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Improving Safety

Improving Safety

—Aiming for a Society with No Traffic Accidents



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Message from Our Safety Officer

To achieve the corporate vision of Enriching People's Lives, Nissan pursues a high level of safety for its vehicles. It is only on the foundation of that safety that we can offer the true joy of driving and comfort of riding in Nissan cars. We must think deeply about the role we play toward the realization of a safer automobile society. The goal underlying all our safety development, the eventual reduction of traffic accidents to practically zero, is a challenging one, but we continue our efforts to help one day achieve an accident-free society.

The environment surrounding automobiles is a complex one involving a wide range of problems like traffic accidents, road congestion and environmental issues, and we must make steady progress in tackling each of them. Fatalities and serious injuries caused by accidents remain at a high level in developing nations, although they are declining overall in Japan and other developed markets. Hard work will be required in all the world's regions to bring about safer driving conditions in the future. In considering safety, we do not simply develop technologies for our cars; we take a comprehensive approach that also includes people and even the traffic and societal environment in which vehicles function.

We carry out research and development based on our unique "Safety Shield" concept, a comprehensive approach that includes the concept of helping to keep vehicles and people away from dangerous conditions, thereby reducing the incidence of accidents. Nissan has introduced a number of world-first technologies through this approach: for instance, our Intelligent Pedal supports the driver in maintaining a safe distance between vehicles, while the Lane Departure Prevention system is meant to help reduce unplanned movements out of a traffic lane. Moving forward, we will continue developing these systems to improve their compatibility with a variety of driving conditions, making progress toward the ultimate goal of "collision-free" vehicles.

We are also developing ITS, or Intelligent Transport Systems, which use information and communication technologies to link people, cars and the traffic environment in an effort to help reduce congestion and accidents. ITS examples in use today include Japan's Electronic Toll Collection System (ETC) and VICS, the Vehicle Information and Communication System. I believe that ITS will form the core systems that support the mobility society of the future—a society that will be created only through the concerted efforts of national governments, local communities and companies in all industries. Nissan is working closely with partners in all these fields on joint research and practical testing that will help lead us to our ultimate goal of no accidents.

The achievement of a truly safe automobile society—one where people no longer even give thought to the idea of "safety"—would be my greatest joy as a person involved in the automotive industry. I am proud to be part of Nissan as it works toward its dream of this future mobility society.



Mitsuhiko Yamashita

Executive Vice President
Nissan Motor Co., Ltd.



Nissan's Safety Approach

Toward a Safer Automobile Society

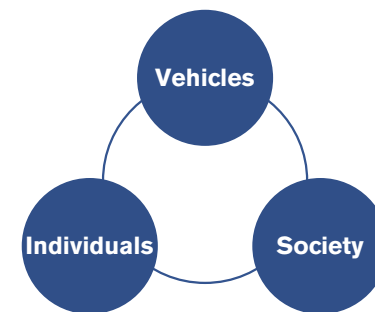
Nissan's goal is to create automobiles that give people a rich and enjoyable driving experience, while at the same time providing peace of mind with their reliability and safety. In addition to working to improve the safety of our vehicles themselves, we are carrying out development of Intelligent Transport Systems (ITS) that can help reduce accidents and traffic congestion and educational activities to help raise the safety consciousness of as many people as possible—not just drivers, but pedestrians and passengers in other vehicles as well. Through these proactive efforts we seek to help realize a society without traffic accidents.

Nissan's Concept of Real-World Safety

Each year around 1 million lives are lost in traffic accidents around the world. In 2008 there were 5,155 accident deaths in Japan. While this was a welcome drop of more than 10% from the previous year, the figure of more than 5,000 deaths is still a tragic one, and continuing steps are needed to help reduce this number still further.

Nissan takes "real-world safety" as a key concept in its activities. We are working to manufacture safe automobiles with the goal of reducing the number of fatalities and serious injuries involving Nissan vehicles to half of the 1995 figures by 2015. According to statistics from the Institute for Traffic Accident Research and Data Analysis, we are making steady progress: in 2007 the number of fatalities and injuries per 10,000 Nissan vehicles in Japan was down by 45% from 1995. We obtain data on traffic accidents from a wide variety of sources, scientifically analyzing it to identify accident causes and trends so that we can more effectively develop our safety technologies.

