cases; sunglasses (class 9); machines; machine tools; motors and engines; agricultural implements (class 7). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Nissan's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	80	US$8.7 billion	+3%	National	US$1,859
2	United States of America	71	US$1.9 billion	+6%	National	US$2,075
3	United Kingdom	64	US$1.8 billion	+4%	National	US$1,012
4	Türkiye	59	US$603 m	+15%	National	US$980
5	India	58	US$27 m	+4%	National	US$807
6	Canada	57	US$126 m	+3%	National	US$1,623
7	Australia	56	US$576 m	+2%	National	US$1,660
8	Russian Federation	55	US$10 m	+15%	National	US$1,492
9	China	54	US$55 m	-2%	National	US$745
10	Switzerland	54	US$202 m	+3%	National	US$1,120

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Nigeria	48	US$80 m	-6%	National	US$609 S&Z
2	Egypt	47	US$98 m	+1%	National	US$1,392
3	OAPI (17 states)	47	US$277 m	+10%	National	US$1,194 S&Z
4	Morocco	47	US$28 m	+20%	National	US$1,040
5	Algeria	45	US$9.4 m	+36%	National	US$1,160
6	Tanzania	45	US$150 m	+3%	ARIPO	US$343 S&Z
7	Zimbabwe	44	US$652 m	+13%	ARIPO	US$343 S&Z
8	Namibia	44	US$645 m	+18%	ARIPO	US$343 S&Z
9	Malawi	43	US$98 m	+41%	ARIPO	US$343 S&Z
10	Uganda	43	US$18 m	+16%	ARIPO	US$343 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 3 classes; ARIPO costs are per country, plus US$280 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
NISSAN	31	US$6,293	US$6,365
DATSUN	25	US$5,075	US$5,257
INFINITI	30	US$6,090	US$6,180
NISMO	24	US$4,872	US$5,072
CARWINGS	8	US$1,624	US$2,117

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Nissan's five most-filed brands: word marks of **other companies** (not Nissan's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to NISSAN (classes 9, 12, 35, 37, 39; searched 2018-02-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to DATSUN (classes 9, 12, 35, 37, 39; searched 2018-04-25 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to INFINITI (classes 9, 12, 35, 37, 39; searched 2018-03-28 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
INFINITE AUTO	2026-03-25	12	Infinite Auto (Pty) Ltd
INFINITE AUTO	2026-03-25	35	Infinite Auto (Pty) Ltd
INFINITY	2024-10-30	35	ONE ONE INFINITY REWARDS PROPRIETARY Ltd
INFINITY	2018-12-19	12	Genesys Africa (Pty) Ltd

Similar to NISMO (classes 9, 12, 35, 37, 39; searched 2018-02-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to CARWINGS (classes 9, 12, 35, 37, 38, 39, 41, 42; searched 2018-04-25 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

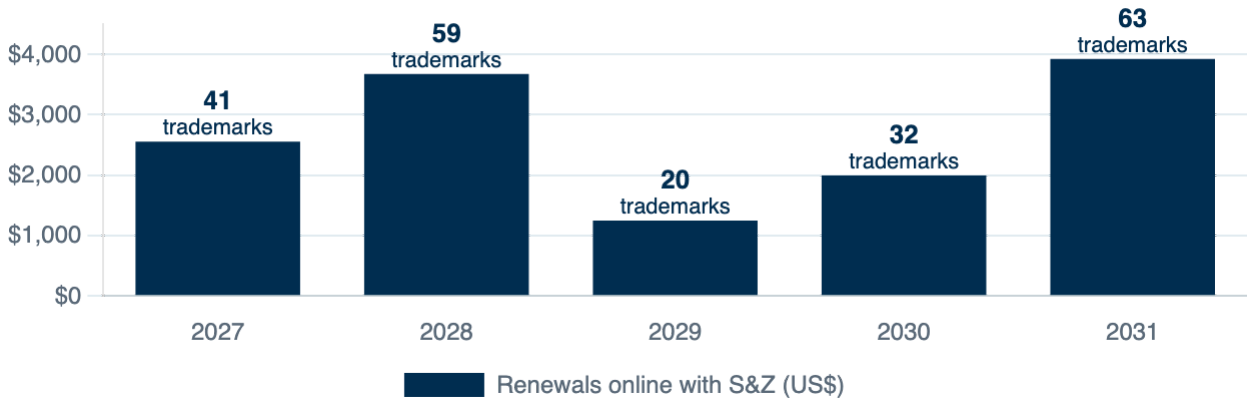
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Nissan's next five years of renewals

215 of Nissan's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$13,392 over the five years.



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