

Global Environmental Issues

Three Key Issues

In this section, "Nissan's Perspective", we discuss the three key environmental issues of greatest concern to Nissan and explain our approach to creating what we call a "Symbiosis of people, vehicles and nature."

- **Managing CO₂ Emissions**
- **Protecting the Air, Water, and Soil**
- **Recycling of Resources**

Nissan strives to conduct business in a way that balances the three aspects of economic activity, environmental consideration and social responsibility in order to create value for all our stakeholders. What stands in the way of making this vision a reality?

One question pertinent to all three of the issues mentioned above is, "How can Nissan best leverage its position as a global automaker to contribute to society's need for sustainable mobility?"

The answer may very well lie in advanced technologies used to build eco-friendly vehicles and the ability to equip large numbers of vehicles with these technologies globally. To support this approach, we aim to build vehicles that appeal to customers for their price and function in order to also generate increased understanding among consumers about the effect eco-friendly technology has on the driving experience.

As a further measure to stay abreast of emerging issues and in order to proactively develop effective solutions to our impact on the environment, Nissan participated in the WBCSD Mobility Project* as a means of identifying how transportation in the period leading up to 2030 and beyond could be made more sustainable.

We aim to build sustainable mobility into every stage of our business. To support this aim, we work with the Global Environmental Management Committee (G-EMC) to decide the main priorities and guiding principles of our environmental management. In Japan, our environmental activities are currently carried out under a 5-year environmental action plan called the "Nissan Green Program 2005" which focuses on vehicle development and production, the logistics involved in transporting vehicles and parts, the delivery of vehicles to customers through our dealers, and the recycling of end of life vehicles that have concluded their product lifecycle.

Our products are made from steel and aluminum and large amounts of energy, water and a broad range of chemical substances, and which are released into the atmosphere in production process. Although cars provide people with the mobility they need and serve as a vital part of the social infrastructure, the process required for manufacturing them results in substances such as SO_x and NO_x, which impact on the local environment and, to a certain extent, on the global environment as well.

Aware of this reality, we place a special importance on knowing exactly what society expects of Nissan as an automaker with production bases and markets all over the world. In addition to holding frequent dialogues with our stakeholders, we consult regularly with industry experts to find ways of further developing our positive potential on the global environment. Examples of this include providing mobility and infrastructures in developing countries, developing technology for effective use of energy, and raising environmental awareness. In brief, "technological development" and "the extensive application of that technology" are crucial



| | Development | Production | Logistics | Sales and Service | Use | Recycling End of Life Vehicles |
|------------|--|---|--|--|---|---|
| Key Issues | Managing CO₂ Emissions | ·Improving Fuel Economy ·Fuel Cell Vehicle (FCV) Development | ·Reducing CO ₂ Emissions | ·Increasing the Loading Ratio ·Modal Shift | | |
| | Protecting the Air, Water, and Soil | ·Cleaner Exhaust Emissions | ·Reducing Substances with Environmental Impact | ·Partnership between Nissan and Our Dealers ·Nissan Green Shop Activities | ·Environmental Communication and Education with Customers | ·Appropriate Treatment of End of Life Vehicles (ELVs) |
| | Recycling of Resources | ·Design for Recycling | ·Effective Use of Resources | ·Reducing Containers and Packaging Materials | | ·Recycling Automobile Shredder Residue ·Dismantling Research ·Sales of Reusable Parts ·Materials Recycling |

to Nissan's efforts to contribute to the realization of sustainable mobility.

Under the Nissan Revival Plan and the NISSAN 180 plan, we have further cultivated the ability to set clear-cut targets and to advance as a unified company to achieve those targets. Regarding our environmental aims, we stress the importance of setting targets from

the perspective of how, and to what extent they will actually reduce environmental impact.

In the following section, "Nissan's Challenges", we report in detail on how we deal with these topics at each stage of our operations — from development to recycling.

*A 4-year collaborative project hosted by World Business Council for Sustainable Development and attended by 12 leading international automotive and energy companies: More information at: <http://www.wbcsd.org/>