All of these activities are directed at helping us progress toward the ultimate goal of an automobile society with virtually no accidents leading to death or serious injury.



<http://www.nissan-global.com/EN/SAFETY/>

Please see our website for more information on our safety activities.

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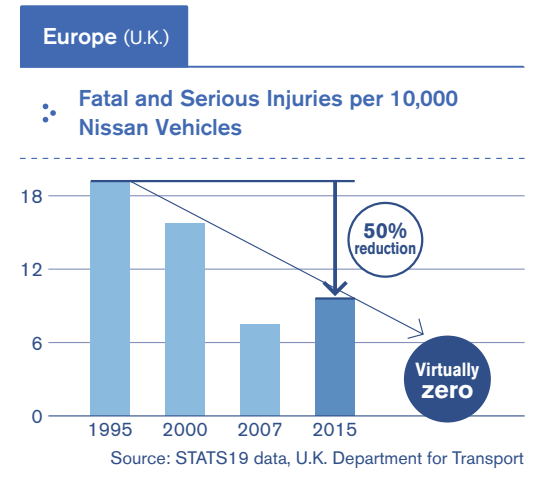
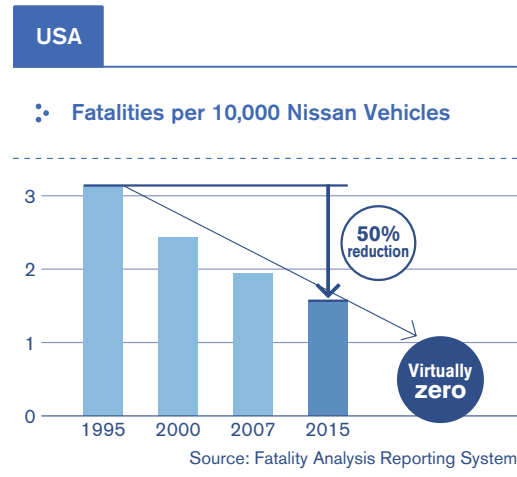
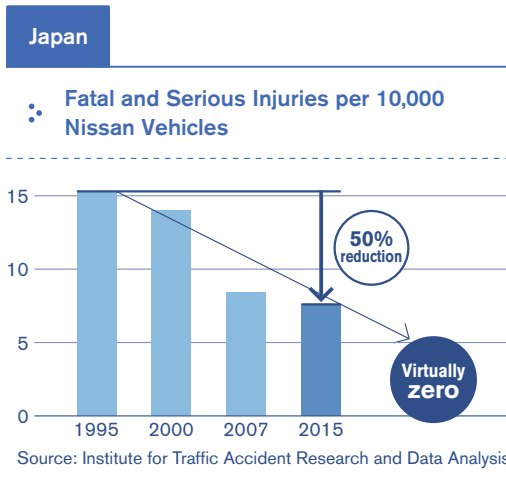
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Safety Technologies Developed with Humans in Mind

Nissan develops its safety technologies based on the unique "Safety Shield" concept, based on the idea that cars should help protect people. The concept defines an accident in terms of six phases, from "risk has not yet appeared" through "post-crash," and guides our development of technologies addressing each phase.

We design our development efforts from the perspective of people, who are at the center of the driving experience. We work to support the operations of the driver, using a number of barriers that



<p>Risk has not yet appeared</p> <ul style="list-style-type: none"> Distance Control Assist System Navigation-enabled Intelligent Cruise Control with full-speed range following capability Adaptive Front Lighting System (AFS) Around View Monitor 	<p>Helps the driver to maintain comfortable driving</p>
<p>Risk has appeared</p> <ul style="list-style-type: none"> Lane Departure Prevention Lane Departure Warning 4-Wheel Active Steer 	<p>Helps the driver to recover from dangerous conditions to safe driving</p>
<p>Crash may occur</p> <ul style="list-style-type: none"> Anti-lock Braking System (ABS) Brake Assist Vehicle Dynamic Control (VDC) 	
<p>Crash is unavoidable</p> <ul style="list-style-type: none"> Intelligent Brake Assist Front Pre-Crash Seatbelts 	
<p>Crash</p> <ul style="list-style-type: none"> Zone Body construction SRS Airbag Systems Front-seat Active Head Restraints Pop-up Engine Hood 	<p>Helps minimize injuries when a collision is unavoidable</p>
<p>Post-crash</p> <ul style="list-style-type: none"> HELPCNET (Emergency call service) 	

