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Enhancing Value for Stakeholders

With Society

Contributing to a Sustainable Society

Nissan's corporate vision is Enriching People's Lives. While striving to be a company that provides products and services needed by society, we earnestly desire to contribute to the development of a sustainable society, creating a prosperous future for the next generation. In addition to pursuing our goal of achieving long-term corporate sustainability, we are concerned about social sustainability. We take very seriously our role as a member of the global community and have set out a range of social contribution activities demonstrating our commitment to fulfilling it.

CONTRIBUTING TO COMMUNITIES

Activities in Partnership with Society

Through activities in the fields of education, environmental awareness and humanitarian relief, Nissan is fulfilling its role as a responsible corporate citizen, working toward a sustainable society. While these activities are carried out globally under our shared corporate vision, we are careful to give due attention to the local conditions and needs of the communities in the countries and regions where we work. Nissan of course brings economic benefits to the communities around our offices and plants by providing employment, but we also make great efforts to build solid relationships with those communities through our social contribution activities. It is our duty to address problems that go beyond a single geographic area. We address these problems by balancing a global vision with the activities best suited to each community where we operate, an approach that we believe enables us to make the sort of social contributions that are uniquely Nissan.

Moreover, in 2006 we established a companywide organization, the Corporate Citizenship Steering Committee, bringing together executives and those divisions in charge of social contribution activities to discuss ways of further unifying our efforts in this area.



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

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

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Organization of the Corporate Citizenship Steering Committee



In our social contribution activities at Nissan, we place great importance on the following three 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

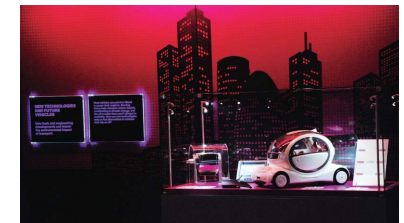
Some of our contributions are financial in nature, but we also aim to go beyond this by making full use of the resources built up through our business activities, such as our expertise and our facilities, to carry out sustainable activities.

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.

The Science of Survival

As part of its environmental education programs and its global social contribution activities, Nissan is co-sponsoring the Science of Survival. This exhibition—scheduled to appear at 20 venues around the world, starting with the Science Museum in London, over the course of five years—offers glimpses into the world of 2050 and explores how we will survive on a changing planet. The exhibition, which was designed to stimulate children to think about environmental issues through a program of easy-to-understand, interactive presentations, also provides participants with a basic understanding of the essence of our Nissan Green Program 2010 and our advanced technologies. The exhibition is scheduled to travel to major science centers and museums around the world, including North America and Japan.



The Science of Survival

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SOCIAL CONTRIBUTIONS IN JAPAN

Promoting Creative Literature for Children

One way in which Nissan supports education is through a program introducing children to richly imaginative storybooks and picture books. Since 1984 we have been working together with the International Institute for Children's Literature, Osaka, to present the Nissan Children's Storybook and Picture Book Grand Prix to amateur authors as a way of encouraging the production of creative literature for children. In the 24th Grand Prix, held in fiscal 2007, a total of 2,336 storybooks and 696 picture books were submitted as entries from all across Japan, of which 38 were selected for awards.

The prizewinning works are published and copies are donated to around 650 kindergartens in the vicinity of Nissan's business locations, as well as to some 3,500 public libraries across Japan. In the 24 years of the program, we have donated over 150,000 books.

In another initiative, Nissan co-hosts the Joyful Storybook and Picture Book Exhibition with a children's welfare foundation at the National Children's Castle in Tokyo's Shibuya Ward. This exhibition, which has been held every year since 1992, aims to stimulate children's curiosity and creativity, while nurturing and encouraging empathy for others through displays of and workshops based on children's stories and picture books. Many Nissan employees and local university students support the event as volunteers.



