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## With Society

### Contributing to a Sustainable Society as a Corporate Citizen

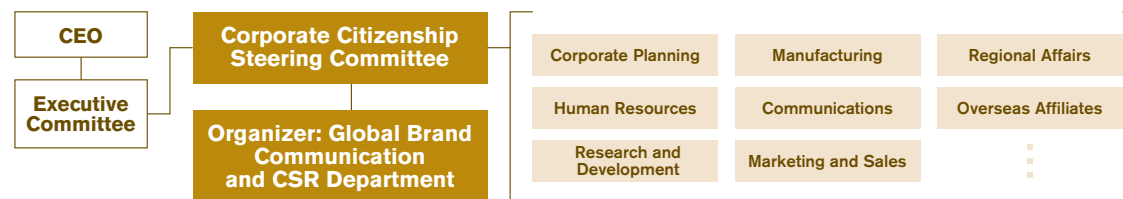
In line with its vision of Enriching People's Lives, Nissan's desire is to provide attractive products and services to customers worldwide while at the same time fulfilling its responsibility as a corporate citizen to help realize a sustainable society. As a member of the global community, we engage in a variety of social contribution activities supporting the creation of a better world.

#### CONTRIBUTING TO COMMUNITIES

#### Our Unique Social Contribution Activities

To fulfill its role as a corporate citizen and contribute toward a sustainable society, Nissan carries out social contribution activities, mainly in the fields of education, environmental awareness and humanitarian relief. The Corporate Citizenship Steering Committee, a companywide organization comprising executives and staff in charge of social contribution activities, oversees the development of these activities to ensure consistency, sharing the company's vision across its global network while also fitting the needs and circumstances of each country or region where the activities are implemented.

#### Organization of the Corporate Citizenship Steering Committee



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

Please see our website for additional details about our corporate citizenship activities.



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Nissan is working to build stronger ties with local communities where its offices and plants are located through social contributions as well as economic measures like job creation. In addressing issues that go beyond country or region, we balance a global vision with the activities best suited to each community where we operate. We believe that this approach enables us to make social contributions that are uniquely Nissan.

In our social contribution activities, we place great importance on the following points:

**1. Fostering a spirit of voluntary participation among employees**

We do our best to support the social contribution activities carried out by individual employees and we encourage as many of our people as possible to get involved in the spirit of corporate citizenship, with the aim of contributing as much as possible to society through such activities.

**2. Making the best use of our corporate strengths and qualities**

Some of our contributions are financial in nature, but we also aim to go beyond this by making full use of the resources built up through our business activities, such as our expertise and our facilities, to carry out sustainable activities.

**3. Cooperating with specialized NPOs and NGOs**

Nissan continually looks for ways to develop highly specialized programs to work with nonprofit and nongovernmental organizations in order to make its social contributions all the more effective and productive.

**Sponsoring the Science of Survival**

As one of its global social contribution activities, Nissan co-sponsors the Science of Survival. This interactive exhibition, which examines the theme of what life will be like in 2050, was first shown in April 2008 at the Science Museum in London and then in October at the Liberty Science Center in New Jersey. In April 2009 the show opened at the National Science Centre in Kuala Lumpur, Malaysia. Nissan's display in the Moving area of the exhibition showcases the company's environmental technologies, including lithium-ion batteries and a 1/4-scale model of Pivo, our electric urban commuter vehicle. The Science of Survival lets us introduce the results of our medium-term environmental action plan, Nissan Green Program 2010, in an easy-to-understand way, providing children as well as ourselves with an opportunity to think about environmental issues.



The Science of Survival made its second stop in October 2008 in New Jersey.