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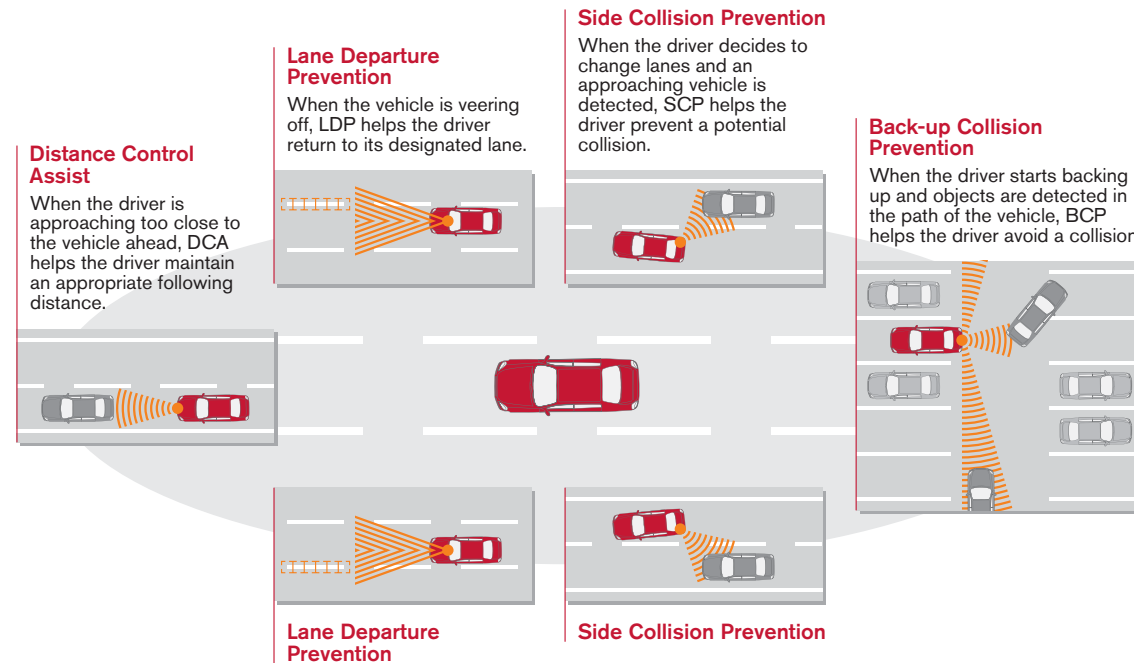
help protect against the risk factors arising in different situations and trying to keep as far from dangerous conditions as possible. When a collision becomes unavoidable, the car's systems themselves go into action, and Nissan technologies work to help reduce injuries.

Aiming for a Collision-Free Vehicle

In addition to its technologies to help increase safety through crash avoidance, Nissan is developing technologies toward the realization of an "all around collision-free" vehicle. The focus of these efforts is people, who are the main actors in the driving experience; our aim is to help reduce the burden on drivers by providing supportive functions that give them a direct feel for vehicle operations.

Some of our latest world-first driving support systems are Side Collision Prevention, used when changing lanes, and Back-up Collision Prevention, which goes into effect when the vehicle is moving in reverse. Other functions already available in some of our vehicles are the Distance Control Assist System and Lane Departure Prevention, which help support the driver in maintaining distance from the vehicle in front and returning the car to the traffic lane. Together these form a system to help avoid potential risks all around the vehicle.

Technologies in the All Around Collision-Free Prototype





Developing Safety Technologies

Helping to Protect People

Nissan develops its safety technologies based on the unique “Safety Shield” concept, based on the idea that cars should help protect people. The concept addresses the conditions surrounding a vehicle in terms of six phases—“risk has not yet appeared,” “risk has appeared,” “crash may occur,” “crash is unavoidable,” “crash” and “post-crash”—and guides our development of technologies that let the car support people by helping increase their safety at all times, from normal driving conditions to after a crash has occurred.