Award ceremony at the 24th Joyful Storybook and Picture Book Exhibition, Japan

Fostering Future Leaders Through Learning Scholarships

The Nissan-NPO Learning Scholarship Program is one of Nissan's initiatives to form partnerships with nonprofit organizations. Launched in 1998, this program offers internship positions to university and graduate students interested in gaining practical NPO experience. Successful applicants receive scholarships according to their achievements. Through their experiences in the NPOs where they are assigned, the participants develop creativity, insight and a capacity for action. The 10th annual program was carried out in fiscal 2007, with 34 applicants from 23 universities. After screening and interviews, 11 of the applicants were selected to receive scholarships and went to work for organizations involved in the environment, international exchange and social welfare, among other fields. In October 2007 Nissan hosted a midterm meeting for the interns at its headquarters in Tokyo, giving them an opportunity to report on their operations and exchange information with fellow interns with the aim of improving their activities.



Participants pose after finishing the 10th annual NPO Learning Scholarship Program.

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Continuing Partnerships in Environmental Education

In November 2007 Nissan co-hosted an extension course, the Environmental Volunteering School, with Waseda University's Hirayama Ikuo Volunteer Center (WAVOC). The course, which provided a chance to learn about Nissan's environmental efforts, was attended by 25 students. In addition to lectures on the Nissan Green Program 2010, the program included a group work session with staff from Nissan's Global Environment Planning Office to discuss environment-friendly cars of the future.

Also in November 2007 Nissan employees visited six public junior high schools in the city of Nikko, Tochigi Prefecture, to conduct classes about fuel-cell vehicles (FCVs), using the company's 2005-model X-TRAIL FCV as an example. This year, the second year for these classes based on a special agreement between Nissan's Environmental and Safety Technologies Global Government Affairs Department and the Nikko Board of Education in 2006, more than 300 students and teachers had the opportunity to ride in an FCV, providing food for thought on the future of our mobility society. Nissan employees also visited three public elementary schools in the town of Karuizawa, Nagano Prefecture, to conduct similar classes during the Karuizawa Arts Festival 2007, which we co-sponsored. All of the 277 participants enjoyed a ride in the FCVs, which were also used to transport performers to and from the festival grounds.



One of the X-TRAIL FCVs used at the Karuizawa Arts Festival 2007

Encouraging Employee Volunteer Activities

We launched the Nissan Financial Support Program for Volunteer Activities in 1996 with the aim of supporting volunteer activities and community involvement by employees. In this program, Nissan pledges to match employee donations and provides financial assistance when there are insufficient funds for employees to carry out volunteer activities or purchase the necessary supplies for such activities. We actively encourage voluntary social involvement and fund-raising activities among our employees, and we are working hard to create an environment in which our workers can carry out such volunteer activities on their own initiative.

Community Partner in the National Wheelchair Marathon

From November 30 to December 2, 2007, Nissan's Oppama Plant joined with local community groups to co-host a national wheelchair marathon, the Nissan Cup Oppama Championship 2007. Organized jointly by corporate and community hosts, the marathon serves the dual purpose of revitalizing the local community and fostering awareness of sports for the disabled.



Racers take part in the Nissan Cup Oppama Championship 2007.

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The 2007 event, which marked the eighth time for Nissan to be involved in the wheelchair marathon, attracted approximately 200 participants, including some of Japan's top wheelchair athletes. Following a new course that included the Oppama Plant's Grandrive test course as well as public roads, racers competed in marathon and half marathon categories. There were also short-distance time trials and instruction sessions for beginners, mainly younger athletes. Contributions from the Taiyo Fund, a donation program set up by Nissan employees especially for this event, were also presented to various organizations supporting athletics for the disabled.

Supporting Academic Culture

The Nissan Science Foundation was established in 1974, commemorating the 40th anniversary of the company's founding, with the goal of contributing to the improvement of academic research and culture in Japan. With a specific focus on research in the three areas of the environment, cognitive science, and science and technology or environmental education, the foundation aims to "create solutions for social progress" through its various activities. The Nissan Workshop in IPoS (Intensive Program on Sustainability), for example, brings together young Southeast Asians to help raise their understanding of transportation-related sustainability and environmental issues, thereby fostering future leaders for the region. To date, the Nissan Science Foundation has provided cumulative assistance of ¥6 billion to roughly 2,000 projects.

