

**NISSAN**  
MOTOR CORPORATION

**Nissan Ambition 2030  
Presentation**

**November 29, 2021**

**Video link:**

**<https://www.youtube.com/watch?v=oArepEmjEBo&t=10s>**

**NISSAN**  
MOTOR CORPORATION



Together we empower  
mobility and beyond

# Making Nissan better

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# Making Nissan better

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# Addressing irreversible shifts

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# Addressing irreversible shifts



# Addressing irreversible shifts



# Creating unique value

Video

A graphic for Nissan's 2030 vision. It features a large, light gray rounded rectangle with a white circular area in the center. The text 'NISSAN' is at the top, 'AMBITI' is on the left side of the circle, and 'ON' is on the right side. Below the circle, the text '2030' is written. Underneath the circle, the tagline 'Together we empower mobility and beyond' is displayed. The graphic is decorated with several sets of parallel brown lines at the corners and bottom, suggesting a futuristic or technological theme.

NISSAN  
AMBITI ON  
2030

Together we empower  
mobility and beyond

# Do what others don't dare to do

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Video



# Electrification as our core strategy

Video



# Investing in our future

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## Investments in Electrification

¥1 trillion

Invested  
since 2010

¥2 trillion

more  
by 2026

**Investing in our future**

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**23 Models**



including **15 new EVs**

# Investing in our future

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50%

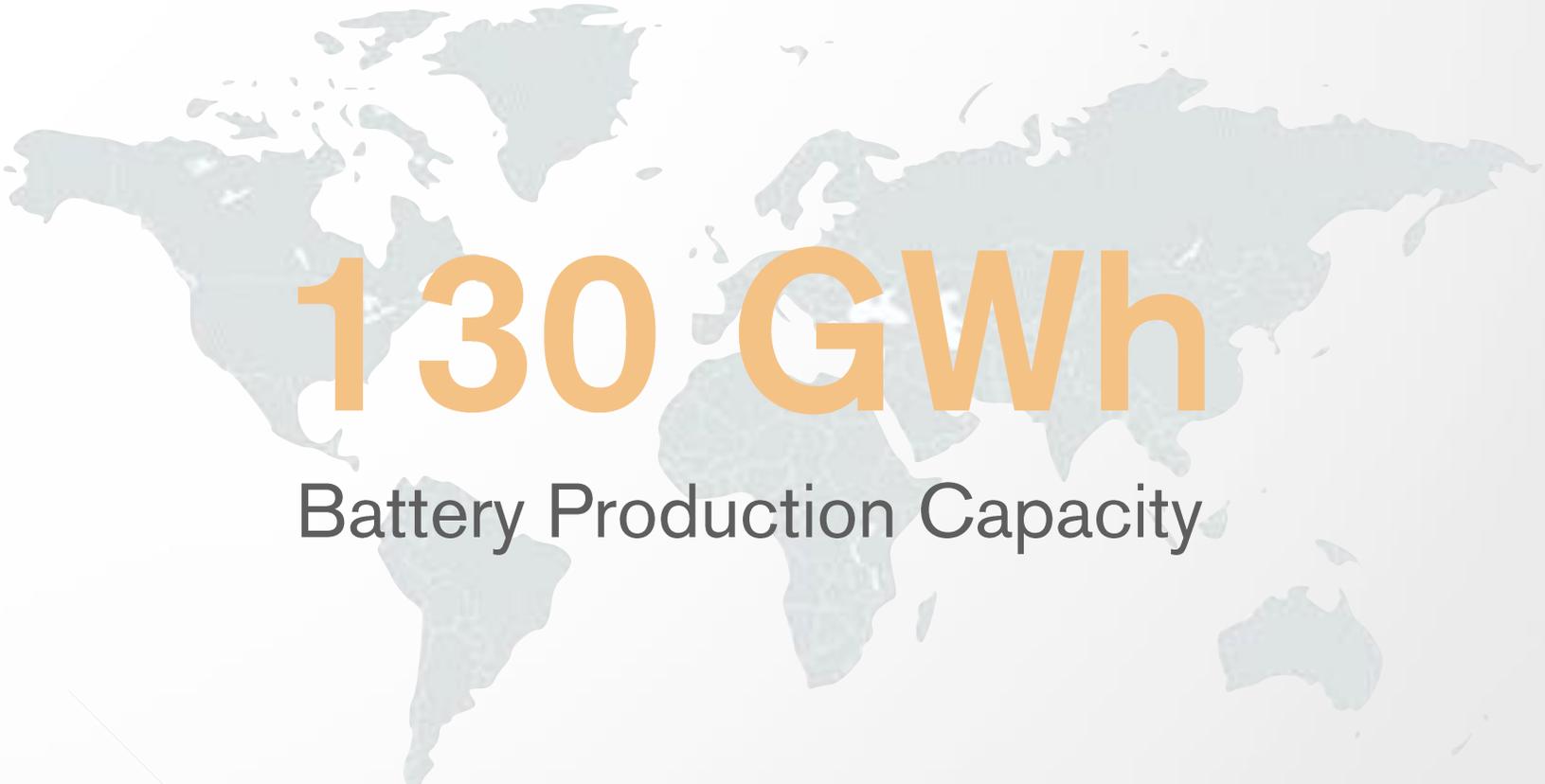
Electrification mix



# Investing in our future

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130 GWh

Battery Production Capacity

# Investing in our future

## All Solid-State Battery

**Pilot Plant by**

**2024**

**Market introduction by**

**2028**

# Advancing battery technologies

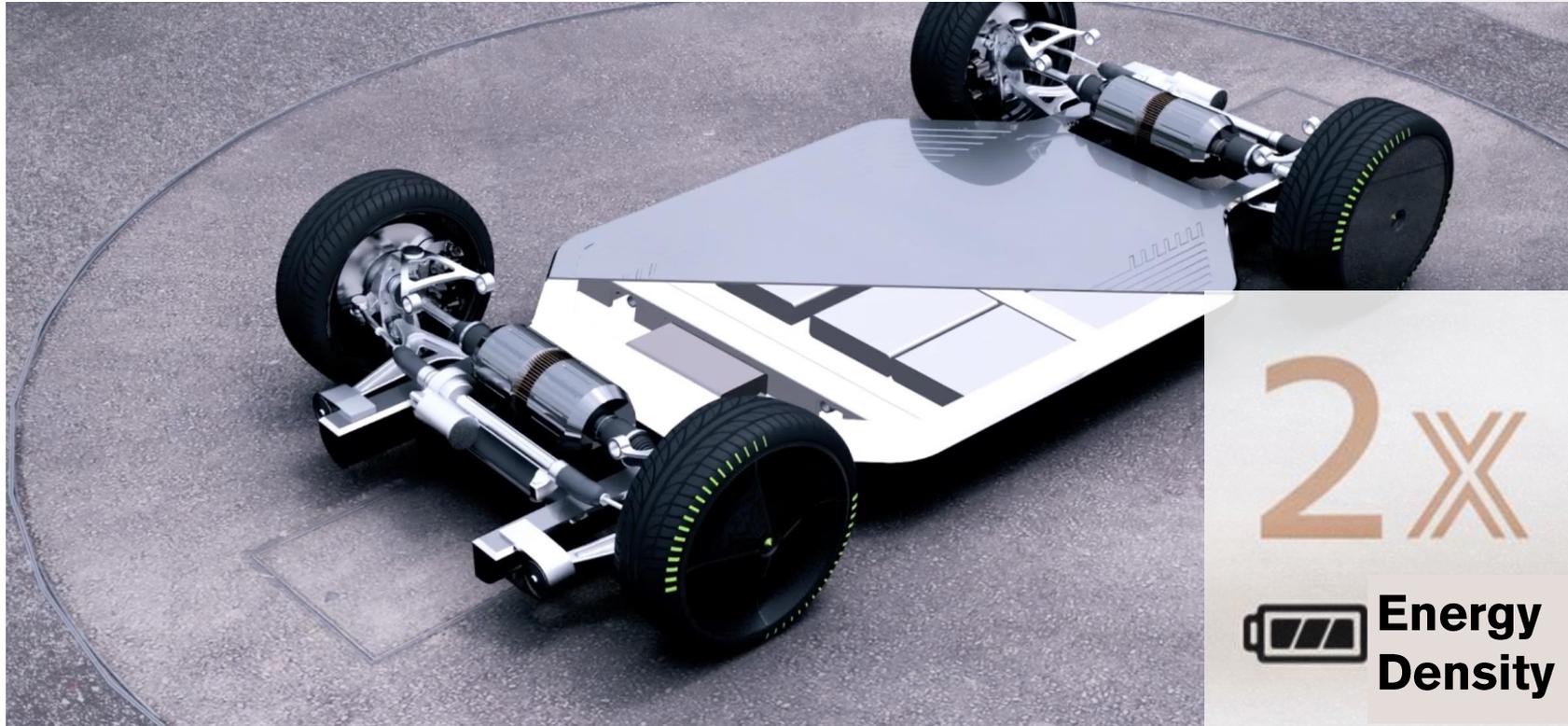
Video



Battery evolution is diversifying electric vehicles

# Advancing battery technologies

## All Solid-State Battery



# Advancing battery technologies

## Expanding to larger body segments



**Liquid Lithium-Ion Battery**

**All Solid-State Battery**

# Advancing battery technologies

## All Solid-State Battery



# Advancing battery technologies

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Lower battery cost to

**\$65/kWh**

# Readying for the future

Video



# Readying for the future

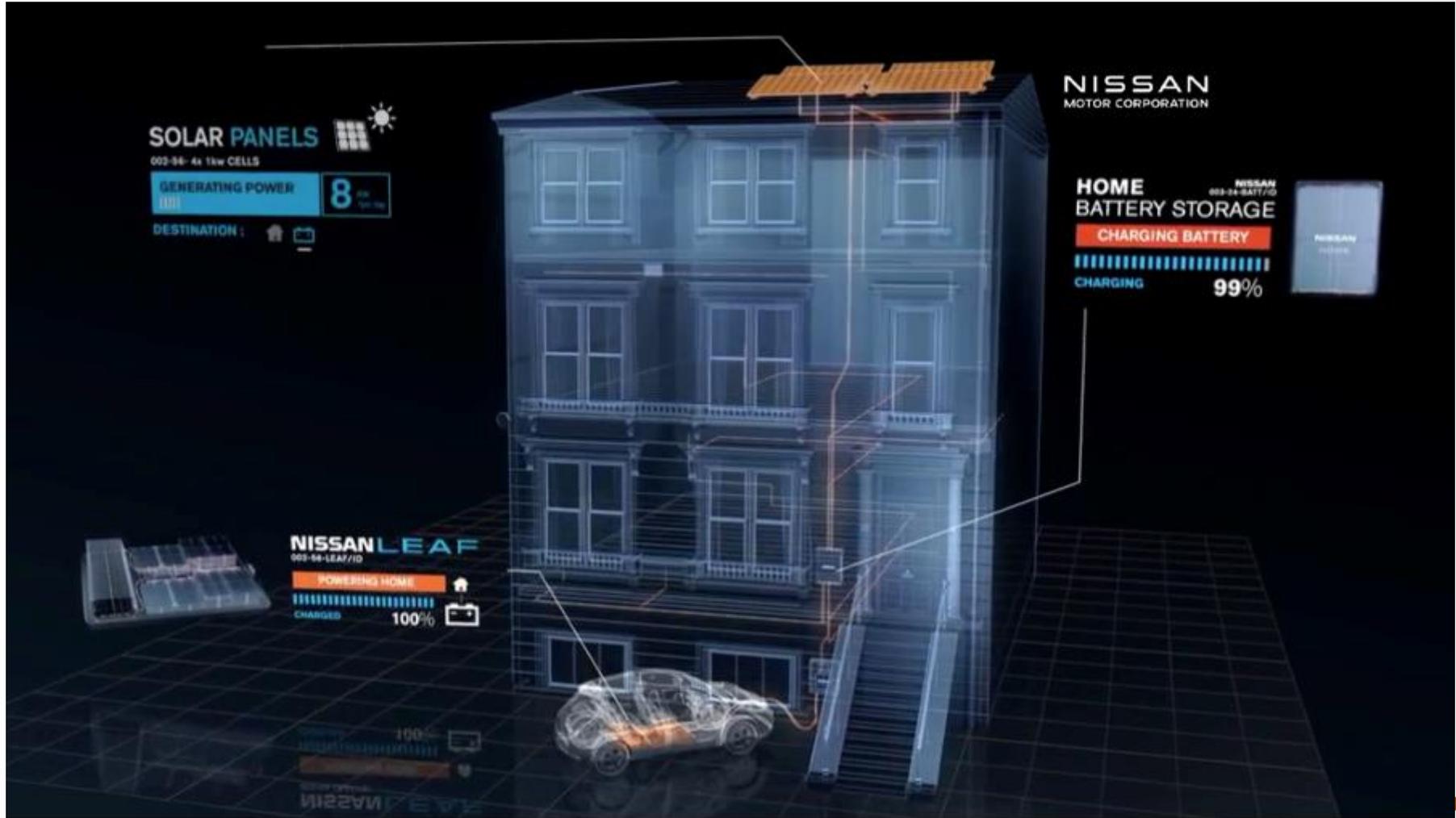
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40%

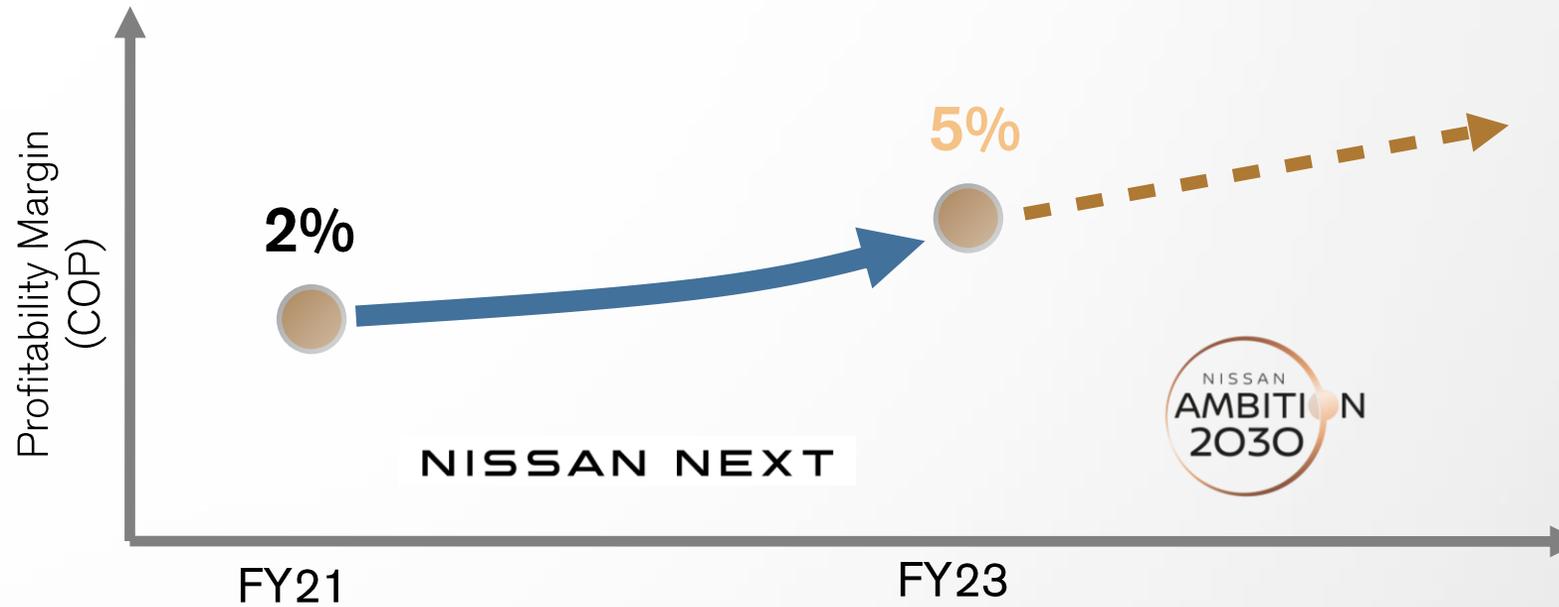
**CO<sub>2</sub> emission  
reduction in our  
plants**

\*Percentage comparison of CO<sub>2</sub> 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