Putting Drivers at Ease Behind the Wheel

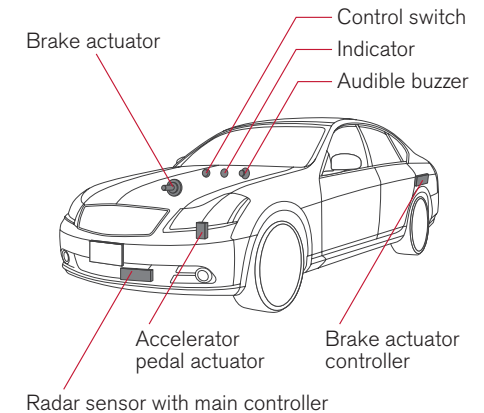
The Distance Control Assist System

Nissan’s world-first Distance Control Assist System uses a radar sensor installed in the front bumper to help drivers control the distance between themselves and the vehicle in front. In response to the gap and relative speed between the vehicles, the system helps the driver maintain a safe space between the vehicles. For example, when the vehicle approaches the car in front and the driver releases the accelerator, the system gradually applies the brakes to reduce speed. If the driver is still depressing the accelerator, the system lifts the pedal to assist the driver in slowing down. When the system judges that braking is needed it informs the driver with sound and visual alerts, lifting the accelerator pedal to assist the driver in switching to the brakes.



<http://www.nissan-global.com/EN/SAFETY/INTRODUCTION/COMFORTABLE/>

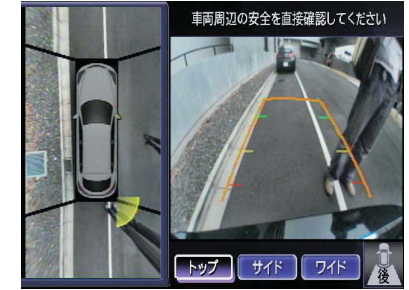
See our website for more information on systems including our Intelligent Cruise Control with low-speed following capability and Adaptive Front-Lighting System (AFS).



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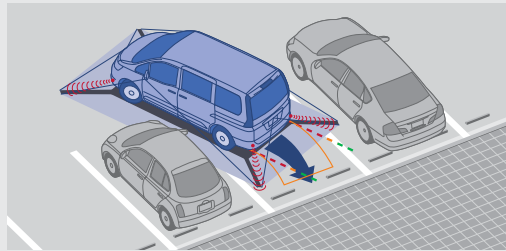
Around View Monitor

Our Around View Monitor system with Parking Guide is designed to be easy to see, use and understand. This world-first technology helps the driver smoothly parallel park or guide the vehicle into a garage by taking images from four cameras installed at the front, back and sides of the vehicle and putting them together as a complete overhead view on the car's navigation monitor. The system's overhead view also provides visual cues to let the driver know at a glance where to begin backing up or turning the wheel, making the parking process easy to understand. Around View Monitor can also display a split-screen view of both the rear and the curbside blind spot, letting the driver confirm the vehicles position in two key areas at once.

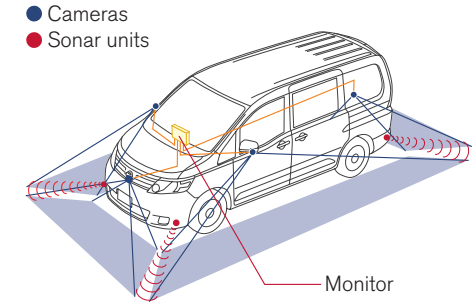
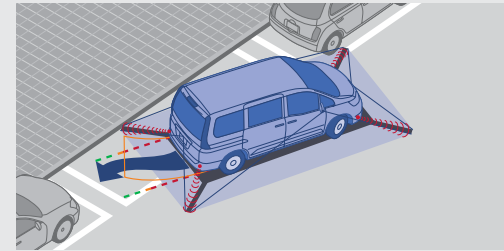


The system presents overhead and rear views when the vehicle backs up.

The Parking Guide system gives the driver an intuitive feel for the vehicle's position while parking.



When parallel parking, the driver can simultaneously check the car's rear, side, and curbside front views.



Customer Comments

Easy Driving with Around View Monitor



Toru Shibata
Nissan vehicle owner (Japan)

I used to think that a single rear-mounted camera was enough for backing into my garage. I could never have imagined the convenience of Nissan's Around View Monitor system. Of course it works great for everyday parking in the garage, but its true effectiveness becomes apparent when your car is wedged into a narrow parking space or alley. I used to crank the steering wheel endlessly back and forth for fear of banging the front fender. But accurately knowing the distance between the car and stationary objects lets me maneuver with many fewer turns. And since I can drive with minimal clearance on each side, I am also able to comfortably maneuver down narrow alleyways. I hope that someday many more cars will come equipped with this superb technology as a standard feature.

