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August 2014

**Zero Emission**



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# Nissan's 100% Committed to: Zero Emission Mobility Global Leadership



**Zero Emission**

# And the Winner is...Nissan LEAF



RJC Car of the year  
(2011, JPN)



JPN Car of the year  
(2011, JPN)



World Car Awards  
(2011, USA)



Euro Car of the year  
(2011, EUR)



Eco products awards  
(2011, JPN)



10 Best Engine  
(2011, USA)



Best Mobile Innovation  
(for Automotive and Transport)

## <Other Awards>



12 Awards



8 Awards



4 Awards



11 Awards

# Commitment to Zero Emissions



- Nissan LEAF: First mass-market electric vehicle
- Expanded global business organization
  - Support growth of sales and addition of new markets
- Expanded local production (Japan, USA, UK, China)
- Proactively expanding charging infrastructure
- Future Zero Emission Mobility Investments and Innovations



# Nissan LEAF – Success to Date



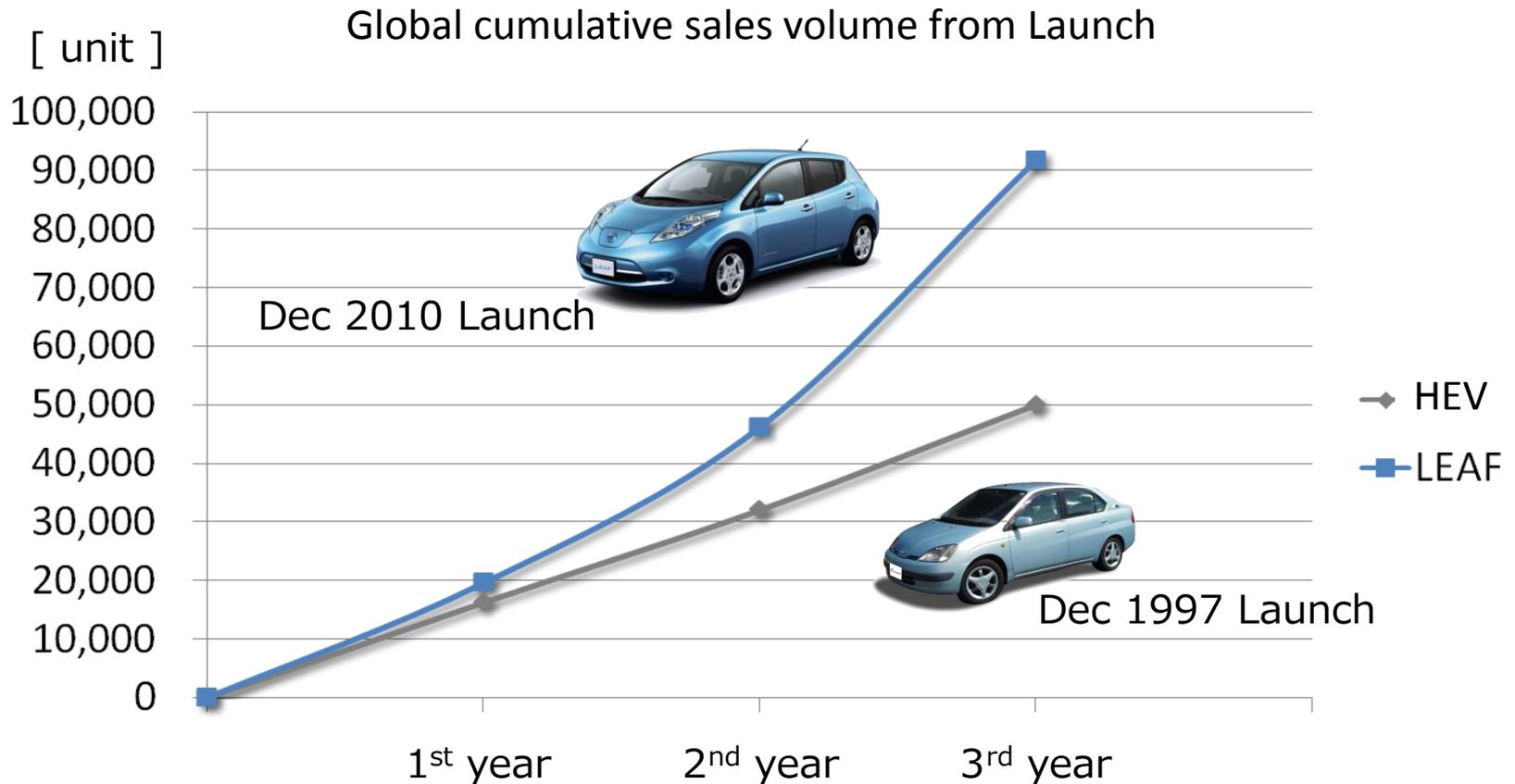
- Nissan LEAF Continues to be the best-selling 100% electric vehicle in the U.S. & Globally
- More than 120,000 global sales since launch
- No.1 Global EV Market Share: 47%
- More than 50,000 on U.S. roads today
- LEAF is #1 Nissan vehicle sold in Atlanta, Portland, San Francisco & Seattle



