



## **Nissan reveals new digital community platform to drive awareness and engagement in electric vehicles and sustainable living**

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- 'Electrify the World' embodies Nissan Intelligent Mobility, encouraging the creation of smarter, better connected and more sustainable communities
- See campaign announcement video here: <https://youtu.be/9pZ2BDb7LI4>

**Barcelona (Nov. 30<sup>th</sup>, 2016)** - Today, Nissan announced the launch of its new digital community platform, aimed at driving awareness, interest and debate around electric mobility and sustainable living.

*Electrify the World* aims to engage audiences across Europe and inspire them to join Nissan's electric revolution, living smarter and more sustainable lifestyles. The programme comprises four major themes: Electric Lifestyle, Green Technology, Sustainable Energy and What's Working – a theme that will explore current innovations.

Through the brand's network of social media sites and websites, Nissan will be using its expertise from almost a decade in electric vehicles to inspire new conversations about sustainability and cleaner living. The platform also gives users a forum to engage in discussion, interact with the brand and offer opinions.

Gareth Dunsmore, Head of Electric Vehicles, Nissan Europe, said: "Back in 2010, we launched the Nissan LEAF, the world's first mass-market electric vehicle. It triggered a new wave of interest in zero-emission technology. Since then, the electric revolution has continued to grow. Now we're taking that another step further with the launch of this digital community platform today.

"Our new *Electrify the World* platform aims to grow a movement that goes beyond cars, uniting people with the goal of using new technologies and green energy to create more sustainable and efficient communities. We want to encourage discussions about the benefits of an electric lifestyle and demonstrate to our audiences how new technologies can benefit their lives today, as well as help improve the lives of future generations."

The announcement was made at the company's Nissan Futures event, which took place in Barcelona. At the event, which explored Nissan's Intelligent Mobility vision for an autonomous and electric future, the brand also unveiled the findings of an independent autonomous drive report and made major announcements relating to its work to develop energy storage solutions for home owners and businesses in Europe.

Since the Nissan LEAF first went on sale in 2010, there are now more than 260,000 Nissan electric vehicles on the road globally, with 75,000 of these on Europe's roads.

To learn more about Nissan's *Electrify the World* campaign and its commitment to Intelligent Mobility, visit: <https://www.nissan.co.uk/experience-nissan/electric-vehicle-leadership.html>