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Auto Headlights

The incidence of accidents involving death or serious injury increases in dim light or in rainy conditions. Nissan's lighting system turns on the vehicle lights automatically at dusk and when the windshield wipers are turned on to boost visibility to nearby cars and pedestrians, helping to reduce accidents.

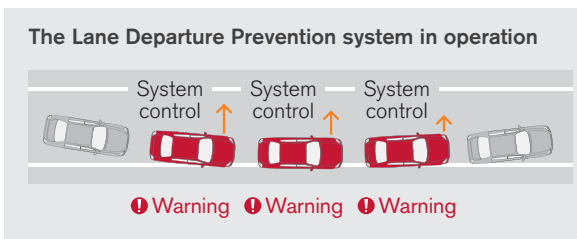
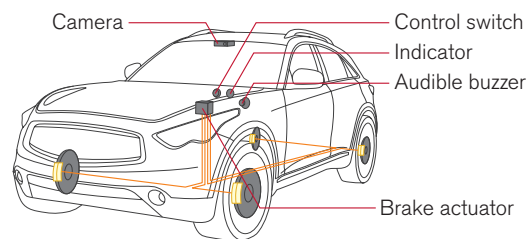


Nissan's automated lighting system improves visibility in dim light and rainy weather.

Helping Recovery from Dangerous Conditions to Safe Driving

Lane Departure Prevention

This system helps the driver return the vehicle to its designated travel lane when the vehicle is drifting out of the lane. A camera unit installed behind the rear-view mirror detects lane markers in front of the vehicle and calculates its position relative to them.



Side and Back-up Collision Prevention

Side Collision Prevention goes into action when the driver begins to change lanes by assisting the steering of the vehicle if there are nearby vehicles in adjacent lanes to help prevent contact with those vehicles. Sensors installed on the sides of the car detect vehicles in the adjacent lanes, and the system alerts the driver with sound and visual warnings. The system can also control the brakes on each wheel individually, creating a yaw mechanism to help move the vehicle away from the cars in the adjacent lanes.

When the vehicle is in reverse, such as backing out of a parking space, Back-up Collision Prevention goes to work. Sensors mounted on the rear and sides of the vehicle are used to detect vehicles and other obstacles in the car's path. If an object is detected, an alarm sounds and then the brakes are activated to help the driver avoid a collision.

Helping Reduce Injuries When a Collision is Unavoidable

Zone Body

Nissan's Zone Body construction technique creates separate zones in a car: the crushable zones, which include impact-absorbing body structures, and the occupant zone, a high-strength cabin that helps to protect the car's driver and passengers. At Nissan we ensure that our body structures



<http://www.nissan-global.com/EN/SAFETY/INTRODUCTION/RECOVER/>

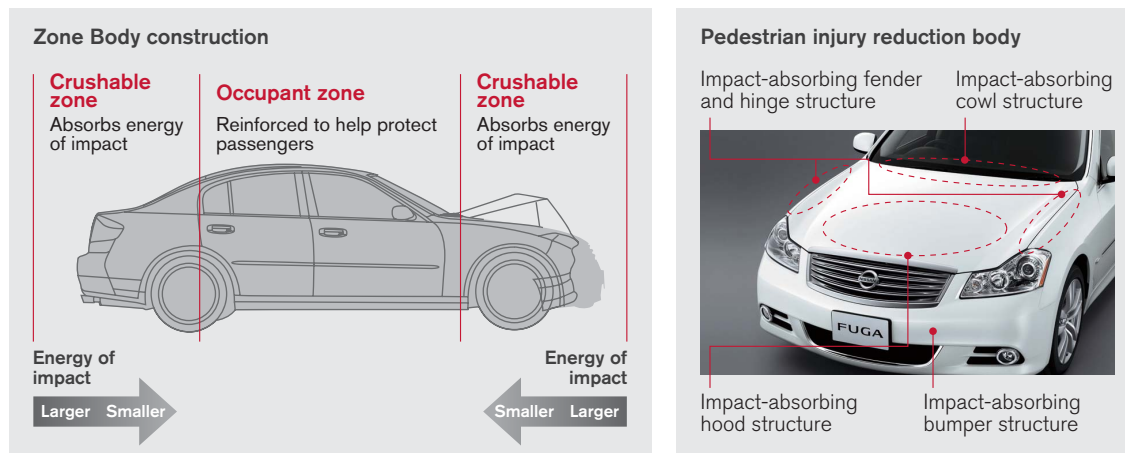
Our website has additional information on our safety systems.



