

Nissan Mexicana, S.A. de C.V. (Mexico)

Meeting Local Needs

In 1966, Nissan Mexicana, S.A. DE C.V. (NMEX) commenced operations as Nissan's first overseas production base. In the nearly four decades since then, Nissan has continued to expand corporate activities around the world, always stressing the importance of localized production. At Nissan, "localized production" means operating production bases as close to our target markets as possible, delegating responsibility for manufacturing to the people in each respective community. This means that the vehicles are manufactured in the same region in which they are sold, using local resources and suppliers.

President Hiroshi Yoshioka of NMEX offers this perspective: "A particularly important factor for local production is excelling as a company that is trusted by the local community. Nissan's regional presence is extremely large, making it all the more important for us to conduct our corporate activities in a responsible manner rooted in a firm understanding of the culture, language, customs, history and other unique characteristics of the local community". He added, "In Mexico, people often think that environmental awareness is something for the rich, and many people are therefore likely to ignore environmental regulations. This is one of the biggest challenges we face." To earn the trust of the Mexican government and of local customers, he emphasized that NMEX makes special efforts to strictly adhere to even the smallest of regulations in order to uphold its hard-earned reputation. "That is one reason," he explained, "it is imperative that NMEX understand the Mexican culture in order to continue with successful vehicle production and retail."

The same approach applies to environmental action. In addition to its proactive initiatives on global environmental issues like CO₂ emissions and effective use of resources, NMEX promotes an agenda of meeting the current needs of the local environment.

Water Conservation

The state of Aguascalientes is located in the center of Mexico. It is home to an automobile assembly plant employing some 4,470 workers. The facility has grown over the years in close partnership with the local community, with as many as three generations of some families having earned their livelihoods working at the plant. In recent years, however, as a result of decreased rainfall, farmland expansion and population growth, water-related problems have become increasingly serious. Taking this situation to heart, NMEX has taken a series of measures to reduce water usage at the plant. The average amount of water used to manufacture a single vehicle has been reduced from 5.35m³ in 1996, to only 1.75m³ in 2004.



NMEX President: Hiroshi Yoshioka



Using solar-powered hot water for employees' shower (Aguascalientes Plant, Mexico)



(From left) Rene Erick Castro, Environmental Staff, Aguascalientes Plant; Jesús De la Torre, Environmental Staff, Lerma Plant; Nazario Dante De Dios, Environmental Staff, Civac Plant; Everardo De la Garza, Manufacturing Director; Adolfo Abraham Aburto, Environmental Staff, Head Office; Armando Ávila, Manufacturing Vice President; José Francisco Vázquez, Environmental Staff, Civac Plant; Marcos Antonio Ribera, Environmental General Manager; Francisco Esteban Ramírez, Environmental Staff, Civac Plant; Eduardo Hernández, Environmental Staff, Toluca Parts Distribution Center.



Nissan Mexicana received the Environmental Excellence Award in September 2004

Water used at the plant is not wasted. After being purified at on-site treatment facilities, it is used in forestation activities and to water the plants and lawns at the site.

One local program focuses on planting the Afghan pine, a tree well suited to the low rainfall climate and soil conditions in the region of Aguascalientes. Under the slogan of "Taking Care of the Earth, Our First and Only Home," some 1,500 trees are planted every year. Participation in the program has expanded well beyond NMEX employees to include local government officials, elementary school students and community volunteers. This popular forestation program has now been successfully carried out for more than a decade.

Also deserving mention is a project started recently at the initiative of the company's employees. They have created a pond to collect the rainwater that falls on the plant grounds. The pond is being expanded into an area open to the public, where employees and members of the local community can gather in their free time and relax in a recreational environment. The employees are now working hard to take this volunteer initiative from concept to reality as soon as possible.

Environmental Excellence

One of the key strengths at NMEX is the company's long-term commitment to a wide range of eco-friendly activities. In addition to their persistent efforts to reduce waste, prevent air pollution, and minimize their water usage, NMEX has also introduced solar-energy devices to heat their water at the plant. These endeavors, and the regular distribution of their Environmental Report, have earned NMEX the "Environmental Excellence Award" presented by the President of Mexico, Vicente Fox, to companies that have demonstrated outstanding environmental performance.

One employee summarized what it is like to work at NMEX: "Working at Nissan has dramatically changed the way I look at the environment and at society in general. While at work, I now take special pride in finding ways to contribute to the environment and to my local community."

At NMEX, environmental protection means far more than simply complying with the local laws and regulations. Employees strive to excel as a company that earns the trust of the community and stands out as an environmental leader making a significant local contribution to the global effort for sustainable mobility.