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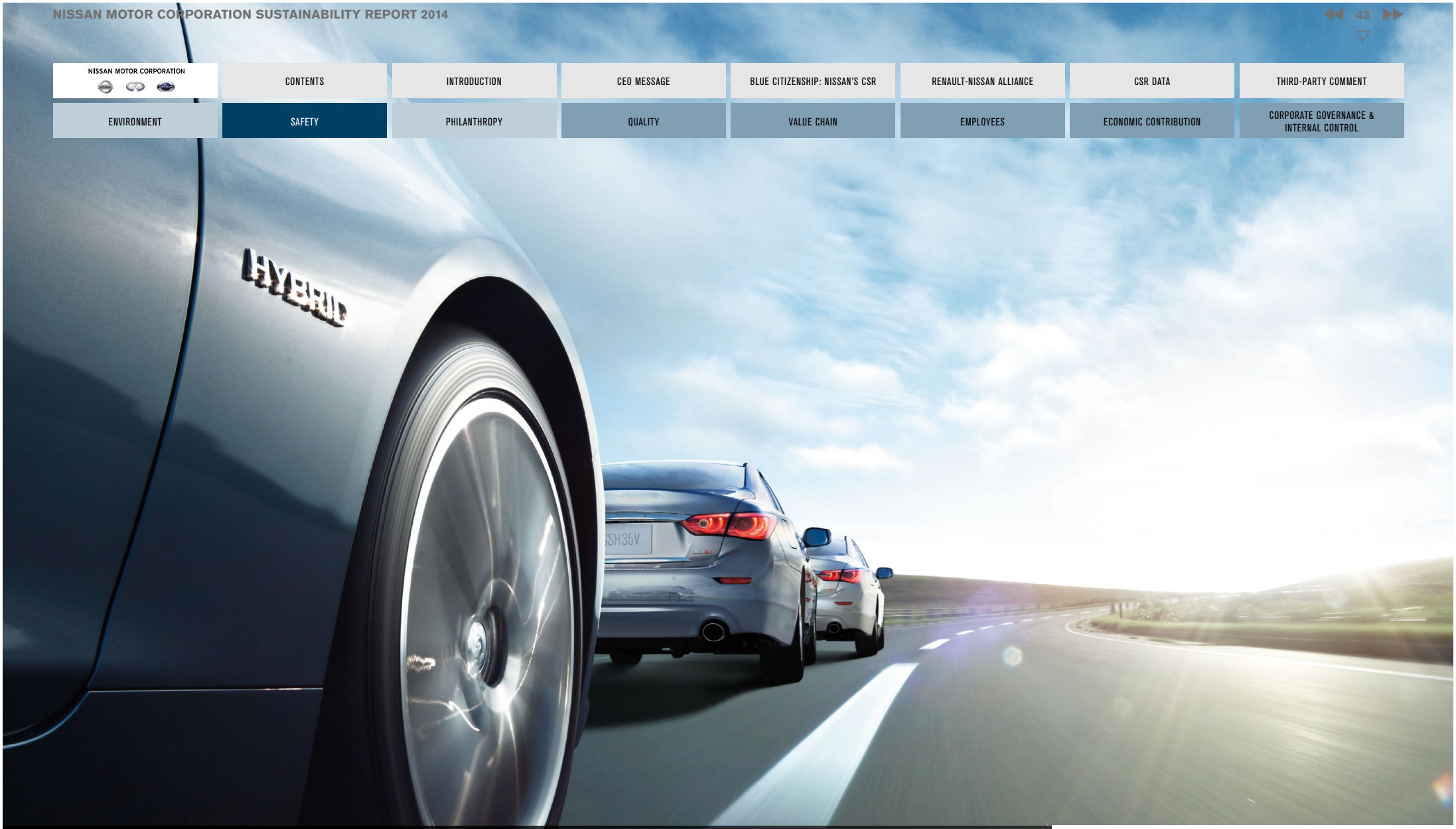

SAFETY

Automobiles have improved people's lives with their convenience, but they can also be involved in accidents that put human life and safety at risk. Nissan aims to create cars that embody the "pleasure and richness of driving" while prioritizing customers' peace of mind through the pursuit of a high level of real-world safety. Its ultimate goal is to achieve virtually zero traffic accidents involving Nissan vehicles that result in serious or fatal injuries. This means, of course, working to improve passenger safety in its vehicles. It also means promoting educational activities to raise safety awareness among drivers, pedestrians and the community. Toward the realization of a safer society with more mobility, the company is involved in a wide range of activities with other stakeholders.

NISSAN PRIORITIES

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SAFETY

NISSAN CSR SCORECARD

Nissan makes year-round use of the CSR scorecard as a fundamental tool to manage, review and validate its progress in each of the sustainability strategies defined for its CSR activities. The table below shows some of the values behind Nissan's ongoing activities and the indices used in the scorecard to gauge the company's performance.