<http://www.nissan-global.com/EN/SAFETY/INTRODUCTION/UNAVOIDABLE/>

For detailed information on technologies including our Intelligent Brake Assist, brake-operated pre-crash seatbelt system, SRS curtain airbags and Active Head Restraints, please see our website.

conform to safety regulations in Japan and the other markets where our vehicles are sold. We also constantly evolve our designs based on comprehensive analysis of actual accidents. We give thought to pedestrian safety as well in our designs, making use of structures that help absorb impact energy when there is a vehicle-pedestrian collision.



Our Seatbelt Technologies

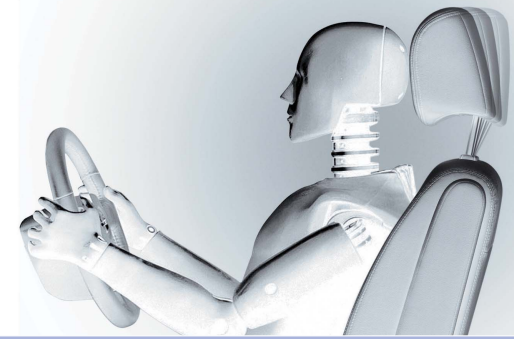
The seatbelt is a fundamental mechanism for increasing the safety of drivers and passengers in a car. Statistics from Japan's National Police Agency show that when seatbelts are worn, they can reduce accident deaths and serious injuries to one-sixth the rate for front-seat passengers without seatbelts, and one-third for rear-seat passengers.

Nissan has made active efforts to promote the wearing of seatbelts. Our low-friction seatbelts use an irregular herringbone weaving process to create softer webbing, thereby improving seatbelts' ease of extension and comfort. This technology helps reduce friction by around 10% when the belt is pulled out and cuts the feeling of constriction by some 20%. We have also made the seatbelt buckles in our vehicles' rear seats easier to find and use by making them self-standing. The increased ease of use can help promote seatbelt use among rear-seat passengers.



Self-standing buckles make seatbelt use easier for passengers in the rear seats.

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Working Together with Society

A Safer Mobility Society Built with ITS

In addition to focusing on its "Safety Shield" concept, which sees cars as things that should help protect people, Nissan believes that it is possible to create an even safer automobile society by using information from the traffic environment surrounding the vehicles on the road. We are working together with a wide range of governmental agencies, universities and other companies toward the eventual achievement of a safer, more pleasant mobility society making use of ITS—Intelligent Transport Systems that connect people, roads and vehicles via information.

Working Together with Society Nissan's ITS Project

In October 2006, Nissan launched the ITS Project in Japan's Kanagawa Prefecture. This project seeks to use Intelligent Transport Systems to create integrated networks of people, roads and vehicles, thereby helping to reduce traffic accidents and ease road congestion. The ITS Project aims to gather and use information on nearby vehicles and the traffic environment surrounding a car in order to help reduce accidents involving other parties that can be difficult for a driver to see and react to.

In March 2007, at our Technical Center in Atsugi, Kanagawa Prefecture, we began testing of an ITS featuring synchronized data communication between traffic signals and vehicles. Through this experiment Nissan is looking for ways to help reduce accidents involving pedestrians, for instance by using signals that give priority to pedestrian crossings. We are also trying to help reduce collisions at intersections with an onboard system that alerts drivers to upcoming traffic lights.

Furthermore, for five months beginning in November 2007, we worked with the Hokkaido Prefectural Police to carry out real-world tests aimed at reducing skidding-type accidents on icy roads in cold regions. Drivers living in and around the city of Sapporo using our Carwings navigation system participated in these tests. This is just one example of Nissan's efforts to put ITS to use in helping to reduce traffic accidents.