# LEAF Global Sales History



Adoption of EV in first 3 years is 2X vs. Hybrid  
Took Hybrid (Toyota Prius) 5 years to get where LEAF did in 3 years



# What's New on MY15 LEAF?



- **Standard Trim changes**
  - ❑ Cruise Control– S trim
  - ❑ B-Mode (Regenerative Breaking Drive Mode) – S trim
  - ❑ Audio and Entertainment Improvements
    - ❑ Hands-Free Text Messaging Assistant
    - ❑ Voice Destination Entry
  - ❑ 17" Alloy Wheels Standard – SV trim (replacing 16" alloy wheels, available 8/1/14)
  - ❑ New Morning Sky Blue exterior color (available 7/25/14)
  - ❑ Pearl White paint becomes a premium paint on all trims (SV & SL available at SOP, S in July)



Alloy Wheels

16"



17"



# MY15 LEAF Grade Walk



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## Features SV grade +

- Leather-appointed seating
- LED headlights
- 17" Alloy wheels P215/50
- Fog lights
- Auto on/off headlights
- Quick charge port

**SL**  
\$35,120

**Premium**  
+\$1,570

## Premium Pkg Features: SV & SL grades +

- Bose® 7-speaker audio
- Around View® Monitor

## Features S grade +

- 6.6 kW onboard charger
- Navigation 7" color LCD screen
- Carwings Telematics System
- 6-speaker audio system
- Pandora link for iPhone
- 16" Alloy Wheels (17" after 8/1/14)
- Hybrid heater system
- Voice Destination Entry

**SV**  
\$32,100

**LED/Quick Charge**  
+\$1,630

**Premium**  
+\$1,570

\*LED/Quick Charge + Premium combination not available after 7/31/14

## LED+QC Pkg Features: SV grade +

- Quick Charge Port
- LED Headlights
- Fog Lights
- Auto On/Off Headlights

## Key Standard Features:

- B-mode
- RearView Monitor
- Heated Front & Rear Seats
- Heated Steering Wheel & Mirrors.
- Power Windows/Door Locks
- Remote Keyless Entry & Charge Port release
- Pushbutton Ignition.
- Bluetooth ® Hands-free phone system
- AM/FM/1CD x4 speaker display audio with AUX/USB input, & XM Satellite Radio.