\*On a management pro forma basis

# Ambition 2030 video

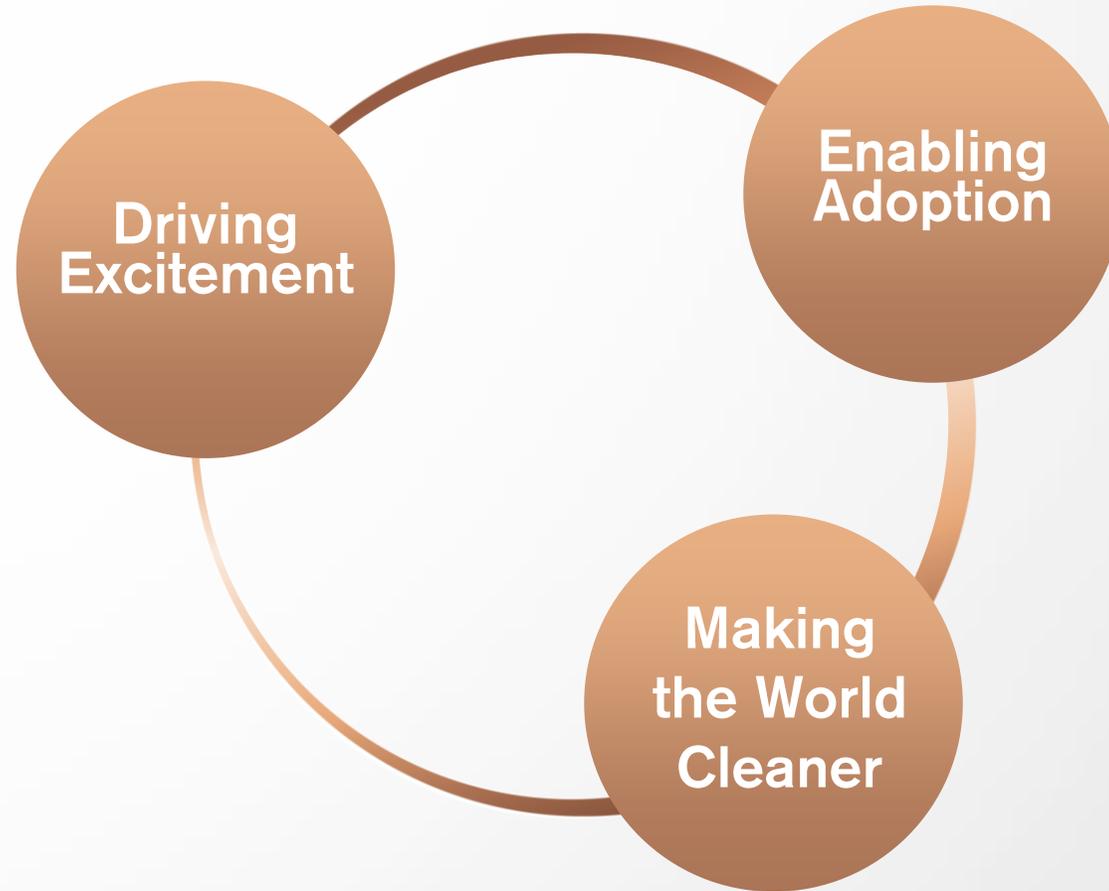
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Video

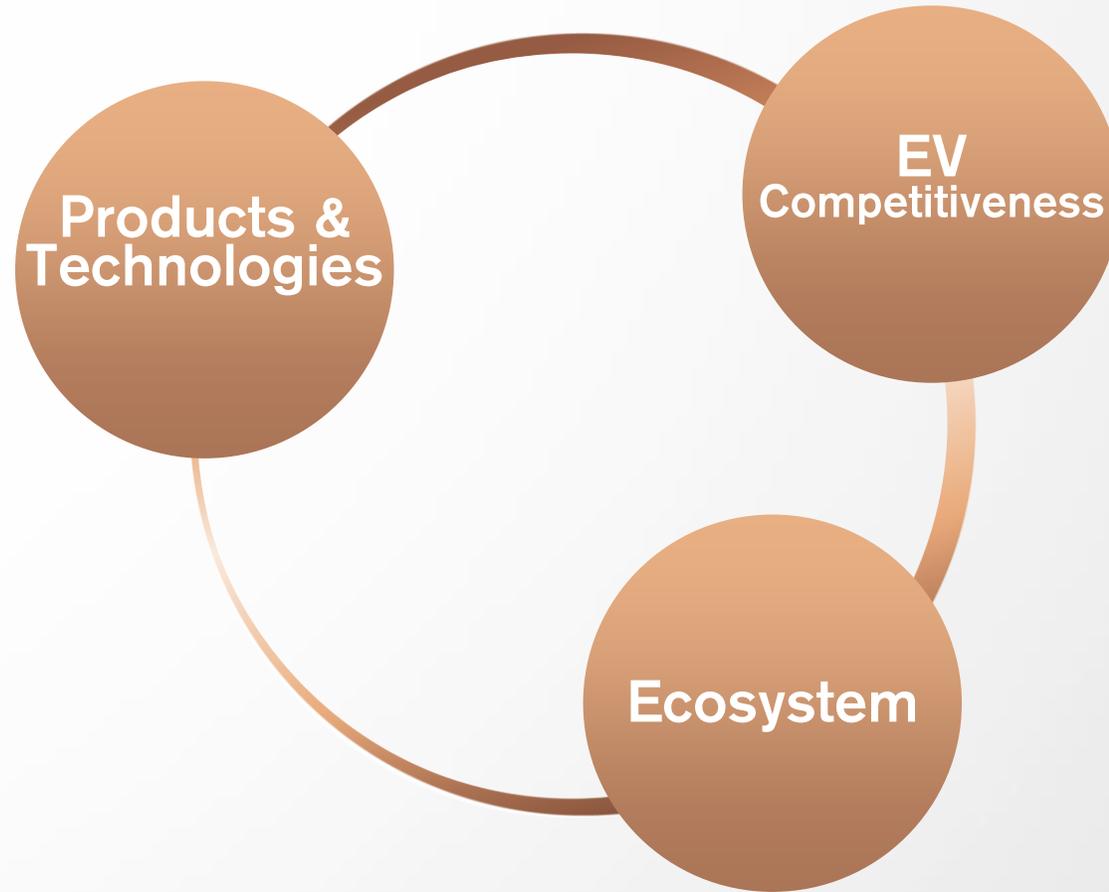


# Accelerating electrification

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# Accelerating electrification



# Accelerating electrification

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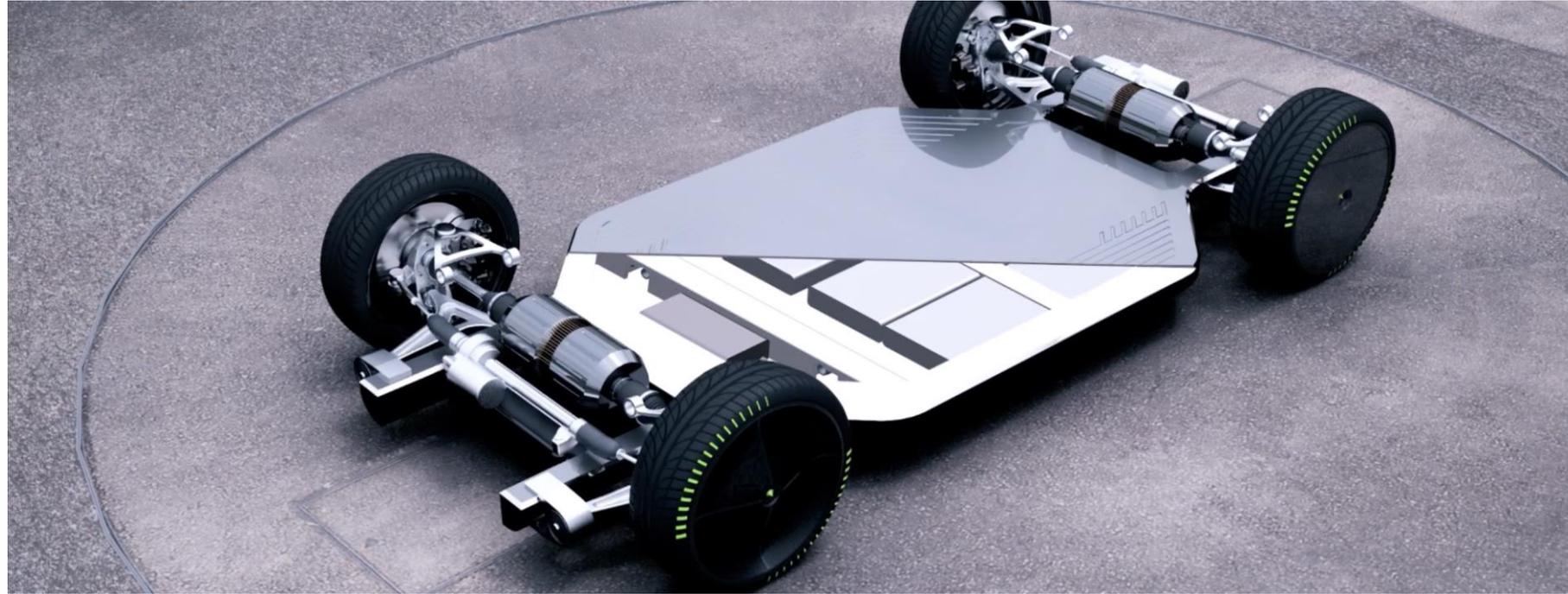


## Products & Technologies

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# Accelerating electrification

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## EV Competitiveness

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# Accelerating electrification