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• Nissan Participates in ITS-Safety 2010 •

Nissan is a proud participant in ITS-Safety 2010, a large-scale test of future automotive systems conducted by the ITS Promotion Committee, a public-private joint organization, and carried out on public roads beginning in January 2009. The aim of this test is to develop a safe-driving support system that coordinates multiple infrastructure systems with the goal of reducing traffic accidents. Since 2006, Nissan has been carrying out its own development in the ITS Project in Kanagawa Prefecture, Japan, where some 2,000 people have participated in our own large-scale tests of our ITS solutions. In recognition of our progress to date, our technologies have been selected for the ITS-Safety 2010 testing, which is hoped to lead to the systems' practical implementation in fiscal 2010.

Our support system to help prevent crossing collisions, for example, makes use of optical beacons to detect nearby vehicles and alert drivers to their presence when they approach intersections with poor visibility and no traffic signals. Other Nissan support systems now being tested include those to prevent traffic-signal oversights and to help prevent rear-end collisions.

• Steps to Help Protect Pedestrians •

Nissan is also working on a system that communicates with the cellular phones carried by pedestrians and a vehicle's onboard systems to let drivers know about hard-to-see people on foot, thereby helping to reduce accidents. In April 2007 we began tests in locations in Kanagawa Prefecture, Japan, where vehicle-pedestrian accidents have occurred in the past, and in November 2008 we launched a large-scale test with the participation of more than 700 Kanagawa residents. This field operation test is one of the world's first to involve so many members of the public with the aim of reducing accidents involving cars and pedestrians.

In this test, our system determines the location of pedestrians whose phones are equipped with Global Positioning System (GPS) locators. When the pedestrians are found along the course of a moving vehicle, a dedicated server calculates the necessity of alerting the driver to their presence. When necessary, the car's navigation system sounds an audio alert and visually indicates to the driver the position of the unseen pedestrians. Testing is now focusing on the best information to give the driver about upcoming pedestrians, and the best timing to do so, in order to contribute to lower accident incidence. Our hope is that this system will prove particularly useful in residential neighborhoods and other areas with many intersections with poor visibility.



We are now testing technology that networks vehicles with cellphones carried by pedestrians.

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Messages from Our Stakeholders

Looking to Nissan for the Future of Mobility



Minoru Kamata
Director
Institute of Gerontology
The University of Tokyo (Japan)

A total of 5,155 people died in traffic accidents in 2008. This figure has been decreasing steadily, but the numbers of accidents and injuries remain high, presenting a serious social problem. Many think that accidents are the result of bad luck, but what we need is the mindset that they shouldn't happen. Nissan is developing advanced safety measures and enthusiastically commercializing new technologies. Expectations are high for the ITS Project, a societal experiment investigating ways to support drivers. Since cars are driven by people, human error will be involved; technology should provide support in this area. I would like to see the early, standardized incorporation of vehicle dynamic control systems to prevent skidding and widespread use of pre-crash technologies to protect passengers during emergency braking. And as Japan is becoming an ultra-aged society, I also hope we will work together to create safe mobility for the elderly.

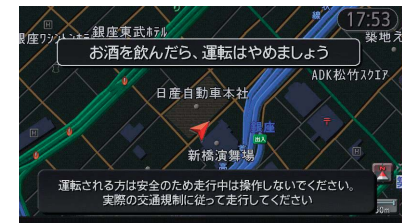
Combating Drunk Driving

Traffic accidents caused by drunk driving are an issue of deep concern to society that grows more serious each year. Nissan is taking active steps to help do away with this problem. In August 2007, working with the city of Kita-Kyushu, Fukuoka Prefecture, the Tochigi prefectural government, the town of Kaminokawa in Tochigi and the city of Atsugi in Kanagawa Prefecture, we began trials of a system to help prevent drunk driving. This system measures the alcohol level in the driver's breath when he or she attempts to start the engine, preventing ignition when the level is over a certain threshold. It was installed in monitor vehicles to gauge its ease of use and the accuracy of its readings.

Nissan has also carried out joint research with the University of Occupational and Environmental Health in Kita-Kyushu on the physiological, psychological and behavioral effects of alcohol on the human body. This research is aiding our development of technologies to quickly and accurately detect the errors and abnormalities in vehicle operation under the influence of alcohol. Other Nissan approaches to help reduce drunk driving include a function added to our Carwings navigation system in Japan that displays warnings against driving under the influence during the most common hours for such behavior, with the aim of increasing driver awareness of the danger of getting behind the wheel after consuming alcohol.



