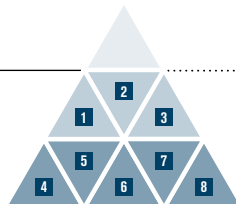


CONTENTS	INTRODUCTION	CEO MESSAGE	COO MESSAGE	BLUE CITIZENSHIP: NISSAN'S CSR	RENAULT-NISSAN ALLIANCE	CSR DATA	THIRD-PARTY COMMENT
ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

CONTENTS



Sustainability Strategies

NISSAN MOTOR COMPANY



INTRODUCTION	02	1 ENVIRONMENT	14
CEO MESSAGE	03	2 SAFETY	44
COO MESSAGE	04	3 PHILANTHROPY	52
BLUE CITIZENSHIP: NISSAN'S CSR	07	4 QUALITY	59
RENAULT-NISSAN ALLIANCE	11	5 VALUE CHAIN	68
CSR DATA	104	6 EMPLOYEES	73
THIRD-PARTY COMMENT	143	7 ECONOMIC CONTRIBUTION	84
		8 CORPORATE GOVERNANCE & INTERNAL CONTROL	88



On the Cover

Nissan LEAF

VIEWING THIS REPORT

This Sustainability Report is an interactive PDF. You can use the navigation tabs and buttons to access the information you need.

Section Tabs

CONTENTS	INTRODUCTION	CEO MESSAGE	COO MESSAGE
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Click the tabs to jump to the top page of each section.

Navigation Buttons

- Go back one page
- Return to previously viewed page
- Go forward one page

Link Buttons

- Jump to linked page
- Jump to information on the web
- Jump to information in CSR Data

Our Related Websites

CORPORATE INFO	CSR	ENVIRONMENT	SAFETY
CORPORATE CITIZENSHIP	QUALITY	TECHNOLOGY	ZERO EMISSION
IR	INFO LIBRARY	PRODUCTS (GLOBAL)	PRODUCTS (JAPAN)

- Editorial Policy**  
Nissan publishes an annual Sustainability Report to communicate to stakeholders its social responsibilities. In this year's report we review the progress and results achieved in fiscal 2012 with a focus on the eight sustainability strategies.
  - Scope of the Report**  
Period Covered: The report covers fiscal 2012 (April 2012 to March 2013); content that describes efforts outside this period is indicated in the respective sections.  
Organization: Nissan Motor Co., Ltd., foreign subsidiaries and affiliated companies in the Nissan Group. When describing regional efforts, we refer to the specific region; when no specific region is identified, the descriptions of Nissan's activities and practices pertain to Nissan Motor Co., Ltd. in Japan.
  - Referenced Reporting Guideline**  
GRI Sustainability Reporting Guidelines (see website for complete GRI guideline table). Specific GRI indicators are listed for each sustainability strategy and in the CSR Data section. [» website](#)
  - Date of Previous Report**  
Sustainability Report 2012, issued August 9, 2012.
  - Reporting Cycle**  
Once annually since 2004.
  - Third-Party Assurance**  
Click here to view the third-party certification. [» page\\_141](#)
  - Forward-Looking Statements**  
This Sustainability Report contains forward-looking statements on Nissan's future plans and targets and related operating investment, product planning and production targets. There can be no assurance that these targets and plans will be achieved. Achieving them will depend on many factors, including not only Nissan's activities and development, but also the dynamics of the automobile industry worldwide, the global economy and changes in the global environment.
  - Mistakes and Typographical Errors**  
All errors discovered after the report is published will be corrected and displayed on our website.
  - For Further Information**  
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  - Sustainability Report 2013**  
Publication Date: June 24, 2013
- \* In 2006 we published our last print edition of the Sustainability Report. Out of consideration for the environment, we now publish the report exclusively online. It can be downloaded from our website as PDF files.*

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ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

## INTRODUCTION

### CORPORATE VISION

Nissan: Enriching People's Lives

### CORPORATE MISSION

Nissan provides unique and innovative automotive products and services that deliver superior measurable values to all stakeholders\* in alliance with Renault.

\* Our stakeholders include customers, shareholders, employees, dealers and suppliers, as well as the communities where we work and operate.



Guided by its corporate vision of Enriching People's Lives, Nissan aims to contribute to the sustainable development of society through its full range of global business activities in addition to providing value through its products and services. As a leading global automaker, we are committed to all of our stakeholders—including customers, shareholders, employees and the communities where we do business—to deliver engaging, valuable and sustainable mobility for all. Our pioneering efforts to promote electric vehicles and to make mobility more affordable for people in emerging countries are part of our initiatives rooted in this vision.

At Nissan, we call this approach to corporate social responsibility "Blue Citizenship." Through Blue Citizenship, we aim to be a company that meets the expectations of society.

In order to share our CSR-related thinking and activities with as many people as possible, each year we publish this Sustainability Report. We believe that sharing this information broadly with stakeholders increases the transparency of our actions, as well as giving us an opportunity to improve our activities by incorporating external feedback, thereby contributing to the development of a sustainable society.