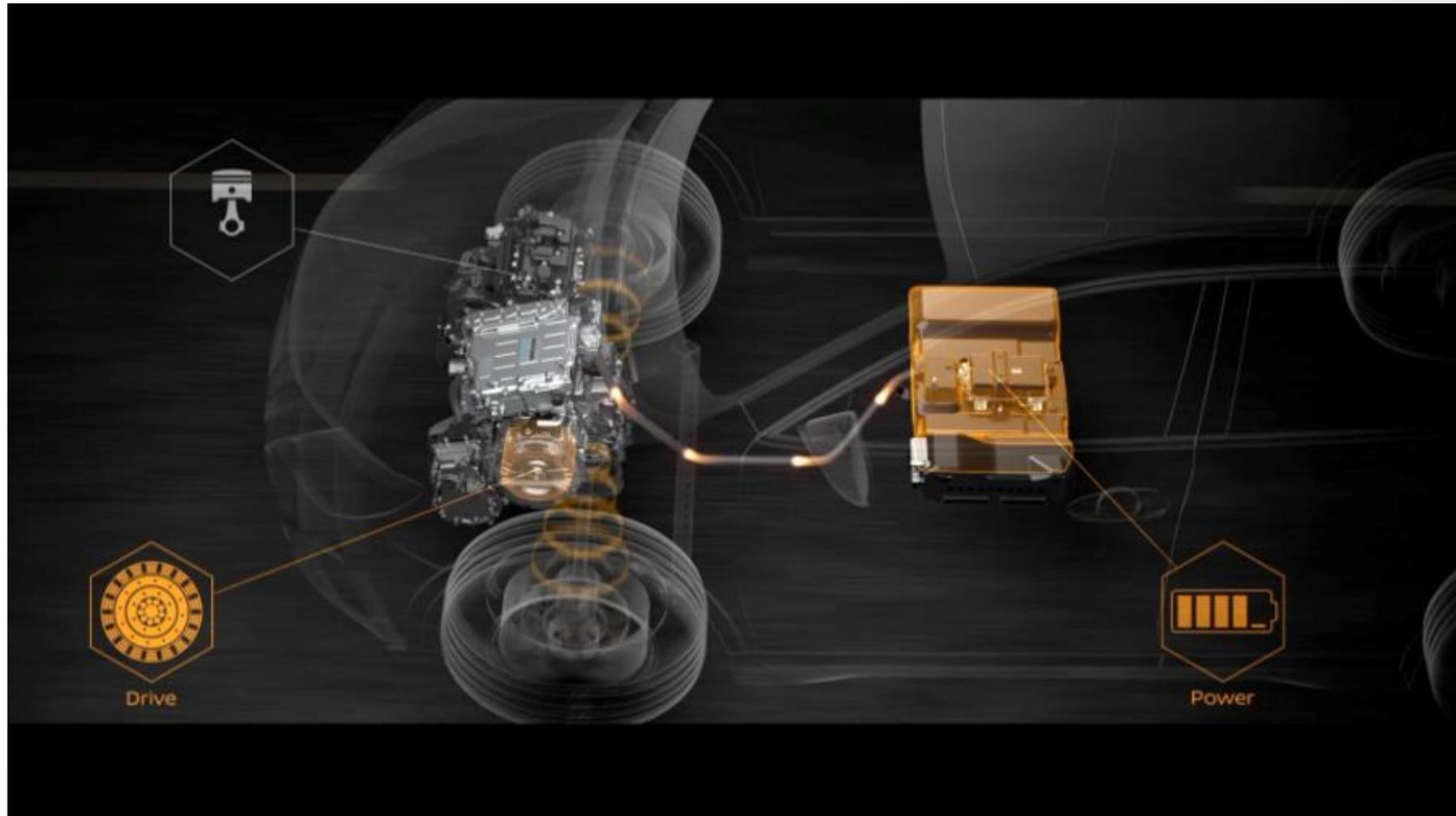
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**Ecosystem**

# Bringing choices and experiences

Video



# Bringing choices and experiences

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Over **1 mil** Electrified Vehicles



\*Includes both EV and e-POWER models

# Expanding Line-up

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# Expanding Line-up

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40%

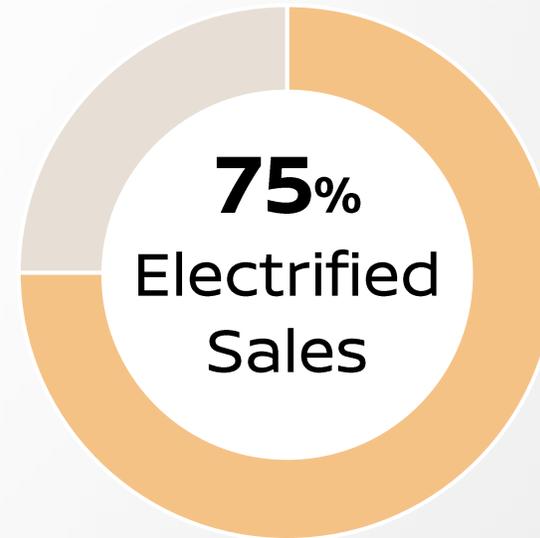
**Electrification  
Mix**

In the next 5 years

# Democratizing EVs

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## Europe

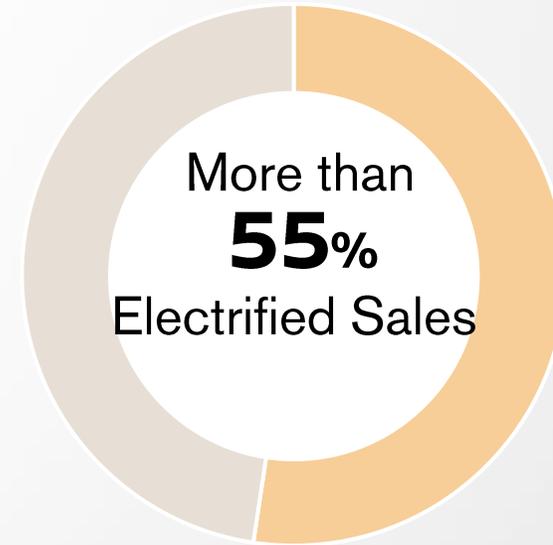


\*Excludes mild Hybrid

# Democratizing EVs

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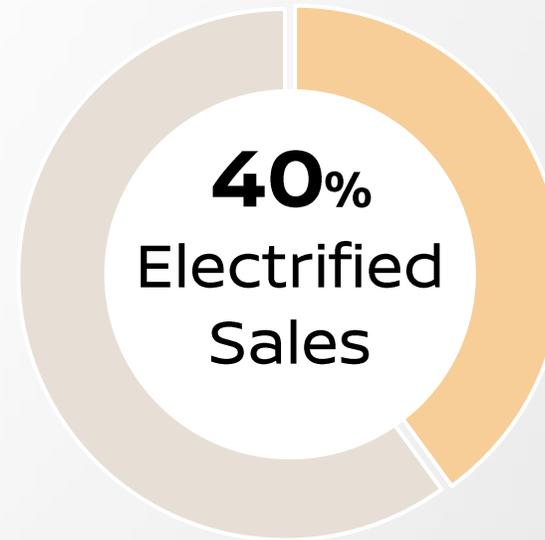
## Japan



# Democratizing EVs

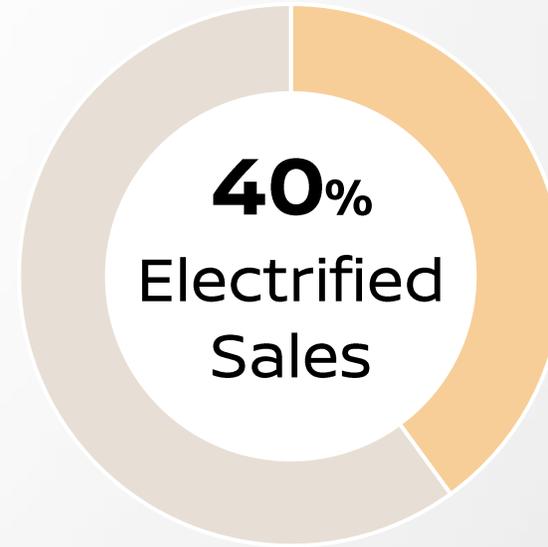
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## China