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❖ SOCIAL CONTRIBUTIONS IN JAPAN ❖

❖ 25 Years of Support for Children's Books ❖

This year marks the 25th anniversary of the Nissan Children's Storybook and Picture Book Grand Prix, a cooperative program with the International Institute for Children's Literature, Osaka. Started in 1984 to introduce children to richly imaginative storybooks and picture books, this writing competition seeks to encourage amateur authors toward the production of creative literature for children. Entries have included numerous outstanding works over the years, and prize-winning books have gone on to a variety of uses, including as elementary school language-arts textbooks. A total of 2,351 storybooks and 679 picture books were submitted for the 25th Grand Prix from all across Japan, from which 38 were selected and presented with awards. Nissan dealerships donate copies of the prizewinning works to around 650 kindergartens, as well as to some 3,500 public libraries across Japan. To date, we have donated over 160,000 books.

To commemorate the 25th anniversary of the Grand Prix, along with the 17th anniversary of the Joyful Storybook and Picture Book Exhibition, which Nissan co-hosts with the children's welfare foundation National Children's Castle, Nissan held special open seminars in Tokyo and Osaka. Former grand-prize winners and judges provided suggestions and insight into the creative process. An exhibition of original pictures was also held at the Nissan Gallery in Tokyo.



Grand Prix winners include colorful, imaginative works for children.

❖ The Nissan Waku-Waku Eco School ❖

In cooperation with the nonprofit organization Weather Caster Network (WCN), we have launched the Nissan Waku-Waku Eco School, an education program aiming to increase environmental awareness among children, the leaders of tomorrow. At the first class, held in September 2008 at Aiko Elementary School in Atsugi, Kanagawa Prefecture, a weather forecaster from WCN explained to approximately 90 fifth-graders such topics as climate change and global warming, after which a Nissan presenter introduced the company's environmental initiatives for vehicle manufacturing. The program also included hands-on activities like making model fuel-cell cars and going for rides in Nissan's X-TRAIL FCV, enabling the students to experience future energy sources. We plan to expand the program to more schools in Kanagawa Prefecture to encourage a greater number of students to think about future energy sources and environmental issues.



Eco School participants take rides in an X-TRAIL FCV.

❖ Sponsoring the Arts in Karuizawa ❖

Nissan co-sponsored the second annual Karuizawa Arts Festival, held from August 16 to 24, 2008. We also provided two of our latest fuel-cell vehicle, the X-TRAIL FCV, for use during the event. The event takes the form of a music festival to celebrate the cultural arts. Inspired by the organizing committee's aim to host an environmentally conscious event, Nissan decided to sponsor the festival

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for the second consecutive year. In addition to providing the two vehicles to transport performers to and from the festival grounds, the company gave spectators the opportunity to ride in the vehicles and conducted refueling demonstrations at a hydrogen station specially set up for the event. Nissan employees also visited four public elementary schools in the area, conducting environmental education classes with approximately 330 students. In conjunction with the festival, an exhibition of works entered in the Nissan Children's Storybook and Picture Book Grand Prix was held at the Karuizawa Museum of Picture Books, along with such activities as book readings.

### Programs Connecting Education and Industry

We launched the Nissan Design Waku-Waku Studio, an educational program for fifth- and sixth-grade students in Kanagawa Prefecture, as a new social contribution activity connecting the manufacturing sector with education. In line with the objectives of the career education program promoted by Japan's Ministry of Education, Culture, Sports, Science and Technology, Nissan developed its own career classes. This was held for the first time in September 2008 at two public elementary schools in the city of Yokohama with around 230 fifth-graders. In addition to talking about the world of auto design, including the process of designing a car from start to finish, the instructors—professional designers at Nissan—demonstrated concept designs based on car sketches that the children drew. The program aims to provide a fun learning experience that opens children's minds to great possibilities, conveying through the work of car designers the joy of having dreams and the importance of giving our best in whatever we do.

### Introducing Children to the Wonders of Manufacturing

The Nissan Monozukuri Caravan is an original educational program designed to provide children with the opportunity to experience the enjoyment of *monozukuri* (crafting things), based on Nissan's experience and know-how as a manufacturer. The first classes of this program, which targets elementary school students, were held in 2007 at elementary schools throughout Kanagawa Prefecture. In 2008, the program was expanded to include schools in Tochigi and Fukuoka Prefectures, and by the end of the year, 412 classes had been held at 186 schools.