**S**  
\$29,010

**Charger**  
+\$1,770

## Charger Pkg Features: S grade +

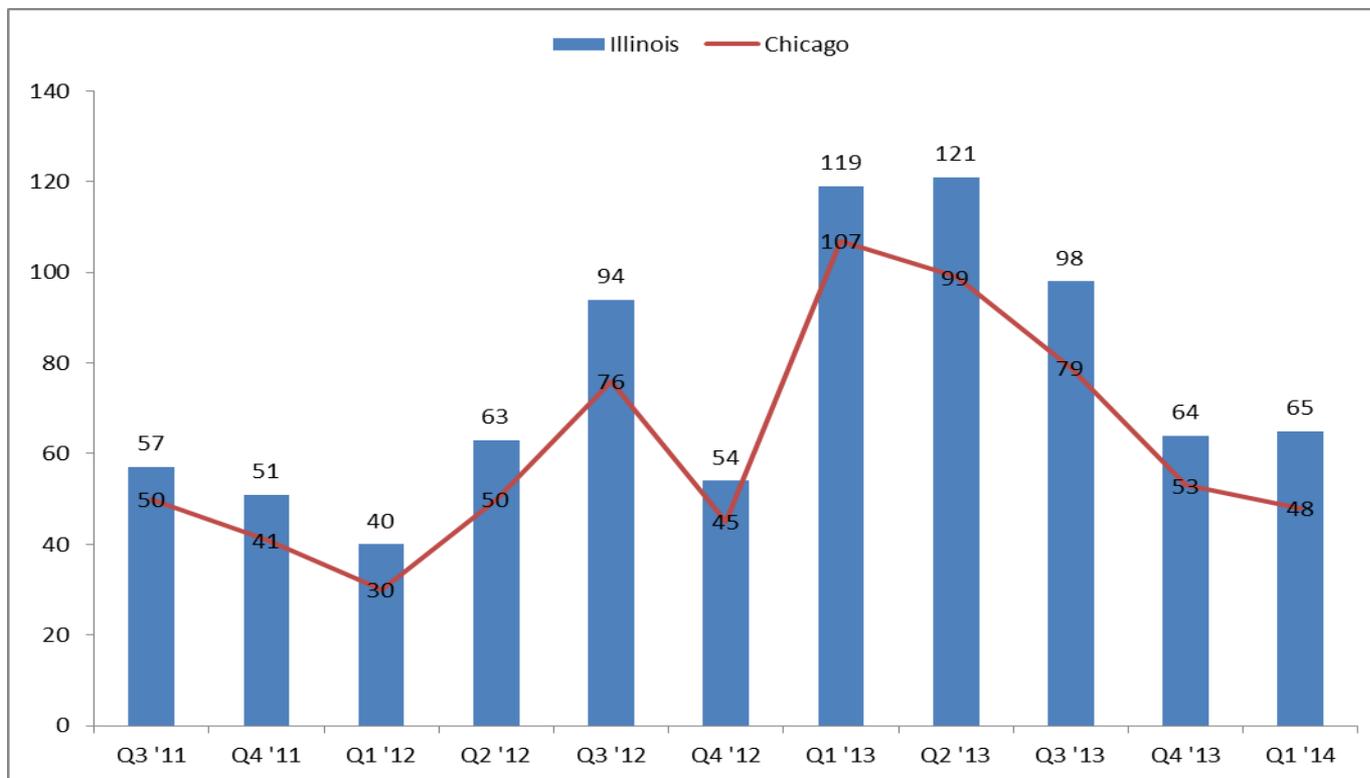
- 6.6kw On-board Charger
- Quick Charge Port

**Pearl White Paint**  
+\$395

(SV & SL available at SOP, S in July)