# Democratizing EVs

## US



\*Sales target for 2030

# Driving excitement

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Video



# Driving excitement

Video



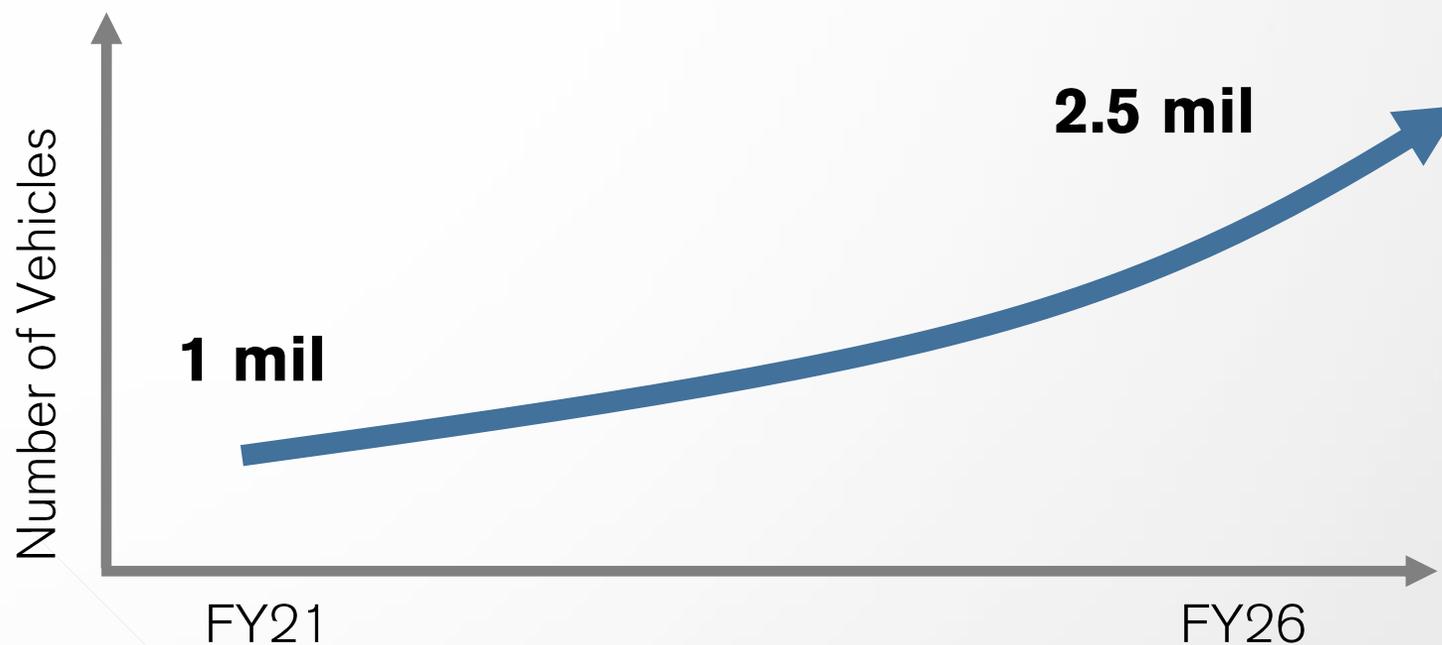
# Empowering drivers

Video



# Empowering drivers

## Nissan ProPILOT



# Connecting the world

Video



# Next generation EV concept car

Video



The CMF-EV platform offers  
greater engineering and design freedom

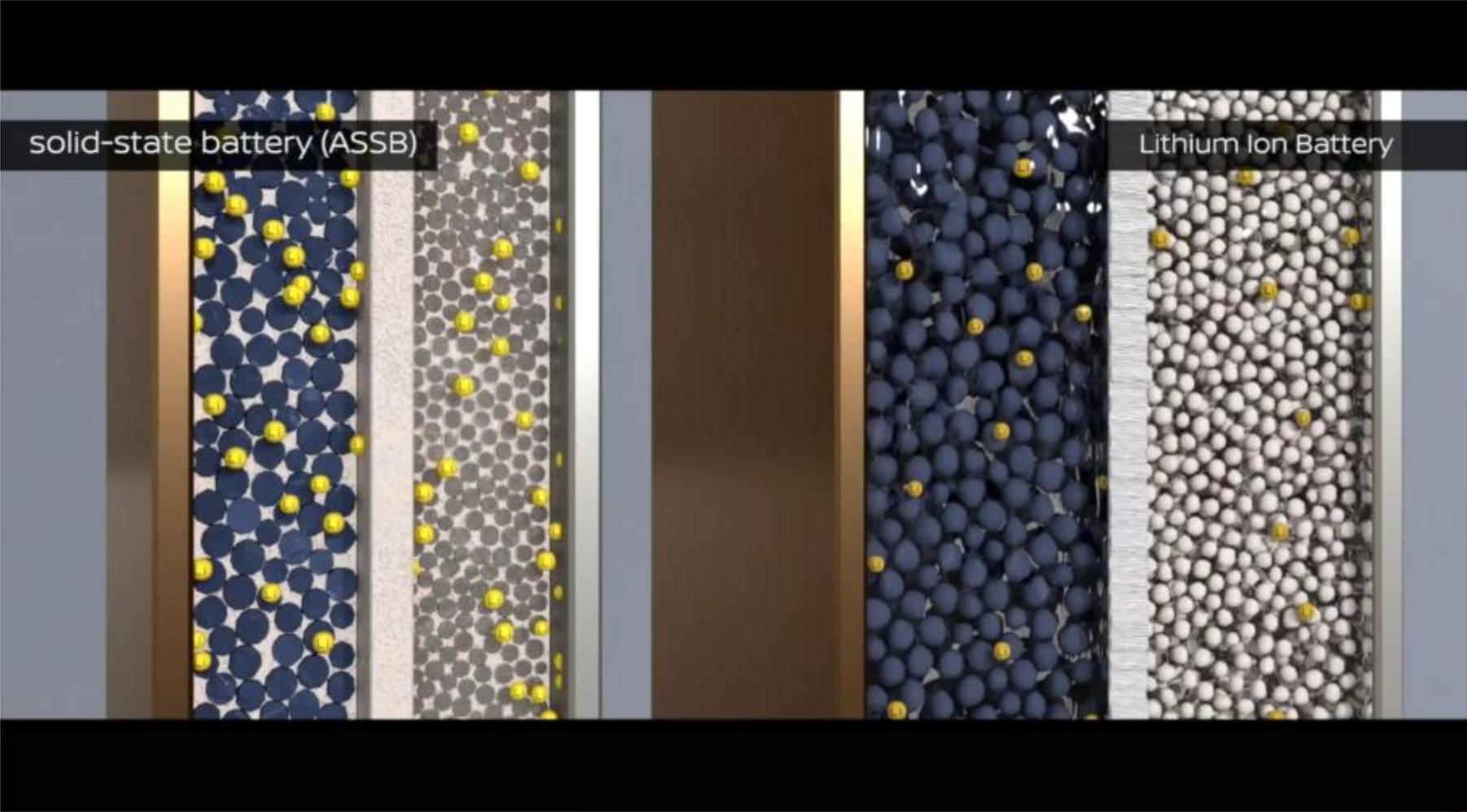
# Next generation EV concept car

Video

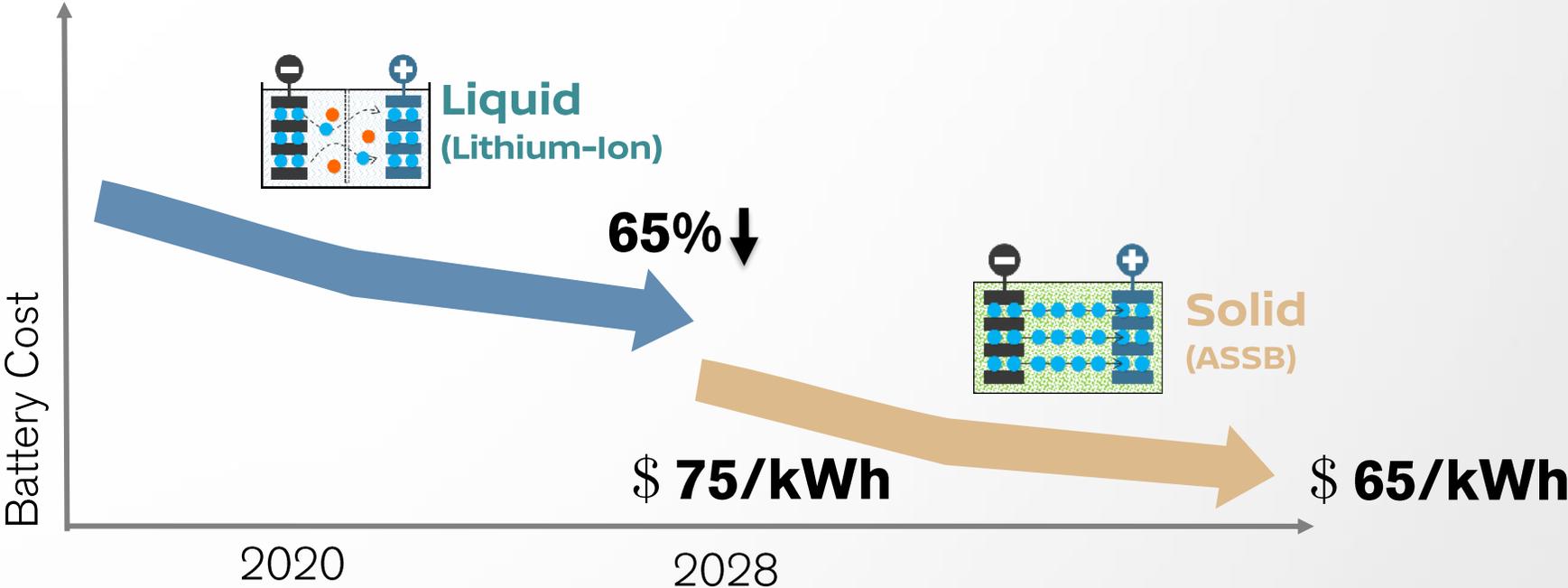