Every year since 1993, we have awarded the Nissan Science Prize to a promising researcher in the environmental technology field. In 2007 Professor Masayuki Yamamoto, vice-dean of the Tohoku University Graduate School of Medicine, received the prize for his research into the molecular structure of environmental response and adaptation in living things. Yamamoto's work examines accumulations of harmful oxidants in the human body, as well as the stress mechanisms that respond to the introduction of toxins and other foreign substances. Hopes are high that this research will shed light on the origin of a number of diseases at the molecular level.

The Nissan Monozukuri Caravan

In July 2007 we launched a new social contribution project, the Nissan Monozukuri Caravan. Established in collaboration with the Kanagawa Prefecture Board of Education, this program aims to provide 10-year-olds in the prefecture with the opportunity to experience firsthand the fun of *monozukuri* (crafting things) and the feeling of creating something big through a series of small steps, as well as the importance of teamwork. Some of the activities planned for the program, which was designed exclusively by Nissan, include a session for assembling model toy cars and discussing how to improve the manufacturing process, as well as a hands-on session in



Nissan Workshop in IPoS (Intensive Program on Sustainability) 2007



Some of the children who took part in the Nissan Monozukuri Caravan

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which the children learn about the various tools used on the factory floor. The first class of the Nissan Monozukuri Caravan was held on July 10, 2007, at Tateno Elementary School in the city of Yokohama; in all more than 4,500 children at 49 schools have taken part. We plan to continue the caravan program, which provides a different kind of experience from factory tours, expanding it to other prefectures in Japan.

Aid to Earthquake Victims

On March 25, 2007, the Noto Peninsula Earthquake struck the Hokuriku region of Japan, on the Sea of Japan coast. Nissan contributed to effective volunteer relief efforts by providing four rental vehicles free of charge to local volunteer centers in the area affected by the quake. Nissan employees also demonstrated their concern, donating approximately ¥2 million to a special earthquake fund that was forwarded to such organizations as the Community Chest of Ishikawa Prefecture.

Nissan provided ¥5 million in emergency assistance to the region affected by the powerful Niigata Chuetsu-oki Earthquake, which occurred on July 16, 2007, along the Sea of Japan coast of Niigata Prefecture. Of the total amount, ¥3 million went to a disaster volunteer activity fund set up by the Central Community Chest of Japan, while the remaining ¥2 million took the form of four vehicles for use in relief operations. In addition to a donation of 1,000 towels through Nippon Keidanren (the Japan Business Federation), Nissan also sent supplies of nonperishable food and drinking water from each of its offices and plants to the city of Kashiwazaki, one of the hardest hit areas. Nissan employees, in cooperation with the workers' union, raised ¥3.5 million in donations, which they sent to various organizations assisting disaster relief in the prefecture, including the Community Chest of Niigata Prefecture.



Nissan provided free rental vehicles for use in earthquake relief efforts.

WORKING FOR SOCIETY IN NORTH AMERICA

Partnership with the SAE Foundation

In May 2007, Nissan announced its contribution of \$1.5 million to the Society of Automotive Engineers (SAE) Foundation for the development and initial distribution of the "A World In Motion" (AWIM) K-3 curriculum. AWIM gives students hands-on learning experiences in the fields of science, technology, engineering and math, and enhances learning by bringing volunteers, often engineers, to classrooms to work with students and teachers. The K-3 curriculum provides math and science instruction to students in the earliest years of formal learning and is designed to pique their interest in these subjects. Nissan is proud to support the SAE Foundation in its efforts to educate the next generation of engineers and scientists.

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Supporting the Future of Nature

Nissan North America and the World Wildlife Fund (WWF) have formed a partnership to empower young leaders on college campuses to become effective advocates for the environment. The Nissan-WWF Environmental Leadership Program provides tomorrow's leaders with opportunities to learn about the most pressing issues facing the global environment; to meet with scientists, policy makers and business leaders addressing these issues; to develop leadership skills; to receive hands-on experience in scientific field research; and to build a network of peers from around the country in a variety of academic disciplines.

In addition to investing in the future of young leaders, through this annual \$1 million partnership, Nissan North America is providing support for the WWF's conservation efforts in its priority places. Our funding for the WWF's U.S. Southeast Rivers and Streams program has enabled the WWF to provide small grants to local NGOs working to save freshwater resources in the Southeastern United States, including the Harpeth River, which runs by Nissan North America's new Tennessee headquarters. With this innovative partnership, together Nissan North America and the WWF are supporting the future health of the natural environment.