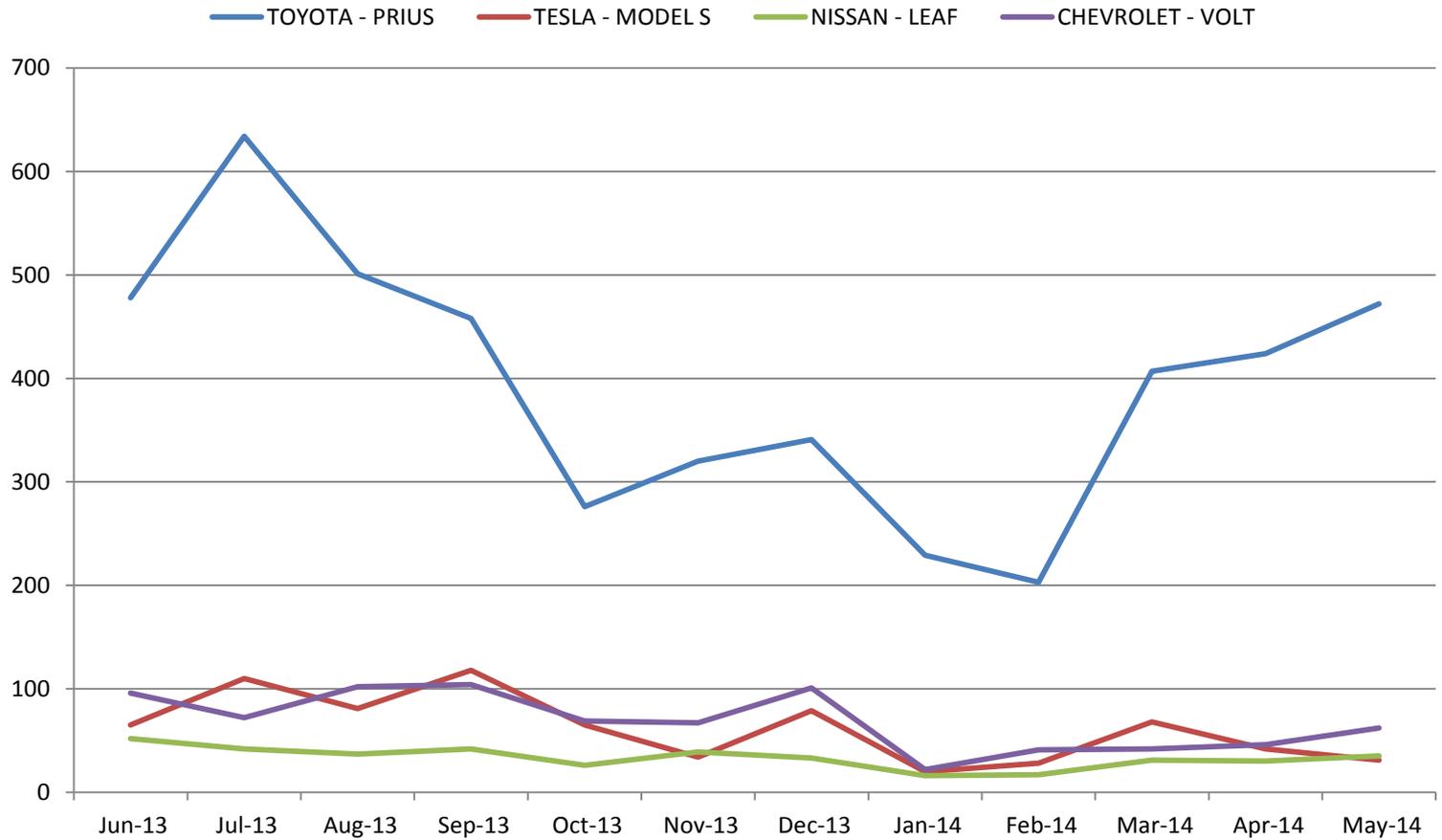


# Illinois / Chicago LEAF Sales Growth





# Illinois LEAF vs. Competitors Sales



# 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

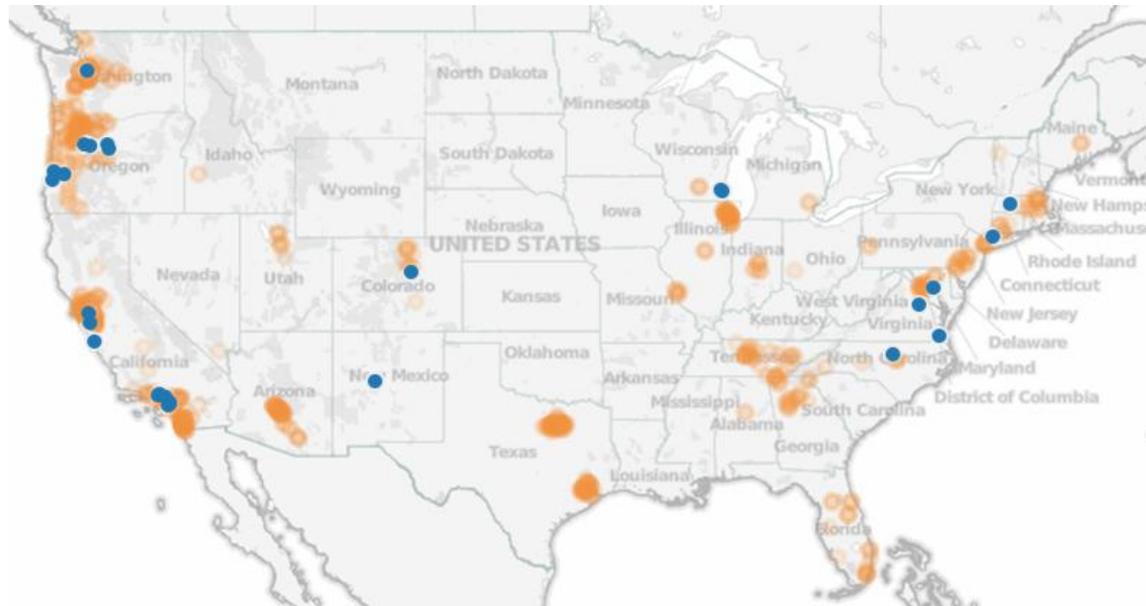


# Infrastructure: CHAdeMO DC Quick Chargers



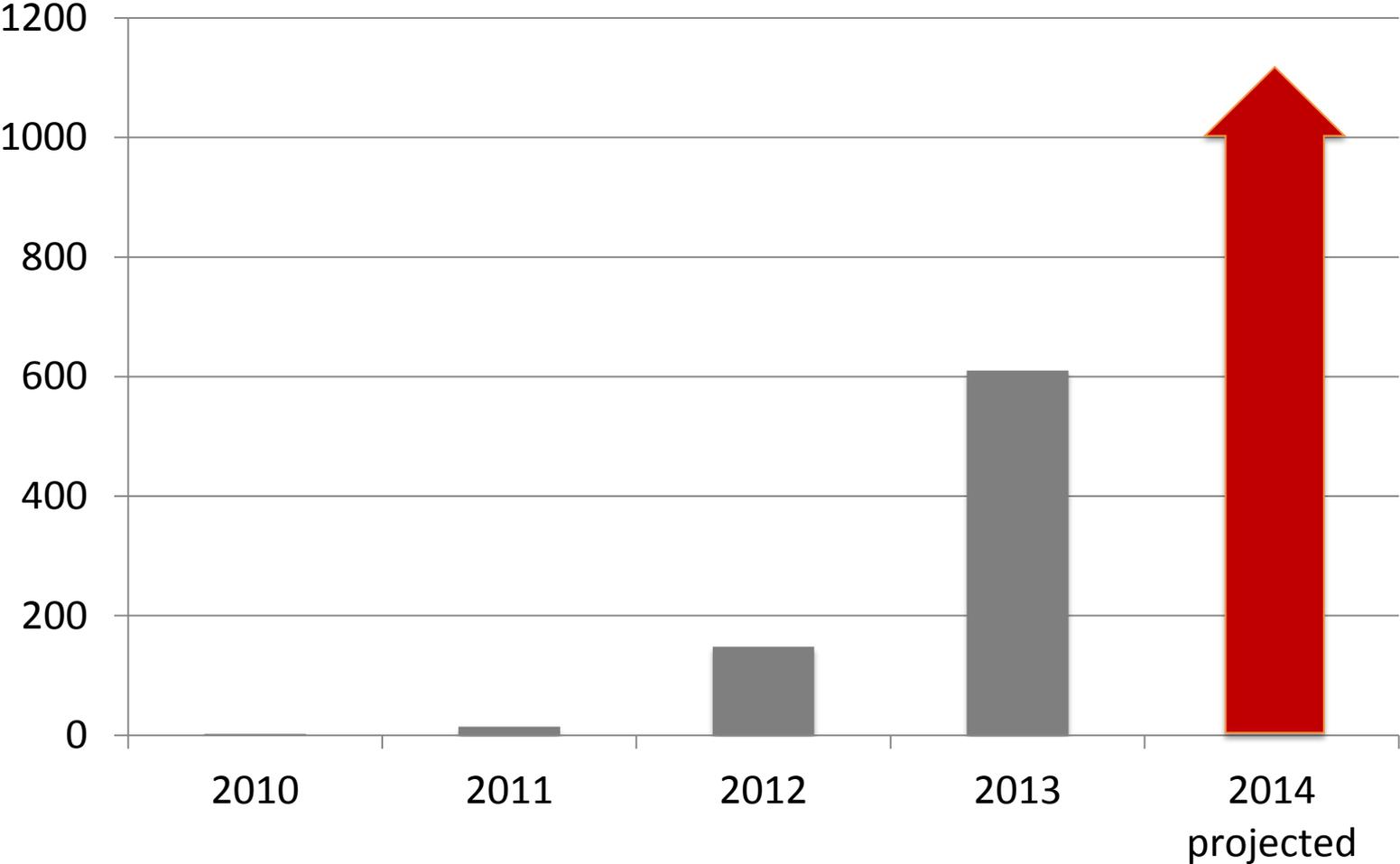
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- 212% increase in 1 year
- Large DC Quick Charger presence in:
  - San Francisco
  - Portland
  - Los Angeles
  - Seattle
  - Nashville
  - Dallas
  - Houston
  - Washington, D.C.
  - Phoenix