# Advancing batteries

Video



# Advancing batteries



# Advancing batteries

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## All Solid-State Battery

**140 Bil Yen Investment** by 2026

**Pilot Plant** in 2024

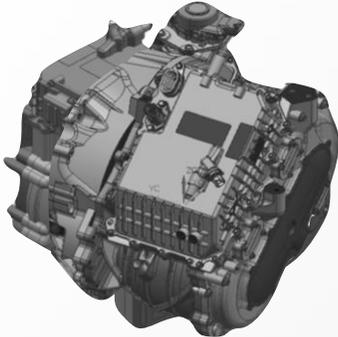
**Mass Production** in 2028

# Advancing powertrains

## Integrating e-Powertrain Components



e-POWER



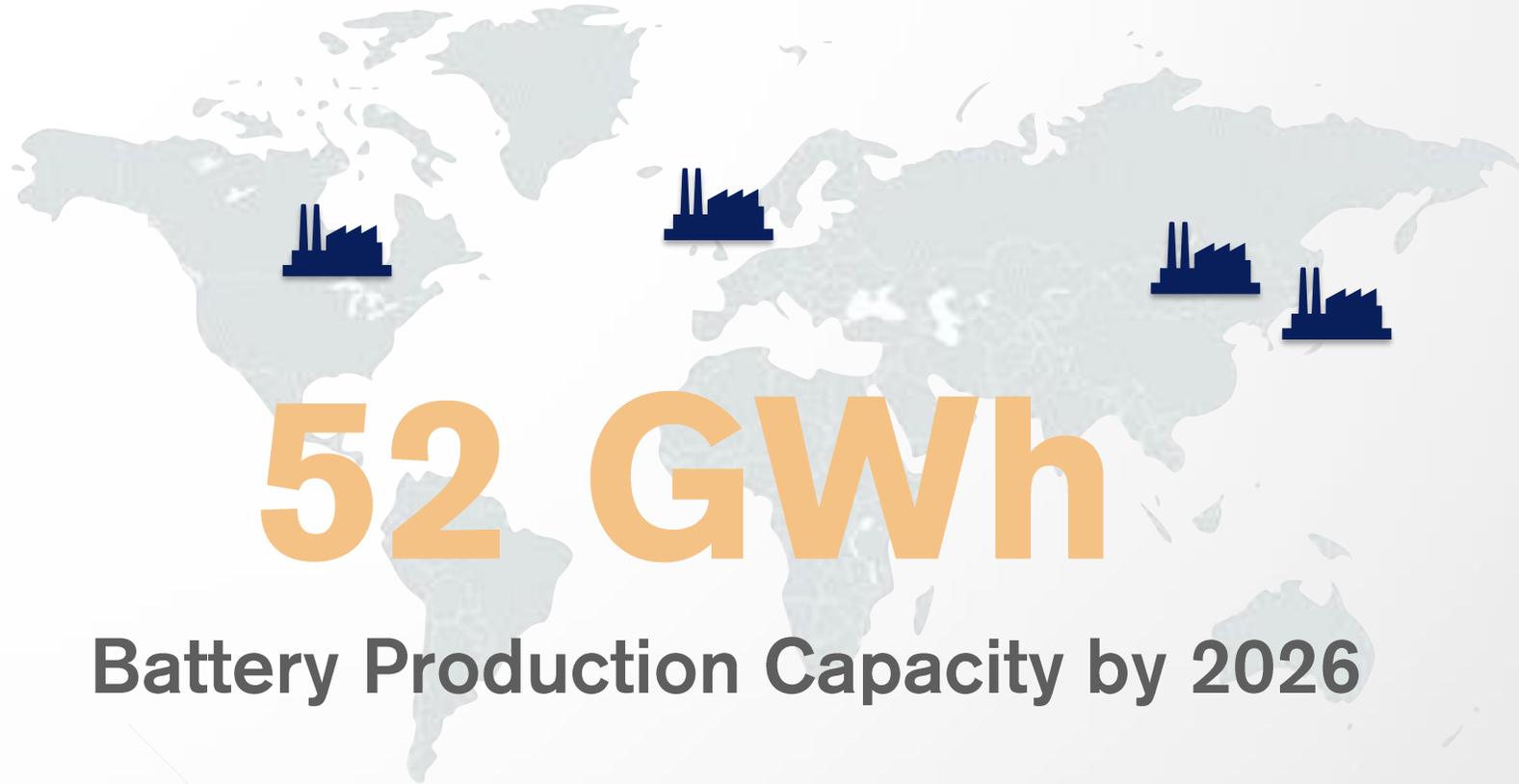
35in11

30%

Cost Reduction  
by 2026

# Localizing production

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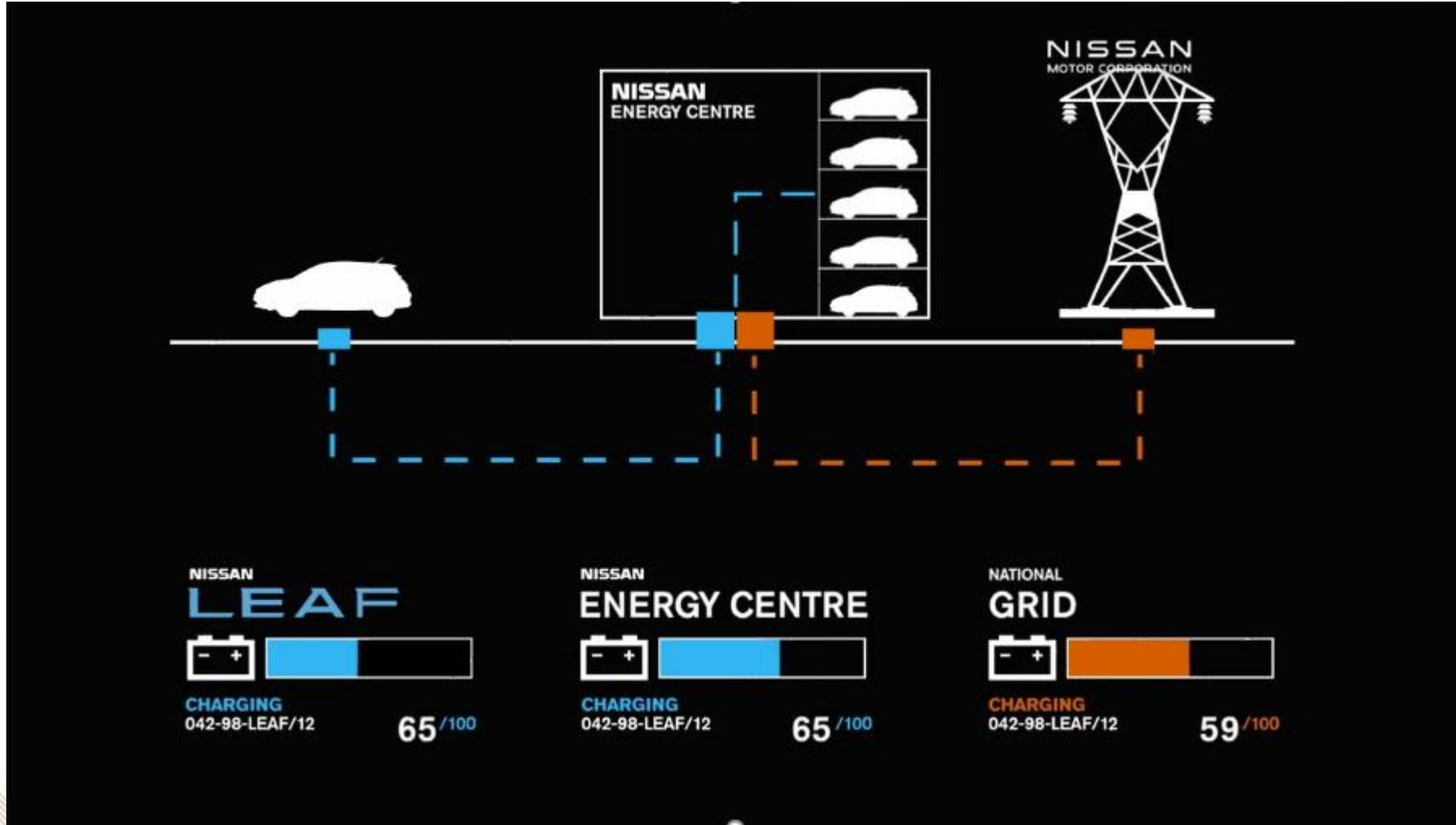


