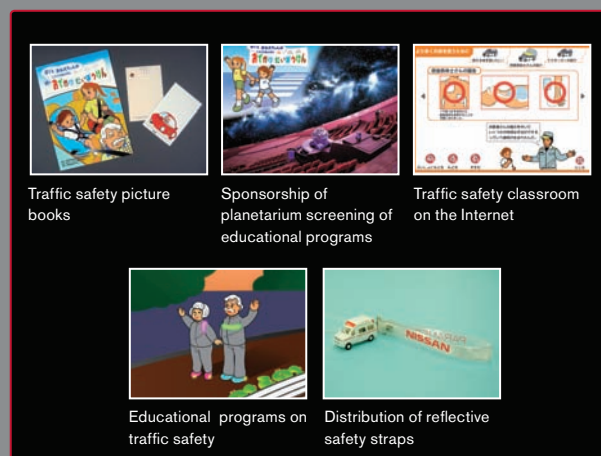


People-oriented activities

Nissan approaches safety not only from the standpoint of vehicle safety and the traffic environment, but also from the standpoint of the individual, through educational activities and driver training.

Safety promotion efforts

Since 1972, the Nissan Hello Safety Campaign has distributed safety education books to children in nursery schools and kindergartens, and provided videos for group screenings in Japan. In 2005 Nissan expanded the program to citizens aged 65 and over. Since 1998, Nissan North America has provided the Quest for Safety program, a free educational seminar to enhance the safety of children in vehicles by informing caregivers of the importance of child seats and other safety matters. In addition, the Nissan Snug Kids program presents information to help choose child seats. These ongoing programs are intended as a response to the fact that, in the USA, traffic accidents are one of the leading causes of child mortality and about 80% of child seats are used incorrectly.



Traffic safety picture books

Sponsorship of planetarium screening of educational programs

Traffic safety classroom on the Internet

Educational programs on traffic safety

Distribution of reflective safety straps

Educational activities

- Side door guard beams
- Driver's seat SRS airbag system
- Front-passenger's seat SRS airbag system
- Seat belts with pre-tensioners
- Energy-absorbing steering column
- **Driver's side SRS airbag system first installed as standard equipment (1995)**
- **SRS dual airbag system first installed as standard equipment (1995)**

- Award for traffic safety activities received from Japanese government (1968)
- First "Hello Safety Campaign" (1972)
- Enhanced and expanded yearly "Hello Safety Campaign" (1990)
- "Nissan Driving Park" safe driving course held in 5 prefectures of Japan (1991)
- Donation of 40,000 copies of seatbelt wearing promotion leaflet to Traffic Safety Association branches throughout Japan (1995)

- Seatbelts with pre-tensioners and load limiters
- Brake Assist
- Vehicle Dynamic Control
- Front-seat SRS side airbags
- Titanium clear sideview mirror
- 3-point ELR rear seatbelts
- Electronic Brake force Distribution
- Front-seat Active Head Restraints
- Cruise Control

- Ichiro Nissan safety pamphlet (1996)
- Nissan Driving Park permanent exhibition (1998)
- Nissan Driving Park with child seat program (1999)
- Child seat popularization program video (2000)
- Quest for Safety program (N. America, 1998)

- Pedestrian injuries reduction body
- Adaptive Front Lighting System
- Intelligent Brake Assist
- Front Pre-Crash Seat Belts
- Compatibility body
- Intelligent Cruise Control with low-speed following capability
- Lane Departure Warning (N. America)

- Began traffic safety activities aimed at aged people as part of 32nd "Hello Safety Campaign" (2003)
- Began local grassroots movement linked to traffic safety public policy as part of 33rd "Hello Safety Campaign" (2004)
- Produced and distributed picture book aimed at aged people and grandchildren
- Donated educational picture books and reflective straps to 28th Traffic Safety Fair (sponsored by Prime Minister's Office)
- Award for traffic safety activities received from Japanese government (2005)
- 34th "Hello Safety Campaign" (2005)
 - *Safety educational program shown at planetariums in 10 prefectures with worst traffic fatality rates (as of end of June 2006)
- Snug Kids program, industry first (N. America, 2002)