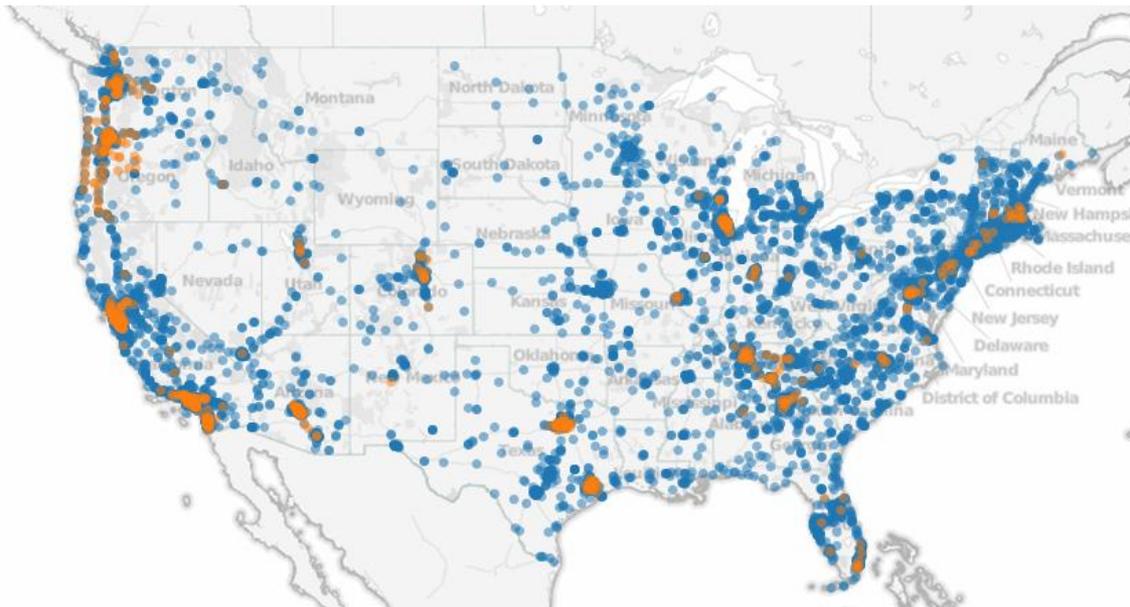


All dots = QCs  
Blue = last 45 days

# Fast Charger Infrastructure Growth in the US



# Infrastructure Snapshot: Level 2 (240V)



## Current State (Mar '14)

- 17,476 public chargers currently in place.<sup>1</sup> Up almost 5,000 units from 2013
- Residential units estimated at 60% of LEAF sales (30,000)

## Future State

- 20,000 public chargers by the end of 2014
- 51,000 residential units

	2010	2013	Mar. 2014
Level 2	1,972	12,729	17,476

Sources:

<sup>1</sup> Plugshare Database, Mar. 31. 2014./Filtered to show only publicly accessible locations



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# Nissan Workplace Charging Program

- Establish and sustain relationships with clean transportation like minded employers to promote EVs & Nissan LEAF
  - Universities, Municipalities & Fortune 500 companies
- Conduct town halls and Nissan LEAF campus ride and drives
- Support workplace charging across employer facilities
  - Complement an existing plan, enhance plan or help develop a plan
- Provide employees with preferred 2014 & 2015 Nissan LEAF pricing





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# Let's Count WPC Employee Perks !