Program activities include the assembly of Nissan Friend Model toy cars. This allows teams of students to experience the challenge of raising production efficiency through creative planning and improvements. There are also hands-on sessions in which the children learn under the guidance of trained personnel about the various tools used on the factory floor. Nissan plans to continue this new social contribution activity, which enables children to experience firsthand the joy of teamwork and *monozukuri*.



One of the X-TRAIL FCVs used at the Karuizawa Arts Festival 2008



Nissan designers tell students about their jobs.



Experienced Nissan workers share the joy of creating things with students.



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### Assistance for Victims of Natural Disasters

Nissan provided ¥2 million in emergency financial assistance through the Japanese Red Cross Society to aid victims of the Iwate-Miyagi Nairiku Earthquake, which occurred in the Tohoku region of Japan's main island of Honshu on June 14, 2008.

### Our Support for Employee Volunteer Activities

We introduced the Nissan Financial Support Program for Volunteer Activities in 1996 to help employees contribute more actively to their communities. With this program, which was established with the goal of fostering employees' sense of citizenship, Nissan pledges to match employee donations and to provide financial assistance when there are insufficient funds for employees to carry out volunteer activities or purchase the necessary supplies for such activities. In line with our vision of Enriching People's Lives, Nissan supports employees in carrying out volunteer activities as a corporate citizen.

### Hosting the National Wheelchair Marathon

In cooperation with local community groups, Nissan hosted the ninth annual national wheelchair marathon Nissan Cup Oppama Championship 2008 at its Oppama Plant from December 5 to 7, 2008. Each year approximately 500 volunteers, including Nissan employees and local citizens, participate in this event, which aims to revitalize the local community and foster awareness of sports for the disabled. Among the 200 athletes participating in this year's event was a silver medalist from the Beijing 2008 Paralympic Games.

Racers competed in a half marathon and shorter race categories on the Oppama Plant's Grandrive test course as well as on public roads. The event program was a valuable opportunity to raise awareness of people with disabilities, also including a social gathering for local elementary and junior high school students where they could interact with the athletes and experience riding in a wheelchair. Various organizations supporting athletics for the disabled were presented with contributions from the Taiyo Fund, a donation program set up by Nissan employees especially for this event.

### Supporting Scientific and Technological Development

The Nissan Science Foundation aims to "create solutions for social progress" through its activities, focusing specifically on research in the areas of the environment, cognitive science and education in science and technology. Since its establishment in 1974, the Nissan Science Foundation has provided cumulative assistance of ¥6.2 billion to approximately 2,100 projects.



A Christmas charity concert organized with support from Nissan's donation program.



Racers take part in the Nissan Cup Oppama Championship 2008.

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The Nissan Science Prize has been awarded to a promising researcher every year since 1993. The prize for fiscal 2008 went to Professor Fuyuki Ishikawa of Kyoto University's Graduate School of Biostudies for his research on chromosome telomeres that govern cellular aging. Ishikawa's work is expected to shed light on the processes through which cells age and become cancerous, thereby guiding development of new prevention and treatment methods.

In February 2009 Nissan joined the Nara Institute of Science and Technology to co-host the international Woody Plants Biotechnology Symposium. The event, which included a poster exhibition outlining results achieved by young researchers who have received assistance from the Nissan Science Foundation, proved an excellent networking opportunity for Japanese and foreign researchers.

