

# Nissan LEAF: The leading electric vehicle



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Nissan LEAF is the best-selling EV both in the U.S. and around the world. A few milestones:

- First LEAF sale in December 2010
- U.S. li-ion battery production began in the fall of 2012
- ***Brought production of LEAF from Japan to Smyrna, Tenn. in December 2012***
- Surpassed 50,000 sales in May 2014
- LEAF celebrated its best sales month ever in August 2014 with 3,186 units
- Today there are ~160,000+ LEAFs around the world, with more than 88,244 on the road in the U.S.
- Nissan LEAF owns ~50% global EV market share





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# What's New on MY16 LEAF?

Zero Emission

## ■ Standard Trim Additions

- ❑ 30 kWh Battery Standard – SV & SL
- ❑ Quick Charge Port Standard – SV
  - ❑ Already standard on SL
- ❑ NissanConnect<sup>SM</sup> with Navigation – SV & SL
  - ❑ 7-inch color display with multi-touch control
  - ❑ Nissan Voice Recognition for navigation and audio
  - ❑ SiriusXM Travel Link<sup>TM</sup> (Fuel prices, Weather, Movie listings and Stock info)
  - ❑ NissanConnect<sup>SM</sup> APPS
- ❑ New Exterior Colors – All Trims
  - ❑ Forged Bronze
  - ❑ Coulis Red
  - ❑ Deep Blue Pearl
- ❑ REVISED – CARWINGS now NissanConnect EV

