



ZERO EMISSION & ZERO FATALITY

—Nissan's "Double Zero" Target—

As the industry leader in zero-emission mobility, Nissan is committed to the penetration of electric vehicles (EVs) in the market. It is also striving to achieve virtually zero fatalities and serious injuries in accidents involving its vehicles.



Zero Emission

Zero Emissions

The Nissan LEAF is the best-selling EV in the world. This year the company is targeting cumulative global sales of more than 200,000 vehicles. Nissan has also extended its zero-emission technology to the e-NV200 light commercial vehicle and the Venucia e30 in China.



Zero Fatalities



SAFETY SHIELD

「クルマが人を守る」という考え方

Autonomous Drive technologies will provide a platform for Nissan to pursue its ultimate vision of achieving virtually zero fatalities. In 2016, Nissan will introduce an automated system intended to allow the car to drive autonomously in heavy, stop-and-go traffic. By 2018, we will introduce new technologies that enable cars to autonomously negotiate hazards and change lanes. By 2020, the company aims to be ready to introduce automated technology allowing vehicles to navigate without driver intervention in a variety of situations, including complex city driving. Meanwhile, Nissan's Safety Shield technologies are fundamental to autonomous driving. Starting this year in Japan, Nissan will apply Emergency Braking technology as a standard feature on highest volume models.