## WORKING FOR SOCIETY IN NORTH AMERICA

### Helping to Build Affordable Homes

Nissan North America is helping to provide low-cost housing to those in need through its partnership with Habitat for Humanity International. In 2008 Nissan renewed its \$1 million yearly partnership with the organization, sponsoring the construction of 11 new homes, eight of which were "eco-houses." A variety of environmentally friendly features were incorporated into the design of these homes. The toilets and faucets use less water, and the temperature inside is adjusted automatically. In addition, the homes were built with an energy-efficient fluorescent lighting system and carpet made from recycled materials. Since 2006, Nissan has donated more than \$3 million to Habitat for Humanity in house sponsorships and truck donations, as well as 40,000 employee volunteer hours.

## EUROPEAN PROGRAMS

### Nissan Supports Development of Hydrogen Vehicle

When a research team at the University of Sunderland set out to create a vehicle that could switch from gasoline to hydrogen as its fuel, Nissan Motor Manufacturing (UK) Ltd. provided engineering expertise and donated the car used in the project, a Nissan Almera from the company's Sunderland plant. The HyPower Nissan Almera made its debut at a university conference in September 2008. When running on hydrogen, the vehicle's only tailpipe emission is water. The HyPower serves as a platform for testing new hydrogen technologies, and by appearing at schools and other venues, it also helps stimulate interest in engineering careers.



Nissan employees have volunteered 40,000 hours of their time to Habitat for Humanity.



Nissan is helping researchers create a new hydrogen-powered car.

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∴ **Sharing the Joy of Driving** ∴

The Sunderland Plant of Nissan Motor Manufacturing (UK) Ltd. is a proud supporter of Blind Drive Day, a unique charity event to raise funds for the provision of guide dogs. Blind and partially sighted individuals get the chance to drive around a Nissan test track in a dual-controlled car alongside a driving instructor. For some participants the experience is very memorable indeed, as it is their first opportunity behind the wheel of a vehicle. Afterward, participants are driven around the high-speed circuit in a rally car to experience the thrill of high-speed racing.



Blind Drive Day helps give everyone a chance to get behind the wheel.

∴ **CONTRIBUTING TO THE WORLD** ∴

∴ **Bringing Books to Young Thai Readers** ∴

The 2004 Indian Ocean Tsunami had a particularly devastating effect on Thailand. In the aftermath of the disaster, Nissan Motor (Thailand) Co., Ltd. donated an Urvan (marketed in Japan as the Caravan) to the Sikkha Asia Foundation for use as a mobile library, with the aim of delivering books to underprivileged children in affected areas. In addition to modifying the vehicle to allow it to carry large numbers of texts, Nissan also provided support for maintenance and fuel charges and donated educational reading materials. The Nissan Mobile Library is also used to bring books to children living in Thailand's remote areas. Library staff members read stories and organize various other activities to encourage the development of healthy reading habits. The company decided to expand upon this effort in 2008 by donating a second vehicle, with the aim of extending the geographic coverage of the educational project.



The mobile library brings books to children in rural Thailand.

∴ **Our Flagship Project in South Africa** ∴

Nissan South Africa (Pty.) Ltd. (NSA) is undertaking several diverse projects to make meaningful contributions to society. Three of these—the Mobile Eye Clinic, Nissan Adbag and Vegitunnels—have been reorganized into a unique flagship project.

The Mobile Eye Clinic provides vision testing and eye screening to elementary school students in rural villages throughout South Africa. In addition, the clinic itself—a Nissan Interstar van fully outfitted with optometry equipment—allows for 4,000 pairs of eyeglasses to be dispensed to children each year. NSA donated this van to the International Centre for Eye Care Education, a nonprofit organization involved in community healthcare activities in Africa.

The Nissan Adbag project, launched in 2006, provides rural schoolchildren with book bags made from recycled Nissan advertising billboard material. The bags are assembled by individuals with mental and physical disabilities.

The final component of NSA's flagship project is Vegitunnels. Participating elementary schools in rural areas each receive two Vegitunnels, covered gardening structures that increase produce



One of the Vegitunnels set up by NSA each year.