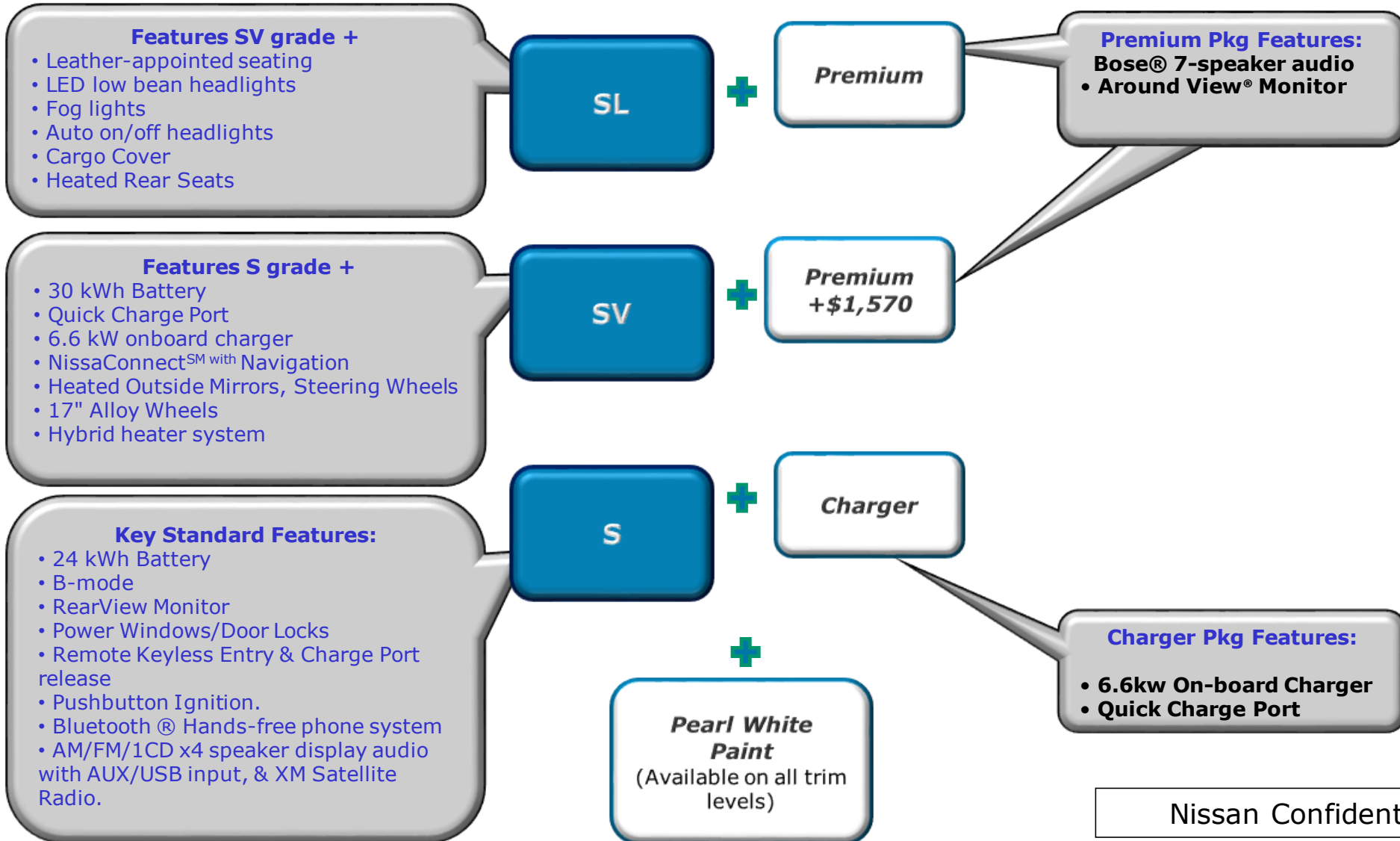




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# MY16 LEAF Grade Walk

Zero Emission





# Nissan Green Program 2016



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## Four Pillars



# Nissan's Sustainability Program



## Nissan Green Program (NGP) 2016

- **No. 1 in Zero-Emission Vehicles:** cumulative sales of 1.5 million units of zero-emission vehicles by 2016 across the Renault-Nissan Alliance.
- **Leading Fuel Efficiency:** 35% fuel economy improvement compared with 2005 on a corporate average by launching products delivering class-leading fuel efficiency across a wide range of segments globally
- **Leading low corporate carbon footprint:** reduce CO2 emissions corresponding to corporate activities by 20% per vehicle compared with 2005.
  - Widen CO2 control scope to include logistics, offices, and dealerships in addition to production sites.
  - Introduce renewable energy sources for manufacturing and related facilities.
- **Leading closed-loop recycling** through being the first in the auto industry to set a recycling objective and adopt a comprehensive closed-loop recycling scheme, including steel, aluminum and plastic.
  - Apply recycled materials from production waste or end-of-life vehicles and parts into new vehicles.
  - Reduce consumption of rare earth elements.

# Nissan Infrastructure Approach



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Build 'Range Confidence' in target markets by deploying Infrastructure in population centers to support extending in-town range

## 1 Dealership

- DC Fast Charger Dealer Program
- Creates community anchor for charging infrastructure
- Answers purchase question on "where do I charge my car?"
- Creates sales tool and links community infrastructure



## 2 Community

- Deployment via key stakeholder groups
- Builds confidence through community awareness
- Local and State Governments
- Utilities and energy providers
- Site hosts: Retail, commercial, destinations, gas stations etc.
- Research & Environmental Organizations



## 3 Workplace

- Supports employer incentives for sustainable mobility
- Supports business fleet needs
- Employee benefit used to attract and retain top talent, increase productivity and workplace harmony
- Promotes energy efficiency and environmental co-benefits





# Impact of Nissan's EV Workplace & Fleet Program



- LEAF Ride and Drives across 2 Texas campuses: Dallas, Houston
- **95% increase** in LEAF sales workplace events
- Charging previously installed; Phase 2 Nissan donation 3 charging stations to Houston



- LEAF Ride and Drives across 3 Colorado campuses: Denver Tech Center, Broomfield, Colorado Springs
- **75% increase** in LEAF sales workplace events
- Installed charging (1- Dual pedestal) at each Oracle Colorado location



- LEAF Ride and Drives across Texas & Colorado campuses: TX - Dallas, Houston, Austin, CO - Fort Collins
- **60% increase** in LEAF sales workplace events
- Charging previously installed - Houston; Phase 2 Nissan charging donation – 1 Dallas, 2 Fort Collins

## City of Houston



- Acquired **27 LEAFs** in their fleet
- Parking and Zoning Enforcement
- ~ \$110,000 in 1<sup>st</sup> year maintenance and fuel
- 47% utilization rate among 480 drivers
- Nissan donated 1 DC fast charger
- LEAF outreach – Green Office Challenge Events



# Nissan Future Concepts

Nissan's vision for the future of EVs and autonomous driving



**Zero Emission**





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