- \$1,000 off dealers invoice on LEAF  
[www.insidenissan.com](http://www.insidenissan.com)
- \$7,500 Federal incentive on EVs;  
\$4,000 rebate Illinois residents on EV  
purchase
- DC fast charging at Nissan  
dealerships
- LEAF loaner where available for  
extended test drives
- 2 Years FREE subscription to EZ  
Charge network in certain markets  
[www.EZ-Charge.com](http://www.EZ-Charge.com)



## Plug-In Electric Drive Vehicle Credit (IRC 30D)

Internal Revenue Code Section 30D provides a credit for Qualified Plug-in Electric Drive Motor Vehicles including passenger vehicles and light trucks.

For vehicles acquired after December 31, 2009, the credit is equal to \$2,500 plus, for a vehicle which draws propulsion energy from a battery with at least 5 kilowatt hours of capacity, \$417, plus an additional \$417 for each kilowatt hour of battery capacity in excess of 5 kilowatt hours. The total amount of the credit allowed for a vehicle is limited to \$7,500.



# WPC Employer Benefits



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- Demonstrate an employer willing to adopt technology
- Enhance corporate sustainability efforts
- Reduce an employer's indirect emissions from employee commutes
- Retention & acquisition
- EV \$ incentive as employee benefit to reduce commuting costs
- National recognition [DOE Workplace Charging Challenge](#)



# Nissan Private & Public LEAF Fleet Applications



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## Microsoft

- Shuttle service

## SAP

- Security & shuttle service

## Google

- Gfleet - EV car sharing fleet
- Nissan DCFC supporting LEAF fleet

## Kara Cupcakes

- Delivery vehicle

## University of Texas – Dallas

## Public Fleets

- City of Houston (27)
- City of Dallas (10)
- City of Oklahoma City (2)
- State of Illinois (20)
- City of Champagne (1)
- ...just to name a few!



An electric vehicle (the Nissan Leaf) parks to use the charging station at the Governor's Mansion in Springfield.



# LEAF Fleet Value Equation



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	<b>2014 LEAF S</b>
<b>MSRP</b>	<b>\$28,980</b>
<b>Federal Tax Credit</b>	<b>(\$7,500)</b>
<b>Retail Transaction Price</b>	<b>\$21,480</b>
<b>Estimated Monthly Fuel Savings vs. average combustion vehicle.<sup>1</sup></b>	<b>(\$137)</b>



<b>LEAF fleet volume</b>	<b>5</b>	<b>10</b>	<b>20</b>
<b>Potential fuel and maintenance savings over 5 years<sup>1</sup></b>	<b>\$41,250</b>	<b>\$82,500</b>	<b>\$165,000</b>

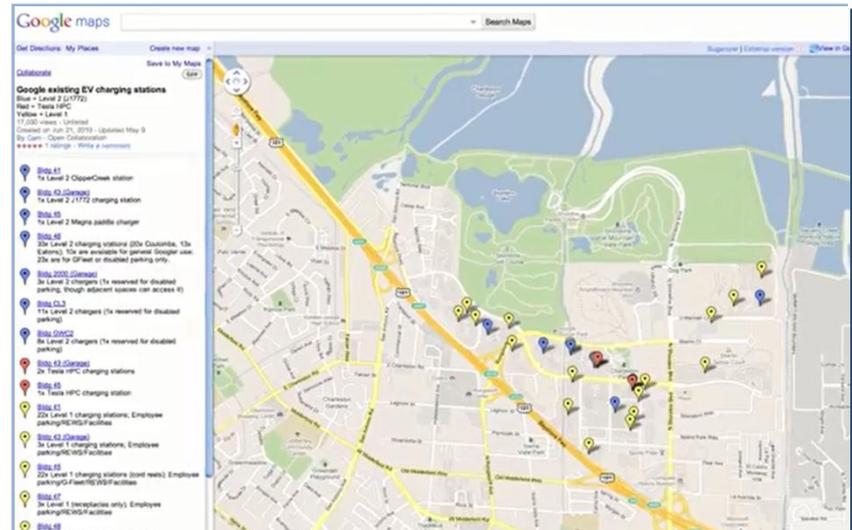
<sup>1</sup> Source: EPA - Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 24 MPG and costs \$11,000 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$0.12 per kW-hr. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate changes and smog.