The Nissan-WWF Environmental Leadership Program trains tomorrow's environmental leaders.

Nissan Aids in Disaster Recovery Efforts

In February 2008 tornados ravaged the Southeastern United States, injuring hundreds, killing many and displacing families. In response to the disasters affecting central Tennessee, Nissan volunteers joined clean-up efforts to help whole communities that were devastated by the tornados. The group gathered their tools, put on protective clothing, and helped clear debris from affected neighborhoods, working alongside thousands of local residents.

To further support recovery efforts, Nissan donated \$120,000 to the American Red Cross Nashville Area Chapter. The Red Cross is coordinating relief efforts in Tennessee with other organizations. Nissan is proud to be a part of a community that cares deeply about its neighbors.

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EUROPEAN PROGRAMS

Nissan Humanitarian Activities

Nissan International S.A. in Europe is helping crisis responders offer aid around the world in times of emergency. On February 8, 2008, Nissan International provided a Nissan Patrol 4x4 vehicle to Télécoms Sans Frontières (TSF) for use in crisis-torn areas around the globe. The Patrol is equipped with a satellite communications dish provided by Eutelsat.

TSF is a nongovernmental organization that plays an essential role in providing communications services in crisis zones. The group can deploy specialist teams within 24 hours of an emergency anywhere in the world. This partnership with TSF was piloted by the International Independent Institute for Space and Satellite Solutions (3i3s), which aims to highlight technological applications for space and satellites while affirming their humanitarian and social benefits.



This 4x4 Nissan Patrol will help TSF carry out its activities in crisis-hit areas around the globe.

Christmas Donations in Europe

In December 2007, Nissan International S.A. donated its €4,000 Christmas card fund to its NGO partner, CARE France. In consideration of the environmental impact of printing cards, beginning in 2005 Nissan International has opted to send simple e-cards via the Internet. The money saved goes to CARE France, which puts it to good use in further supporting its many humanitarian actions around the world. In Spain, meanwhile, Nissan Iberia S.A. and Nissan Motor Ibérica S.A. teamed up to present €5,000 to UNICEF, the United Nations Children's Fund.

Children's Visits to the Barcelona Plant

Nissan Motor Ibérica S.A. in Spain runs a program bringing students from two schools each week to visit Nissan production sites. The educational visit program has been taking place at the Barcelona Plant, giving elementary school students aged eight to 12 the chance to see where our vehicles are made.

The two-hour visits are organized twice a week with the main objective of enhancing Nissan's message and sharing it with children. Around 50 people, including students and teaching staff, take part in each session. As an explanatory guide to the assembly lines, we have produced a storybook especially for the children, with easy-to-understand text and illustrations.

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CONTRIBUTING TO THE WORLD

“Imagination Factory” Design Forum Series

Beginning in 2006, Nissan Motor Co., Ltd. sponsored a series of forums across Asia focusing on automotive design. Titled “Imagination Factory,” these forums were held in collaboration with local design associations in Singapore, Taiwan, China, Malaysia, the Philippines, Thailand and Hong Kong. The gatherings included panel discussions in which Nissan and local creators explored new design possibilities. The forums also featured exhibitions of Nissan’s design philosophy, strategy and practices open to the public, offering people a view deep into automotive design trends.

In some of the locations we also held one-day workshops for students interested in careers in the fields of automotive or industrial design. Many young people welcomed these opportunities to have their visions of “the cars of 2030” critiqued by Nissan designers. Our “Imagination Factory” events, which drew the participation of some 2,000 people in all, were the first such design-related gatherings to be organized by an automaker.



Our “Imagination Factory” forums took place all around Asia.

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.

In 2006 Nissan China Investment made a 100,000-yuan (around ¥1.4 million) donation to the Lifeline Express, a mobile, train-based medical clinic offering free treatment to people in the poor regions of the Chinese interior. Our help was 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.



The Silk Road walk spans 10 years and 7,000 kilometers to raise money for charity.

Keeping Children Safer on China's Roads

In September 2007, Nissan (China) Investment Co., Ltd. gave its support to a road safety education event for elementary schoolchildren in China’s central western region. This event was organized by the China Road Traffic Safety Association, the PR department of the Communist



Nissan supported the donation of traffic safety caps to children in central western China.

