



DARREN COX

Global Head of Brand, Marketing and Sales, NISMO

Darren Cox is one of Nissan's pioneers. He devised Nissan's PlayStation GT Academy - the ground-breaking driver discovery and development program - which takes gamers and turns them into real-life racing drivers. He has been the driving force behind the success of the program, re-writing the rules on the career paths of racing drivers for the last seven years. In that time, GT Academy has spread across the globe, and graduates have risen through the racing ranks to Super GT, the Le Mans 24 Hours and F1 feeder series, GP3, all the while working as ambassadors for the NISMO brand.

Darren is an innovator. He championed Nissan's involvement with other unique projects, such as the outrageous Juke-R and the manufacturer's 'Garage 56' entries at Le Mans, where a special place is given for a car that demonstrates innovative technology.

In addition to managing many successful Nissan NISMO programs in international GT and sports car racing, Darren is now taking Nissan's MarComs to an even higher level in world endurance racing with the new LM P1 program, marking Nissan's return to the top class at the Le Mans 24 Hours. Revealed for the first time during the 2015 Super Bowl, the Nissan GT-R LM NISMO is the ultimate GT-R, poised to take on the toughest motorsport challenge Nissan has faced in its 80-year history. The battle lines have also been drawn off the track, where Darren leads the fight for share of voice in the media among the top manufacturers in LM P1.

As NISMO's Global Head of Brand, Marketing and Sales, Darren is also part of the management team responsible for the globalization of road cars bearing the NISMO badge, bringing 30 years of motorsport-inspired and developed styling and performance to Nissan's wide range of road cars and making this accessible to customers and enthusiasts.