# Localizing production



# Optimizing batteries

Video



# Redefining mobility



# Optimizing energy

Video



# Charging anywhere

Video



# Charging anywhere

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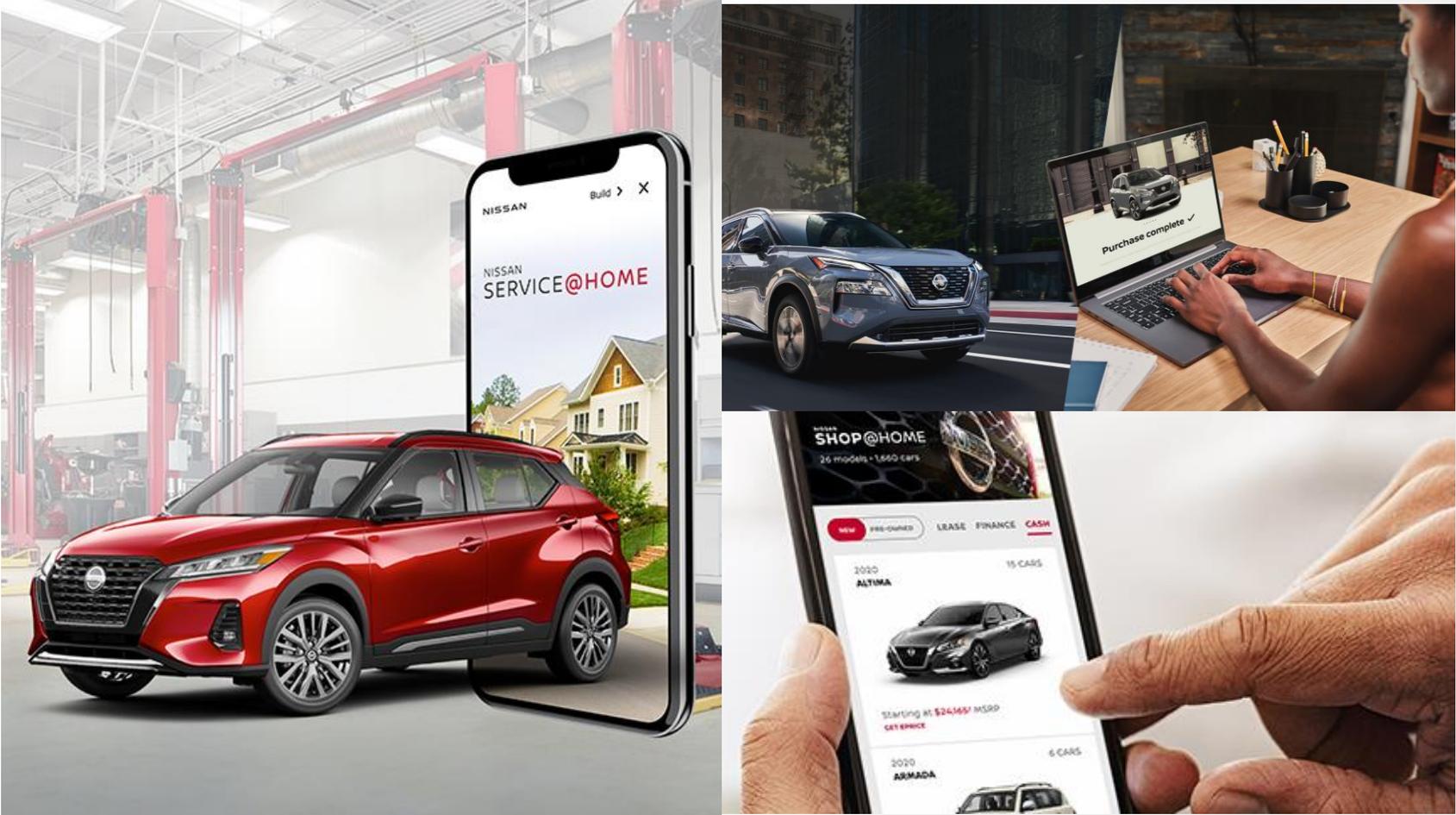
**1 mil**

charging spots to date

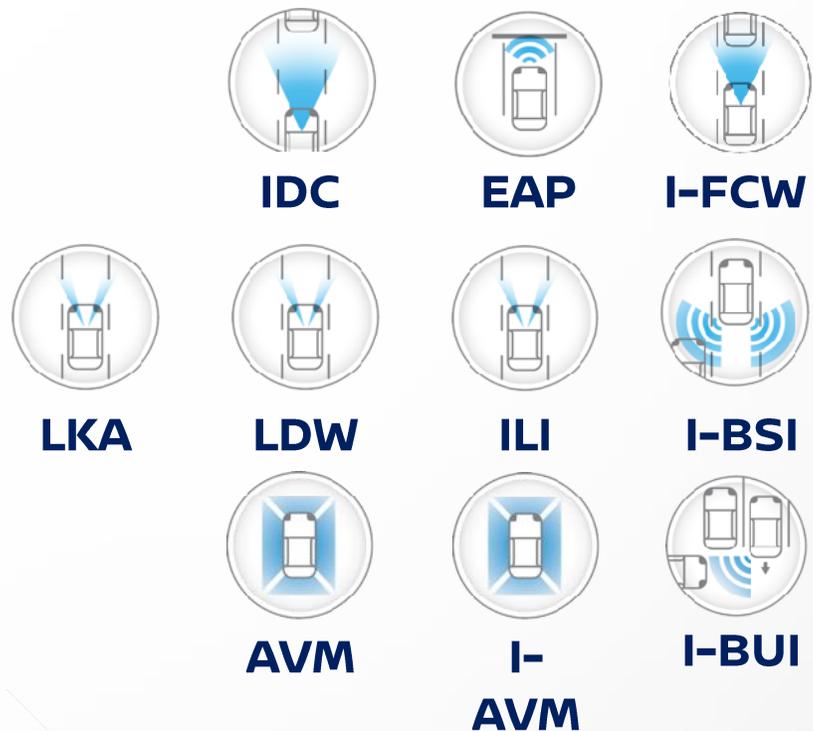
**20 bil yen**

additional investments by 2026

# Personalizing experiences



# Pioneering innovations



Pioneered  
more than  
**10**  
**World's**  
**First**  
Technologies

\*world's first at time of introduction

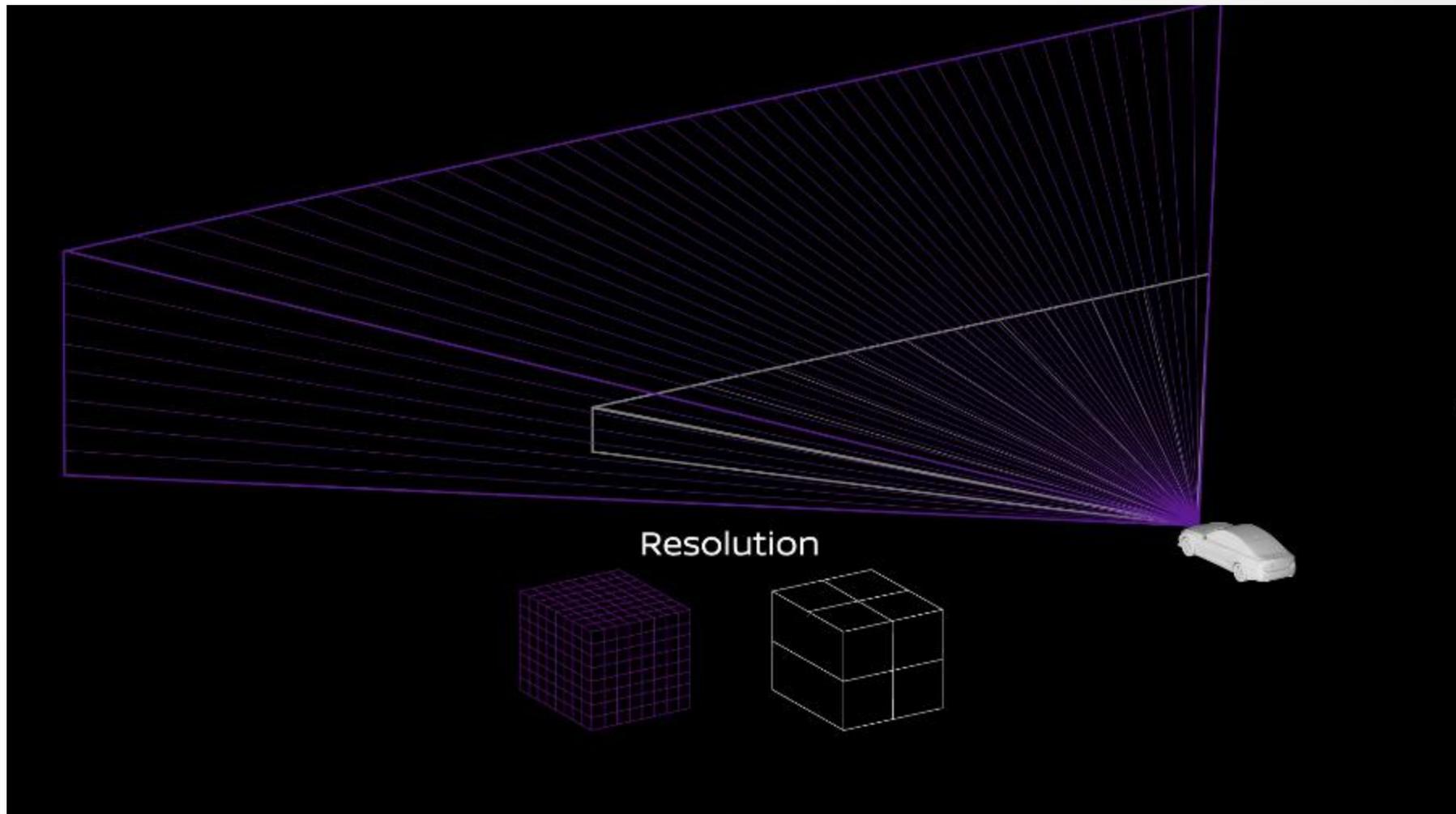
# Empowering journeys

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# Empowering journeys

Video



# Empowering journeys

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LIDAR technology  
equipped in most

