

# Corporate Citizenship

NISSAN SEES ITSELF AS VERY MUCH PART OF THE GLOBAL COMMUNITY. THAT MEANS NOT SIMPLY PROVIDING SUPERIOR PRODUCTS, BUT PUSHING THE LIMITS IN AREAS SUCH AS SAFETY AND THE ENVIRONMENT—AND ADDING MORE TO THE SOCIETIES IN WHICH NISSAN EMPLOYEES LIVE AND WORK.

## Helping Build a Better World

### Social Responsibility

As a true member of the global society, Nissan is involved in a number of activities to contribute both in the local communities where it works, and around the world.

The Nissan Mississippi Scholarship Fund, established as Nissan began its major investment in the US state through the construction of its new assembly plant in Canton, Mississippi, is part of a partnership being formed with local communities, with the first four recipients announced in 2002.



The four 2002 recipients of the Nissan Mississippi Scholarship with Nissan North America Senior Vice President Emil Hassan (left) and Mississippi Governor Ronnie Musgrove (right).

The Fund highlights Nissan's interest in education and the enrichment of the lives of young people. Fiscal year 2002 marks the fifth term of the Nissan-NPO Learning Scholarship Program, a chance for Japanese university and



Nissan-NPO Learning Scholarship award ceremony

graduate students to work at one of 15 non-profit organizations (NPOs), largely related to the arts, education, international exchange and the environment.

Nissan has also established a chair in automotive innovation at Spain's Polytechnic University of Catalonia (UPC) to promote technological and management innovation in the automotive sector.

In the new German federal states of the former East Germany, Nissan is supporting an initiative to stem the exodus of young talent to the west. The program, which is being run at 157 dealerships, is offering around 200 young people between the ages of 16 and 20 the opportunity to undertake apprenticeship programs in mechanics, sales and administration.

Nissan was also named as one of the Top 50 Companies for Diversity by the online magazine diversityinc.com. The list is the result of research into America's largest corporations and their employment, management, supplier and community practices related to diversity.

### Safety

The number of severe injury and fatal accidents involving Nissan vehicles is on a downward trend in Japan, down 10 percent from 1995.

Nissan aims to do better, from a society needs perspective, not only a regulatory one. Nissan's target is to reduce serious and fatal accidents involving Nissan vehicles by half from 1995 levels.

Nissan will continue to pursue ways to increase the safety of the drivers and passengers of its automobiles.

### Environment

Nissan's approach to environmental responsibility as a corporate citizen is with the conviction that sound environmental policy is at the core of sound business practice.

Nissan announced the Nissan Green Program 2005, a mid-term environmental action plan for the Japanese market. This encompasses product and technology development, recycling strategy and many other initiatives.

For more details on Nissan's environmental activities, please see the company's Environmental and Social Report, published annually and available at the Nissan Global website, <http://www.nissan-global.com>.