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yields and reduce loss to pests. Vegetables grown in the nonhazardous, net-covered tunnels are used mainly to feed schoolchildren, and local residents are employed to look after the crops. NSA sets up Vegitunnels at 35 schools each year, helping to feed around 25,000 students.

### Contributions to Rural Schools

NSA is helping to improve the educational environment of the country's schools. For the past 11 years, the company has been involved in the Rally to Read, a charity event that takes place every May in seven of South Africa's nine provinces. Companies involved in the rally donate reading and writing materials. After the event has finished, these materials are left with rural schools, which use them as writing practice notebooks and library books. Training materials are also provided to educators to help them more effectively administer their schools.

### Nissan's Mobile Science Laboratory

The Vuwani Maths and Science Resource Centre in South Africa's Limpopo Province introduces high school students to practical applications of these two subjects. NSA is working in partnership with the center, providing a mobile science laboratory and financial donations to allow its facilities to be brought directly to students in rural villages. Exposure to these resources helps students improve their math and science grades and thus become eligible to enroll in university engineering programs. The project is also expected to create a larger pool of potential entrants to the automotive industry. The project benefits over 15 schools and 50,000 students each year.

### Support For Disaster Relief

Two large-scale natural disasters struck the Asian continent in 2008, and in both cases Nissan Motor Co. contributed support for emergency relief efforts. After Cyclone Nargis hit Myanmar in early May, Nissan pledged ¥10 million to Japan Platform, a nonprofit organization engaged in relief efforts. In the wake of the May 12 earthquake in China's Sichuan Province, Nissan donated ¥15 million to support the activities of the Red Cross Society of China. In addition, Nissan's joint-venture partner in China, Dongfeng Motor Co., Ltd., donated 10 Qashqais for use in relief activities.



NSA has supported the Rally to Read for more than a decade now.



NSA representatives present the keys to the mobile laboratory vehicle.



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## Fund-Raising Along the Silk Road

The Nissan Ten-Year International Silk Road Walk is a fund-raising event that covers the whole 7,000 kilometers of the historic Silk Road over the course of a decade. Sponsored by Nissan China Investment Co., Ltd., this walk provides participants with the moving opportunity to experience for themselves the wonders of China's history and art as they travel through different regions, along with fresh insight into China's educational and environmental issues. The event includes fund-raising activities for elementary schools in some of China's poorest regions.

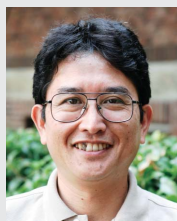
Nissan China Investment supports the Lifeline Express, a mobile, train-based medical clinic offering free treatment to people in the poor regions of the Chinese interior. In 2006 the company donated 100,000 yuan (about ¥1.4 million), and since 2007 it has made annual donations of 150,000 yuan (about ¥2.1 million). This help has been received with gratitude and official recognition from the Chinese Ministry of Commerce and the Chinese Foundation for Lifeline Express, which operate the mobile medical program.



Fund-raising participants spend 10 years walking the 7,000 kilometers of the Silk Road.

### Messages from Our Stakeholders

#### Working Toward Mutual Learning and Hope



**Tetsuo Tsutsui**  
Secretary General  
Shapla Neer  
(Citizens' Committee in Japan  
for Overseas Support)

Shapla Neer, the Citizens' Committee in Japan for Overseas Support, is an NGO working to eliminate poverty in India, Bangladesh and Nepal. Our organization cooperates with various Nissan activities, such as the Nissan-NPO Learning Scholarship Program launched in 1998 and the collection of unusable postcards from Nissan offices, to promote a lifestyle incorporating reuse. Daily life for people in South Asia is indescribably difficult. Yet there is much that we can learn from these people's lifestyles, such as zest for life, family ties and concern for others. People in South Asia live in the same era and have the same hopes as people in developed countries. With cooperation from Nissan, we want to share their thoughts with people in Japan through our programs. We all have a duty to make the world a better place. I wish to join everyone in broadening our thinking as to how we can accomplish this.