



## **Nissan announces 'Nissan Intelligent Mobility' vision, building on company leadership in electrification, vehicle intelligence**

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### ***On-road technology demos in 2016, with Piloted Drive model available in Europe in 2017***

**GENEVA (Switzerland) 1<sup>st</sup> March 2016:** Pursuing a goal of zero emission vehicles and zero fatalities on the road, Nissan today unveiled its 'Intelligent Mobility' vision at the Geneva International Motor Show. Created to guide the Nissan product evolution, Intelligent Mobility will anchor critical company decisions around how cars are powered, how cars are driven, and how cars integrate into society, all while staying focused on creating more enjoyable driving experiences.

"Our Intelligent Mobility vision is a framework to move customers around the world towards a safer and more sustainable future," said Carlos Ghosn, CEO. "To realize this vision, Nissan has launched a long-term strategy, supported by significant R&D investments. This enabled Nissan to introduce the breakthrough LEAF, the world's first mass production EV, in 2010 -- years before any of our competitors. It has also driven our development of cutting-edge autonomous drive technologies, which will be available in a range of mass production models by 2020. These steps are allowing Nissan to deliver the benefits of EV and autonomous drive innovations to as many customers as possible and, ultimately, to lead the way toward a new era of mobility."

At the core of Nissan Intelligent Mobility are three areas of innovation:

- Nissan Intelligent Driving – creating more driver confidence, spearheaded by Nissan's autonomous drive technology, Piloted Drive
- Nissan Intelligent Power – more efficiency, more power, spearheaded by electric vehicles (EV)
- Nissan Intelligent Integration – new links between vehicles and society

Each area represents cutting edge technological advances by Nissan – safety innovations through autonomous technology such as high-stability control and high-reliability drive systems; high-efficiency powertrains, including alternative and conventional fuel engines with advanced transmissions; and energy management solutions.

Yet beyond the technical specifications, Nissan is focusing on the driver and passenger experience with Intelligent Mobility and bringing those experiences to consumers now. All told, it's a story of how Nissan is making driving more personal, empowering and exhilarating.

### **Nissan Intelligent Driving**

Nissan's Intelligent Driving is foremost about performance, comfort and safety, removing the stress from a daily commute or minimizing the risk of unsafe conditions. Many of these advances are already available, as drivers can rely today on vehicles to recognize danger or take appropriate action to enhance safety. Nissan is leading with its Safety Shield technologies like Lane Departure Warning and Forward Emergency Braking, and will advance this leadership into autonomous drive technologies, available to all customers on core models in the range.

Nissan will launch multiple vehicles with autonomous drive technology in the next four years in Europe, the United States, Japan and China. The technology will be installed on mainstream, mass-market cars at affordable prices and the first model will come to Japan this year. An on-road demo event in Europe in 2016, will showcase the maturity of Nissan's autonomous drive technology. In 2017, the Nissan Qashqai will become the first Piloted Drive vehicle available in Europe.

"Autonomous technologies have been part of our R&D activities for a long time, we've done extensive and ongoing on-road testing since 2013, said Daniele Schillaci, Executive Vice President, Global Marketing and Sales at Nissan. "This verified the integrity and versatility of Nissan's Piloted Drive engineering in real-world scenarios. Our autonomous technology is additive to the driving experience you have today, offering more enjoyable driving and less stress."

### **Nissan Intelligent Power**

Nissan has been the leading automotive brand in electric vehicle technology and sales. Nissan believes that quiet, yet powerful, acceleration with an increased range is essential to ensure an incredible driving experience. Nissan is boosting EV battery energy density and performance, represented by the 60 kWh battery and up to 550km\* autonomy, in the Nissan IDS Concept, which is making its European premiere at Geneva. Nissan technologies also reduce charging time, and develop EV potential in other innovative ways. Alternate sources of on-board electric power, such as fuel cells, will further encourage fuel diversity and renewable energy development. Also on the path of Intelligent Power is the further improvement of downsized turbo and X-TRONIC transmissions for both fuel efficiency and seamless response and acceleration."

"Nissan is exploring a wide range of energy sources for tomorrow's vehicles, and we recognize our role in continuously investing in multiple technologies," said Schillaci "The Nissan LEAF electric vehicles have now driven over 2.2 billion kilometers by highly satisfied customers, which is proving our capabilities in terms of electric vehicles and in terms of our ability to introduce advanced, intelligent technologies"

### **Nissan Intelligent Integration**

How does an automaker create new benefits to society, and contribute to cleaner air, a greener planet and traffic safety? The answer is the networking of cars, individuals, social infrastructure as well as contributing towards the building of the essential charging infrastructure.

Nissan will help connect cars to social infrastructure such as road, information and electric power networks which will eventually lead to reduced traffic jams, more efficient car sharing, remote vehicle operation and improved energy management.

Nissan also continues to support expanding EV charging networks across Europe, the US, Mexico and Japan. To date over 10,500 quick chargers have been installed globally and in Europe, Nissan is working with partners to even further increase quick chargers that can be used by all EVs, helping to grow the entire market and bringing convenience and confidence to the European EV drivers, not just Nissan drivers.

Ubiquitous connectivity is an expectation of car consumers as an extension of their work and personal devices. Technology trends are everywhere with mobility and the "bring your own device" phenomenon extending to vehicles. Nissan is committed to enabling vehicles to be part of that connected ecosystem.

"Intelligent Integration joins together Nissan's Power and Driving initiatives with a society," said Schillaci. "Intelligent Mobility does not only make driving more enjoyable but it is an important step towards our goals of 'zero emissions and zero fatalities'. To achieve this important goal we require a wider commitment by automakers. We must work with regulatory agencies to create and adapt motor vehicle laws, standards, and policies to support autonomous drive."

Nissan's Intelligent Mobility technologies are available today in the form of Safety Shield, camera technologies and EV vehicles. It will further expand with Piloted Drive vehicles available in 2016 in Japan and in 2017 in Europe. As Nissan looks toward a future of car sharing, integrated traffic management systems, and wireless charging networks, the full vision of Intelligent Mobility becomes clear.

**ENDS**

\*NEDC (New European Driving Cycle) value

### **About Nissan in Europe**

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,600 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last calendar year Nissan plants in the UK, Spain and Russia produced more than 675,000 vehicles including award-winning crossovers, small cars, SUVs, commercial vehicles and electric vehicles, including the Nissan LEAF, the world's most popular electric vehicle with 96% of customers willing to recommend the car to friends. Nissan now offers a strong line-up of 23 diverse and innovative models in Europe under the Nissan and Datsun brands.

### **About Nissan Motor Co.**

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 247,500 employees globally, Nissan sold 5.32 million vehicles and generated revenue of 11.38 trillion yen (USD 103.6 billion) in fiscal year 2014. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. Nissan leads the world in zero-emission mobility, dominated by sales of the LEAF, the first mass-market, pure-electric vehicle and best-selling EV in history.