Nissan Ambition 2030 Presentation

November 29, 2021

Video link: https://www.youtube.com/watch?v=oArepEmjEBo&t=10s
NISSAN
AMBITION
2030
Together we empower mobility and beyond
Making Nissan better
Addressing irreversible shifts
Addressing irreversible shifts
Addressing irreversible shifts
Creating unique value
Do what others don’t dare to do

“Do what others don’t dare to do”
Electrification as our core strategy
Investing in our future

Investments in Electrification

¥1 trillion
Invested since 2010

¥2 trillion
more by 2026
Investing in our future

23 Models

including 15 new EVs
Investing in our future

50% Electrification mix

NISSAN

INFINITI
Investing in our future

130 GWh

Battery Production Capacity
Investing in our future

All Solid-State Battery

Pilot Plant by 2024
Market introduction by 2028
Advancing battery technologies

Battery evolution is diversifying electric vehicles
Advancing battery technologies

All Solid-State Battery
Advancing battery technologies

Expanding to larger body segments

LEAF  ARIYA

Liquid Lithium-Ion Battery  All Solid-State Battery
Advancing battery technologies

All Solid-State Battery
Advancing battery technologies

Lower battery cost to

$65/kWh
Readying for the future
Readying for the future

40% CO₂ emission reduction in our plants

*Percentage comparison of CO₂ reduction per unit from 2019-2030. Equivalent to 47% decrease compared to 2013 and 59% decrease compared to 2005.
Moving beyond mobility
Ensuring profitable growth

Profitability Margin (COP)

FY21

2%

2023

NISSAN NEXT

5%

*On a management pro forma basis
Ambition 2030 video

Together we empower mobility and beyond
Accelerating electrification

Driving Excitement

Enabling Adoption

Making the World Cleaner
Accelerating electrification

- Products & Technologies
- Ecosystem
- EV Competitiveness
Accelerating electrification

Products & Technologies
Accelerating electrification

EV Competitiveness
Accelerating electrification

Ecosystem
Bringing choices and experiences
Bringing choices and experiences

Over 1 mil Electrified Vehicles

*Includes both EV and e-POWER models
Expanding Line-up
Expanding Line-up

40% Electrification Mix

In the next 5 years
Democratizing EVs

Europe

75% Electrified Sales

*Excludes mild Hybrid
Democratizing EVs

Japan

More than 55% Electrified Sales
Democratizing EVs

China

40% Electrified Sales
Democratizing EVs

US

40% Electrified Sales

*Sales target for 2030
Driving excitement
Driving excitement

Season 8
Empowering drivers

Nissan ProPILOT

Number of Vehicles

FY21

FY26

1 mil

2.5 mil
Next generation EV concept car

Video

The CMF-EV platform offers greater engineering and design freedom.
Next generation EV concept car
Advancing batteries

solid-state battery (ASSB)

Lithium Ion Battery
Advancing batteries

Battery Cost

2020

$ 75/kWh

65% ↓

2028

$ 65/kWh

Liquid (Lithium-Ion)

Solid (ASSB)
Advancing batteries

All Solid-State Battery

140 Bil Yen Investment by 2026

Pilot Plant in 2024

Mass Production in 2028
Advancing powertrains

Integrating e-Powertrain Components

30% Cost Reduction by 2026
Localizing production

52 GWh

Battery Production Capacity by 2026
Localizing production
Optimizing batteries

Video
Redefining mobility
Optimizing energy
Charging anywhere
Charging anywhere

1 mil charging spots to date

20 bil yen additional investments by 2026
Personalizing experiences
Pioneering innovations

Pioneered more than 10 World’s First Technologies

*world's first at time of introduction
Empowering journeys
Empowering journeys
LIDAR technology equipped in most New Models
Empowering mobility together

Navigation with SAM satellite control
Empowering mobility together

WeRide
Empowering mobility together
Empowering mobility together

Local revitalization Project Namie
Stronger together
Stronger together
Stronger together

Battery

EE architecture

EV dedicated platform

Connected Car Services Platform
Innovating to excite

Video link:
https://www.youtube.com/watch?v=UvAjCAKmYEw&t=3s