# Google EV Mania



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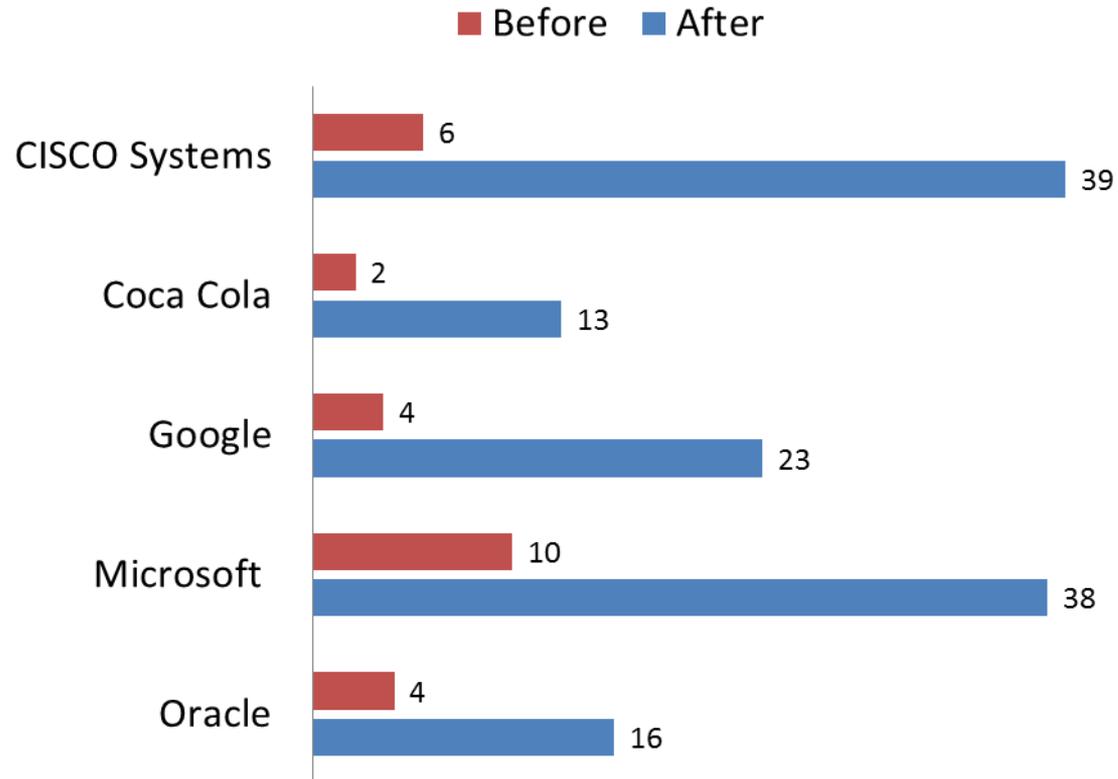
- Sustainable Commuting Strategy driven by Green Business Operations & Transportation Team
- Largest corporate EV charging infrastructure in the United States with 500+ Charging stations
- Free charging to employees
- Gfleet – PEV Car sharing for employees
- Annual Electric Vehicle Event on Campus with Googlers resulting in 400+ ride & drives
- 400+ Googlers in Nissan Leafs



# Moving the Needle in Employee Engagement



Average per Month Nissan LEAF Adoption Before & After Nissan EV Workplace Initiative





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# Ideal Workplace Charging Plan

- % target and forecast of parking lot dedicated to EV
- Facility policy company-wide to ensure EV charging at all new and existing buildings and sites
- Ongoing annual assessment of #/% of EVs on campus
- Active listening of EV employee community
- Attracting talent / employee benefits
- Minimal fee or pledge to ensure a Good Neighbor Policy
- EV car sharing / shuttle program



# What's Next: Your Company & Nissan



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## Action Plan:

- Identify champion
- Post LEAF discount pricing on employee benefits site
- Pilot Nissan's WPC program
  - Hold 2 – 3 LEAF outreach events i.e. tabletop educational event & LEAF test drive event
- Establish review process with champion (frequency TBD)
  - Number of new LEAF owners
  - Assess additional EVSE needs
  - Provide LEAF fleet assistance if needed
- Champion identify other sites to rollout WPC program

sears



UNITED 



**Baxter**





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# The EV Conversation starts with you...



## EV Owners, Sustainability Officers, Operations/Facility & HR Executives



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