

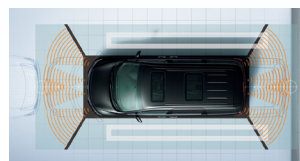
NISSAN'S FOUR STRATEGIC TECHNOLOGY DEVELOPMENT FIELDS



Safety

Realizing zero-fatality mobility.

Toward a world with virtually no accidents leading to death or serious injury.



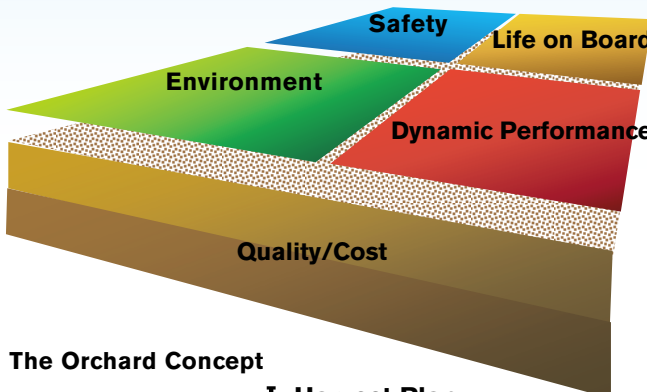
Our goal is to continue advancing automotive safety features and improving them across the board as a global leader in the safety field. By bringing innovative new technologies into being, we are progressing toward this goal.

Environment

Realizing zero-emission society.

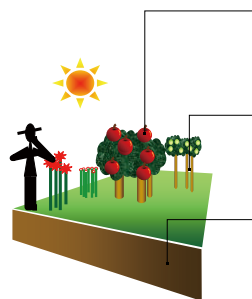


To reduce overall global CO₂ emissions to as low a level as possible, we are pursuing the long-term goal of zero-emission mobility through our development and popularization of electric and fuel-cell vehicles. In the shorter term, we are also striving to improve the efficiency of our gasoline-powered vehicles to the greatest possible extent to reduce fuel consumption and CO₂ emissions.



The Orchard Concept

- I. Harvest Plan**
 - Developing a plan to market new technologies, capabilities and functions
 - Choosing the ideal timing for their introduction
- II. Seeding & Growth**
 - Identifying core technologies to drive development in preparation for harvest
 - Formulating strategies to boost development efforts
- III. Soil Enrichment**
 - Nurturing sustainable competencies required for harvest, seeding & growth efforts
 - Advancing the basic research that will lead to future harvests



Life on Board

Providing new experiences and values for every moment spent in the vehicle.



From seats that offer near fatigue-free comfort throughout a long drive to vehicle interiors that give the pleasure of ownership to our customers, we aim to provide unprecedented values and experiences in all phases of driving: from the moment people enter the car through the actual driving and right up to when they get out at the end of the trip.

Dynamic Performance

Giving drivers the experience they desire.



We analyze how people perceive, judge and operate their cars from a variety of angles. In this way we produce numerical data and insightful observations even on subjective concepts like driving sensations and habits. With this input to guide our development efforts, we use the knowledge gained to polish our vehicles' dynamic performance.

Quality/Cost

TECHNOLOGY

We pursue technological development in four areas: Safety, Environment, Dynamic Performance and Life on Board. Based on the "Orchard Concept," we set clear goals in each of these areas and direct our development efforts toward achieving them.



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Click here for information on the new technologies developed in fiscal 2013.