

CONTENTS	INTRODUCTION	CEO MESSAGE	NISSAN'S CSR STRATEGIES	NISSAN'S CSR MANAGEMENT	RENAULT-NISSAN ALLIANCE	CSR DATA	THIRD-PARTY ASSURANCE
ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

RENAULT-NISSAN ALLIANCE

Nissan has greatly increased its global footprint and achieved dramatic economies of scale through the Renault-Nissan Alliance, a unique and highly scalable strategic partnership founded in 1999.

In 2016, the Alliance sold 9.96 million vehicles.* The Alliance's brands accounted for about one in nine cars sold worldwide, ranking it among the top four car groups globally. Its vehicles are marketed under the following nine brands: Nissan, Infiniti, Datsun, Venucia, Renault, Renault Samsung, Mitsubishi, Dacia and Lada (AVTOVAZ).

* Including sales by Mitsubishi Motors and Russia's AVTOVAZ



The Alliance's Vision

The Renault-Nissan Alliance is the auto industry's most productive and longest-lasting cross-cultural collaboration. This unique partnership, celebrating its 18th anniversary in 2017, is a pragmatic, flexible business tool that can expand to accommodate new projects and partners worldwide.

The Alliance has strategic collaborations with numerous automakers, including Germany's Daimler AG and Dongfeng Motor Company Ltd., a joint venture in China. The Alliance also has a majority stake in AVTOVAZ, Russia's largest automaker, through a joint venture with the state corporation Rostec Corp.

The Alliance is based on the rationale that substantial cross-shareholding investments compel each company to act in the financial interest of the other, while preserving each company's distinct brand identity and corporate culture. Renault has a 43.4% stake in Nissan, while Nissan holds a 15.0% stake in Renault.

In 2014, Renault and Nissan converged four key functions—Engineering, Manufacturing Engineering & Supply-Chain Management, Purchasing and Human Resources—to enhance performance and accelerate synergies. Each unit is headed by one dedicated Alliance Executive Vice President. Thanks to the convergence, the Alliance expects to generate €5.5 billion in synergies in 2018, up from more than €4.3 billion in 2015.

Alliance Objectives

The Alliance pursues a strategy of profitable growth with three objectives:

To be among the top three automakers in terms of:

- 1 Technology innovation
- 2 Revenue and operating profit
- 3 Quality and customer satisfaction

► [website](#)

Click here for more information on the Renault-Nissan Alliance.

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Technology Leadership

The Renault-Nissan Alliance's technology leadership is built on three key strategic pillars: zero-emission, connected vehicles and autonomous drive vehicles.

The Alliance is the leader in zero-emission mobility with more than 430,000 electric vehicles sold globally since its first EV, the Nissan LEAF, went on sale in December 2010 followed by the Renault ZOE. Nissan LEAF remains the world's best-selling EV and Renault ZOE the leading EV in Europe.

In 2016, the Alliance hired technology executive Ogi Redzic to lead the global car group's connected car initiative as Alliance Senior Vice President, Connected Vehicles and Mobility Services. With this new common entity, the Alliance aims to provide the latest technology in mass-market vehicles at affordable prices. The Alliance is accelerating the expansion of its connected and mobility services by acquiring the talent to help build in-house software development capabilities and by partnering with best-in-class technology companies.

In 2016, the Alliance announced plans to launch more than 10 models with Autonomous Drive technologies through 2020, following a step-by-step approach.

The World Business Council for Sustainable Development

The Renault-Nissan Alliance became a member of the World Business Council for Sustainable Development (WBCSD), following Nissan's solo participation for more than 10 years. The WBCSD is an international association of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment.

Partnership with Mitsubishi Motors Corp.

On October 20, 2016, Nissan acquired 34% of Mitsubishi Motors' equity stake and became its largest shareholder. The Alliance of Renault, Nissan and Mitsubishi Motors creates a new force in the global auto industry.

Nissan will pursue growth potentials with Mitsubishi Motors, specifically through synergies in such areas as joint purchasing, deeper localization, joint plant utilization, common vehicle platforms, technology sharing and an expansion of our combined presence in both mature and emerging markets. Through these activities, the Alliance aims to achieve the production capabilities and innovative technologies to produce cars that fulfill the needs of customers in all segments.