# New Models

# Empowering mobility together

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# Empowering mobility together



Navigation with  
**SAM satellite control**

# Empowering mobility together

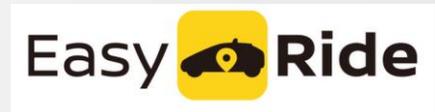
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 WeRide

**NISSAN**  
MOTOR CORPORATION

# Empowering mobility together



# Empowering mobility together



## Local revitalization Project Namie

# Stronger together

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RENAULT NISSAN MITSUBISHI



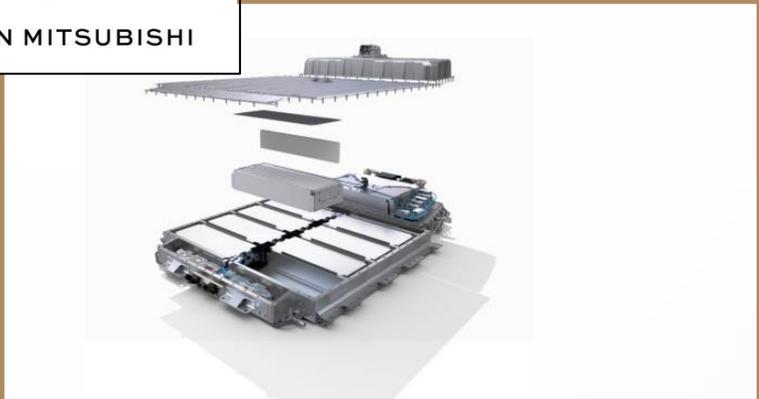
# Stronger together



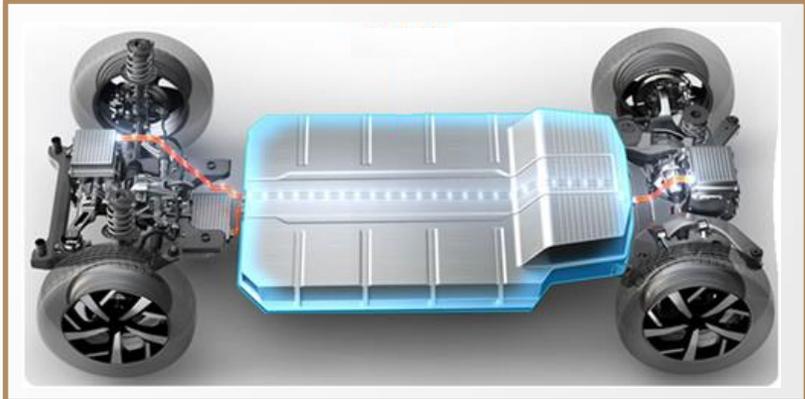
RENAULT NISSAN MITSUBISHI



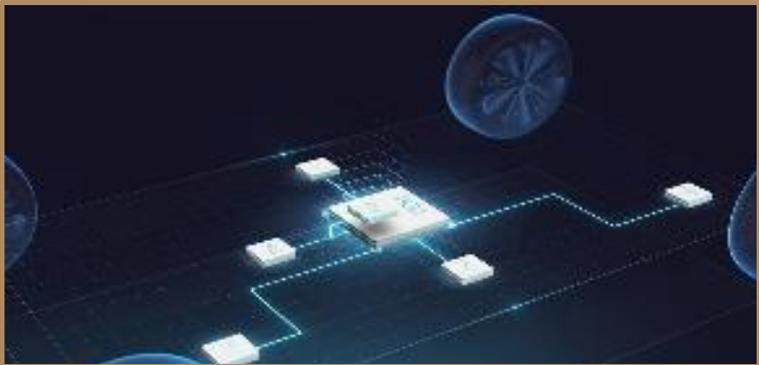
# Stronger together



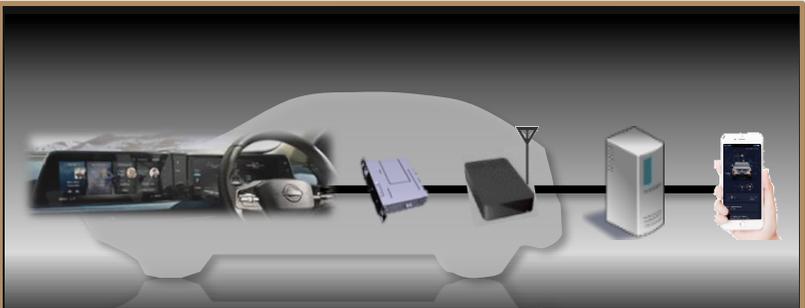
Battery



EV dedicated platform



EE architecture



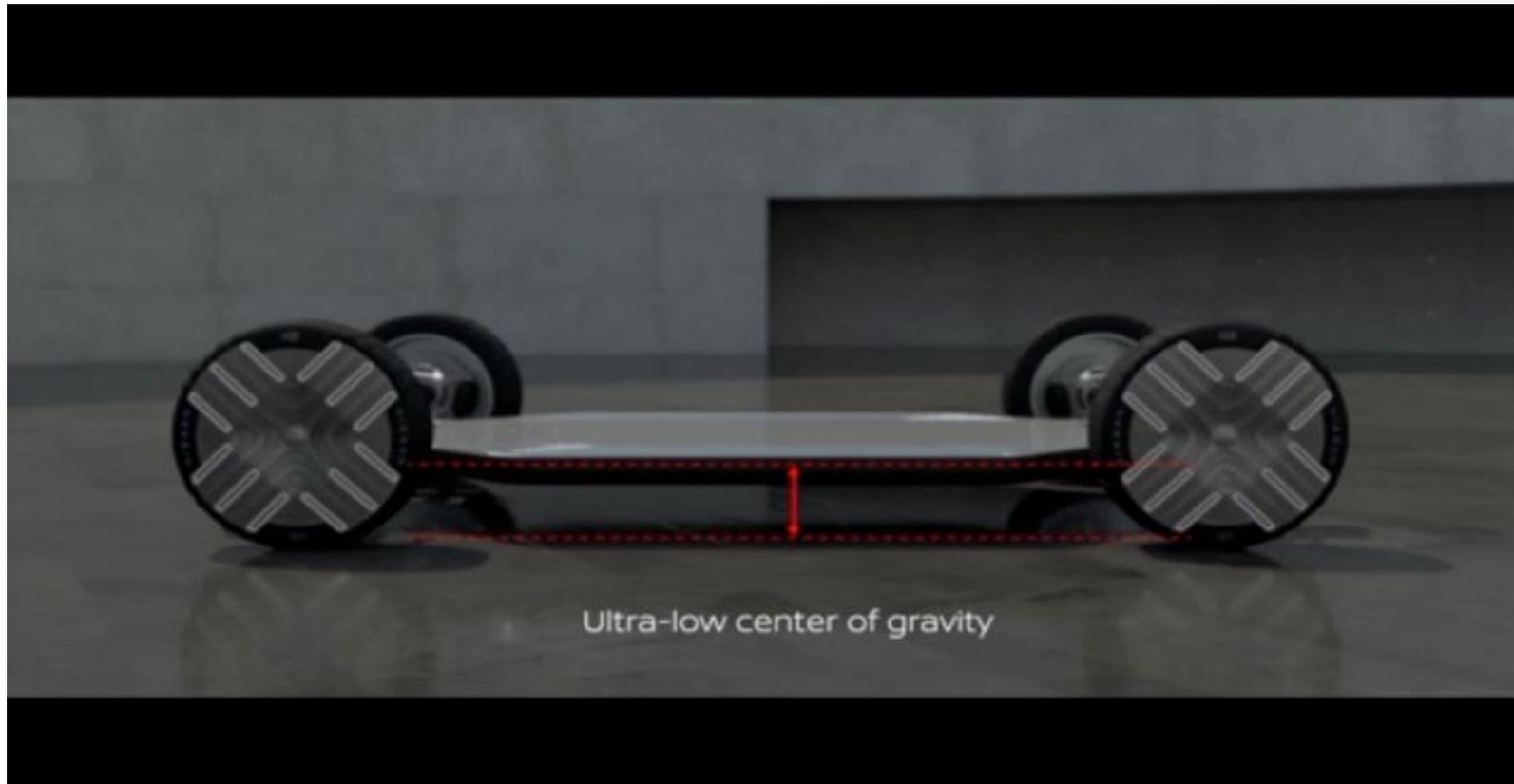
Connected Car Services Platform

# Innovating to excite

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Video



**Video link:**

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



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**MOTOR CORPORATION**