

# Sales and Service

## Environmental Activities at Customer Interface



Nissan Green Shop certification logo

**Nissan's dealers are the crucial links that connect our customers with our cars. To address customer concerns about the environment and to act with accountability, Nissan and our sales companies have adopted a proactive approach to protecting the environment.**

### Nissan Green Shop Activities

At Nissan, we understand that the attitude of our staff and the activities carried out at our sales and service points function as the face of our company to our customers. In order to earn the trust and respect of our customers, individuals increasingly concerned with the environment when purchasing a vehicle, and we believe it is crucial for our dealers to be as environmentally responsible as every other link in the chain of our business activities.

To support this initiative, starting in April 2000, Nissan introduced an environmental management certification system based on ISO 14001 standards, which we call the Nissan Green Shop. After being certified as a Nissan Green Shop, the dealer's activities are evaluated on a regular basis through internal audits and periodic inspections carried out by Nissan. Dealerships with Nissan Green Shop certification promote responsible environmental behavior including the appropriate handling of end-of-life vehicles as well as the processing and recycling of waste generated at dealerships as a result of service and repair activities. Through these efforts, Nissan aims to ensure that our dealers take responsibility for minimizing any environmental impact resulting from their business activities.

#### Nissan Green Shop - Three Declarations

- ① We observe all laws, ordinances, and guidelines.
- ② We will minimize the environmental impact of our business activities.
- ③ We will communicate regularly about our environmental efforts to our customers.

The Nissan Green Shop certification system does not end with the completion of a single audit. In order to guarantee that environmental activities are being maintained and improved, approximately 60 Nissan

inspectors conduct regular audits on an annual basis and certification renewal audits every three years. At the end of fiscal year 2004, the certifications of all companies and shops were renewed under this plan. In addition, sales companies carry out their own independent internal audits every six months.

From the 2003 audits, the conventional "pass/fail" method was augmented with the introduction of a points-based system. This enabled more meaningful comparisons of the environmental performances levels at each sales company against the all-company average. Furthermore, by adopting such an evaluation system, we were able to heighten workplace awareness and accountability.

#### ►Addressing the Automobile Recycling Law

From January 2005, the Automobile Recycling Law became effective in Japan. This requires automakers to retrieve and properly recover or recycle automobile shredder residue (ASR), airbags and chlorofluorocarbons (CFCs)/ hydrofluorocarbons(HFCs) from vehicles that have reached the end of their service lives. At Nissan, steps are being taken so that staff at our dealerships gain an understanding of what this legislation means and what kind of fees are involved. The goal of such activities is to ensure that each Nissan sales company employee can fulfill his or her own responsibilities by providing customers with appropriate explanations of the new system.

One of the first things we did was to produce and distribute an original "Service Response Manual" based on the Recycling Law. At the same time, we held information sessions in all key locations to supply information for everyday tasks. We also established an exclusive Recycling Law information desk, establishing a detailed system to enable a swift response to

questions from sales companies. Nissan is also making effective use of the "Green-Cycle Communication". First published in 1998, this bulletin provides timely environmental reporting to sales companies, and features a series of articles about the new Recycling Law along with other easily understandable updates. Furthermore, by ensuring that the Recycling Law is closely followed we have added the law's provisions to the Nissan Green Shop auditing priorities.

#### ►Establishing End-of-Life Parts Collection and Recycling Activities

Nissan promotes the collection and recycling of used plastic bumpers accumulated during the repair and replacement of vehicle parts at dealers in Japan. A program implemented in 1992, which has now become firmly established, is the recovery of end-of-life resin bumpers from vehicle repairs and parts replacements. As part of the program, collected bumpers are recycled into plastic parts for new vehicles. A total of some 260,000 such bumpers have been recovered throughout Japan.

With regard to signal flares in Japan, Nissan has established an independent distribution route to ensure safe processing, with flares being collected at all dealers since January 2002. Flares were previously treated as non-industrial waste, but because of the risk of self-igniting or of damaging incinerators when large volumes of flares are disposed of, Nissan dealers now send the flares to specialized recyclers.

#### Advancing Collaboration Between Nissan and Sales Companies in Japan and Abroad

Given stricter environmental regulation and heightened public concern for the environment, Nissan sales

companies have shown a clear growth in environmental awareness. By extending Green Shop activities, more sales companies and dealer outlets are pitching in to help with community clean up as well. Taking it upon themselves to advance meaningful programs to better serve their districts, some companies and dealers have earned honors as outstanding companies of the community. The result is a steady increase in positive assessments by their respective communities. Nissan has responded to this trend by inserting Green Shop information in its PR magazine, new vehicle catalogs, fliers, and other materials from fiscal year 2004.

To ensure the implementation of the Nissan Green Shop program, Nissan's original environmental management system for dealerships, we support a range of activities such as the monthly Green Shop Day. This event serves to raise environmental awareness among the staff and we are currently seeking ways to strengthen Green Shop activities with dealers worldwide. Our experience with Green Shop and other initiatives has taught us that close and regular communication with our dealers is the key to managing environmental activities successfully.

We are planning studies for the global expansion of the Green Shop scheme for sales companies to promote environmental activities, using Japan's Nissan Green Shop experience as a benchmark. Since operations and management methods for such efforts differ from country to country, Nissan is organizing information-sharing programs to establish how to best set up the Green Shop system globally in a way that takes into consideration the uniqueness of cultural and regional characteristics.