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Party of China's Guizhou Provincial Committee, and the Guizhou Provincial Government. The event's goals were to provide elementary schoolchildren in the economically underdeveloped inland region with road safety items and to encourage them to boost their road safety awareness. Students from Tianlong and Nanhua Miao Xiwang Elementary Schools in Guizhou Province received yellow caps and school materials bearing road safety messages, and a kids' traffic police rhythmic exercise contest gave them an enjoyable way to acquire a sense for road safety.

The Nissan Adbag Project

An "adbag" is a sturdy canvas bag made from recycled billboards for Nissan products. The Nissan Adbag Project, organized by Nissan South Africa, emphasizes environmental sustainability and humanitarian assistance. In this project the materials to create adbags are collected from dismantled Nissan billboards and assembled by people with mental and physical disabilities. They are then distributed to schoolchildren in rural villages, who welcome the chance to replace the plastic bags typically used to carry books to school.

Originally started in the northern province of Limpopo in 2006, the project distributed more than 15,000 adbags within a year. It is now expanding to other South African provinces, including North West, KwaZulu Natal and the Eastern Cape.

Adbags have become part of the numerous NSA projects that involve underprivileged children. NSA plans to incorporate the adbags into a unique flagship program that also involves mobile eye clinics.



The Nissan Adbag Project sees billboard material recycled into school bags for children.

Promoting Learning in South Africa

Nissan South Africa (NSA) also supports numerous learning initiatives that promote educational and professional development in South Africa.

For the past decade, NSA has been part of the Rally to Read, which takes place every May in seven provinces. At the rally, companies donate reading and writing materials that are then given to rural schools across South Africa. The rally also provides educators with training materials to help them more effectively tend to their students' needs.

In 2007, NSA also benefited 450 college students by donating 15 unused engines from its discontinued line of Almera family cars to 15 colleges with motor mechanical training programs in three provinces that surround the Nissan manufacturing plant in Rosslyn, Pretoria.



Nissan South Africa provides active support for a range of educational and professional-development initiatives.

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Finally, for the past three years NSA has conducted "learnership programs" that aim to bridge the technical skills gap in South Africa by teaching young people the skills they need to become successful candidates for employment. Some 350 people have taken part in the program, which benefits not only participants but also the country's manufacturing sector as a whole.

Mobile Eye Clinic

In September 2006, Nissan South Africa launched a multiyear plan to promote the optical healthcare of the people of South Africa, beginning with the donation of a Nissan Interstar van fully equipped with optometry equipment to an organization operating a mobile healthcare project. This plan has been expanded with the partnership of a nonprofit organization, the International Centre for Eyecare Education, and NSA will donate two additional mobile eye clinics in 2008 and 2010 at a total project expense of 4.8 million rand (around ¥65 million) over five years.

Mobile eye clinics provide elementary school students in rural South African villages with optometry care. Eye tests and screenings can be conducted inside the cabin of the Interstar, which can dispense 4,000 pairs of prescription eyeglasses to children in need each year. The first van began offering service in KwaZulu Natal province in 2007, and the current and subsequent vans will expand coverage across South Africa.

Because primary healthcare and adequate transportation are not readily available in rural areas, the mobile eye clinic project provides an essential service to the schoolchildren it visits.



This Nissan-provided mobile clinic offers eye care to people in remote farming districts in South Africa.

Messages from Our Stakeholders

Recycling to Help Children



Susan Mavhungu
Production Supervisor
The Gateway Village

When material from Nissan's advertising billboards arrives at the Gateway Village to be recycled and turned into Nissan adbags, there is great excitement in the air. This is because the project involves almost all of our facility's people with disabilities, helping to raise their self-worth and dignity as they take part in the meaningful work.

By assigning this project to our organization, thus providing us with the cash income we need to continue our

services, Nissan South Africa is helping to ensure our sustainability. And by providing the adbags we create from the recycled signs to schoolchildren in rural areas, who would otherwise be carrying their textbooks in plastic bags, the company is helping to reduce the rubbish produced when those fragile bags are discarded.