An alcohol odor detection device in the driver's seat aims to reduce driving under the influence.



Our Carwings navigation system delivers anti-drunk-driving messages to drivers.



Our Traffic Safety Activities

Emphasis on the Importance of Road Safety

A truly safe automobile society cannot be achieved through technology alone. To create a better mobility society in the future, it is important to ensure that as many people as possible, including drivers and passengers in vehicles as well as pedestrians outside them, share an understanding of road safety. Nissan takes part in educational activities to boost this safety awareness, measures to improve drivers' skills behind the wheel and a range of other safety promotions, with the goal of one day reducing the numbers of fatalities and serious injuries caused by traffic accidents to practically zero.

Our Hello Safety Campaign

Since 1972, Nissan has carried out its Hello Safety Campaign in Japan three times each year, as part of national traffic safety awareness programs held each spring and fall and during students' summer vacation. In June 2008 Japan's Road Traffic Law was revised to make seatbelt use mandatory for rear-seat passengers and require bicycles to ride on the same side of the road as vehicular traffic, among other changes, and in fiscal 2008 we adjusted the Hello Safety Campaign in response to this.

In July 2008, with the aim of helping to reduce traffic accidents involving children during their summer vacation, we created storytelling picture cards on traffic safety and distributed sets of them to all kindergartens in Japan. Through activities like this we hope also to get the children's guardians to reaffirm the importance of using seatbelts in rear seats, riding bicycles safely and eradicating drunk driving, thereby boosting the efficacy of measures to prevent accidents.

We also created an anti-drunk-driving educational program and aired it in the 10 Japanese prefectures with the highest numbers of traffic accident fatalities. In addition, we produced more than 122,000 stickers to attach to seatbelt buckles as a way to remind people to use the belts, distributing the stickers in six of those prefectures. Finally, as part of educational activities carried out nationwide, we printed and distributed 50,000 copies of a picture book on road safety issues.



We gave sets of safety picture cards to kindergartens around Japan.

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Traffic Safety Education in the Middle East

Nissan Middle East FZE has produced a booklet entitled "Be Safe with Nissan" and a cartoon DVD to help children learn about traffic safety in a fun way. Aimed at elementary-school-aged children, the booklet, written in both Arabic and English, explains basic traffic safety rules using colorful illustrations and simple expressions. Roughly 20,000 copies of the booklet have been distributed to date, making it a valuable education tool in the safety-promotion activities carried out by Nissan's sales companies in the Middle East. In Algeria, children learned about traffic safety by reading the booklet and participating in hands-on exercises using a mock-up of a city block including crosswalks and traffic lights. The booklets have also proved very useful in safety-education activities carried out in other countries in the region, including Morocco, Azerbaijan and Syria.



Children around the Middle East received copies of our safety booklet.

Accident-Prevention Activities in China

Traffic safety has become an increasingly important issue in China, which is seeing a rapid increase in the number of automobiles on the road. In 2005 Nissan (China) Investment Co. hosted the first Nissan Safe Driving Forum, a program to improve drivers' skills and safety awareness, in cooperation with the China Road Traffic Safety Association. In fiscal 2008 forums were held in 24 provinces as well as Beijing. Many customers, government officials and media representatives attended the forums, which featured programs for learning braking, cornering and other driving techniques from qualified instructors, contributing to deeper understanding of traffic safety.

The company also designed a contest to test Chinese high school students' knowledge of traffic safety issues. 2008 marked the third year for the event, which aims to increase interest and awareness of safety issues among young people, the drivers of tomorrow. In addition to completing simple quizzes on basic traffic rules and automotive safety devices, participating students made their own presentations on automotive and traffic safety. Questions relating to protection of the environment were also added to broaden the students' range of consciousness.



Chinese drivers got to test airbags and other safety features at the forum.

Safety Engineering Notes

Seatbelts for Safety and Comfort



Kengo Akita

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At Nissan, I work on seatbelt development. The seatbelt is an important part that helps protect passengers in an accident. I work to meet the challenges of improving seatbelt safety as well as comfort so that passengers can wear them with confidence. The process of creating a seatbelt that better fits the customer's body without losing functionality involves many test trials, but one result has been the development of a low-friction seatbelt that reduces the feeling of pressure when worn. I hope to continue developing safer, more comfortable seatbelts, thereby contributing to reducing the number of fatalities and serious injuries.