

Environmental Initiatives

Our Environmental Theme: Achieving a Symbiosis of People, Vehicles and Nature



To realize our philosophy of “a symbiosis of people, vehicles and nature,” we have adopted comprehensive initiatives to protect the global environment that encompass a car’s lifecycle as well as the entire scope of our business activities. For the earth and for future generations, Nissan is proactively taking up environmental issues, seeking to be recognized as a “sincere eco-innovator.” We are providing innovative products to reduce the load on the environment and develop a sustainable mobile society. Based on our “Nissan Green Program 2010” plan, we are pursuing three major initiatives: reducing CO₂ emissions, reducing exhaust emissions, and recycling resources.

Reducing CO₂ Emissions

Nissan approaches the reduction in CO₂ emissions as an issue of high priority. At every stage of our production and business operations—from manufacturing, transport and distribution to customer test-drives—we are working to decrease the volume of CO₂ emissions. Improving fuel economy is one of our highest priorities. While we continue to develop advanced electric vehicle technologies, we are taking immediate steps to reduce CO₂ emissions via breakthroughs in powertrain technology to achieve the ultimate in engine efficiency. Such improvements in engine fuel consumption are widely and speedily incorporated in our vehicles.



The 2005 Nissan X-Trail FCV

Reducing Exhaust Emissions to Protect the Air, Water and Soil

Nissan has established strict internal controls and targets to reduce the level of emissions from our vehicles, in addition to factory wastewater and chemical substances from the manufacturing process. These controls and targets are applied at both the product design and manufacturing stages. In Japan, more than 80 percent of Nissan’s gasoline-powered cars are certified as SU-LEV*. By Nissan’s calculations, this roughly equals the reduction in emissions if 40 percent of the vehicles we sold were powered by fuel-cell batteries or electricity instead. Nissan’s objective is to achieve emissions at a level lower than any applicable ambient air regulation or standard.



The March SU-LEV

* SU-LEV: Super Ultra-Low Emission Vehicle. A vehicle that produces 75 percent less exhaust emissions of nitrogen oxide (NOx) and nonmethane hydrocarbon (NMHC) than the level prescribed in the 2005 exhaust emissions standards.

Recycling Resources: Promoting Our “3R Campaign” of “Reduce, Reuse, Recycle”

Nissan cars are designed to be recyclable. We have continued to develop various initiatives to promote the most effective recycling of resources possible. Since the launch of the March model in 2001, followed by the Cube, Lafesta and all new models after 2005, we have achieved a recycling rate of 95 percent in Japan. We have undertaken steps on a worldwide scale to realize a 95 percent actual ratio of recycling—what is referred to as the effective recycling ratio*—for cars at the end of their life cycle.



Major recyclable components in the Note model

* The recycling ratio is based on the 1998 definition of the potential recycling ratio and guidelines for calculation methods from the Japan Automobile Manufacturers Association.

The “Nissan Green Program 2010” Environmental Action Plan

“Nissan Green Program 2010” is Nissan’s environmental action plan, incorporating concrete objectives for environmental challenges up to the year 2010. Based on this plan, Nissan will reduce CO₂ emissions in all fields related to its operations. Moreover, we have set our ultimate goal—“Reducing the negative environmental impact caused by our business operations and usage of Nissan’s vehicles, to stay within the Earth’s natural ability to absorb these impacts”—and we are implementing various initiatives to achieve it.