Nissan Priorities	Nissan Objectives	Indicators of Progress (Scope of Application)	FY2011	FY2012	FY2013	Long-Term Vision
Nissan develops innovative technology and plays an active role in safety promotion, making the automobile society safer for all.	Establishment of quantitative reduction targets for Nissan-related traffic fatalities, etc., real-world analysis of accidents to build safer cars and implementation of driver-education programs	Reduction from 1995 levels in fatalities and serious injuries involving Nissan vehicles (figures available approx. two years later due to calculation based on publicly released data)	Japan: 59% reduction U.S.: 54% reduction Europe (U.K.): 58% reduction (All as of the end of December 2011)	Japan: 59% reduction U.S.: 53% reduction Europe (U.K.): 64% reduction (All as of the end of December 2012)	Figures to be calculated once data is released	Aim for ultimate goal of virtually zero fatalities and serious injuries involving Nissan vehicles

KEY FIGURES

Reductions in fatalities and serious injuries in accidents involving Nissan vehicles (2012; compared to 1995)

Japan	59%
U.S.	53%
Europe (U.K.)	64%

▸▸ GRI G4 Indicators
▸▸ G4-PR1

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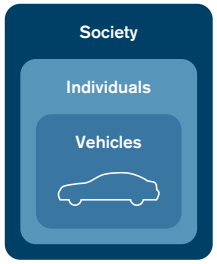
NISSAN'S APPROACH TO SAFETY

Nissan takes the fundamental approach of pursuing "real-world safety" toward the realization of a society with virtually no traffic accidents. There were 4,373 deaths resulting from traffic accidents in Japan in 2013, the 13th straight year for this figure to decline. The World Health Organization (WHO) notes that 1.24 million people lose their lives each year in automobile accidents around the globe and warns that if urgent steps are not taken, accidents could become the fifth leading cause of death worldwide by 2030. The company set a target of reducing the number of fatalities and serious injuries involving Nissan vehicles to half of the 1995 level by 2015. In Japan, the United States and Europe (the United Kingdom), this target has already been reached. Today Nissan is engaged in activities aimed at halving this number once again in these markets by 2020. The ultimate goal is a world with virtually no accidents leading to death or serious injury.

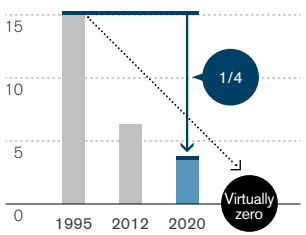
To help reduce accidents and meet its targets, Nissan focuses on developing vehicle safety technologies and incorporating them into as many of its vehicles as possible. It also implements a comprehensive approach that includes people and the traffic environment. To help contribute to the realization of a truly safe society, Nissan uses a triple-layered approach, taking measures in the areas of vehicles, individuals and society.



Nissan's ultimate goal:
Reduce the number of fatalities and serious injuries involving Nissan vehicles to virtually zero.

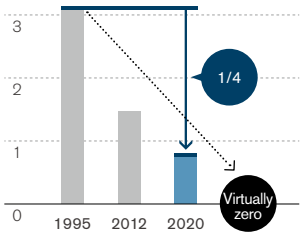
Nissan's approach:
A triple-layered approach, taking measures in the areas of vehicles, individuals and society.

Japan — Fatal and Serious Injuries per 10,000 Nissan Vehicles



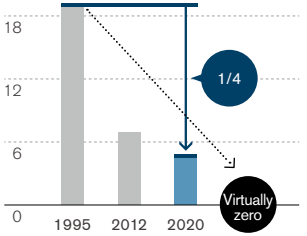
Source: Institute for Traffic Accident Research and Data Analysis

USA — Fatalities per 10,000 Nissan Vehicles



Source: Fatality Analysis Reporting System

Europe (U.K.) — Fatal and Serious Injuries per 10,000 Nissan Vehicles



Source: STATS19 data, U.K. Department for Transport

FISCAL 2013 PERFORMANCE

- The world's first Predictive Forward Collision Warning developed, introduced on the Infiniti Q50 launched globally, beginning in North America in August 2013
- The Infiniti Q50 was awarded the highest ratings by the U.S. New Car Assessment Program (NCAP), the Insurance Institute for Highway Safety (IIHS) and Euro NCAP
- Forward Emergency Braking to assist prevention of forward collision introduced on the Infiniti Q50, launched globally, beginning in North America in August 2013; the X-TRAIL, Serena and Note in Japan; and the Qashqai in Europe
- Autonomous Drive system, which has the potential to reduce traffic accidents in the future, revealed at "Nissan 360" event; testing begins on the Sagami Expressway in Kanagawa Prefecture
- Nissan Safety Driving Forum held in India

FUTURE MEASURES

- Development of new safety technologies and broader application of them in the product lineup
- Expansion of traffic safety programs carried out in major Indian cities to other regions

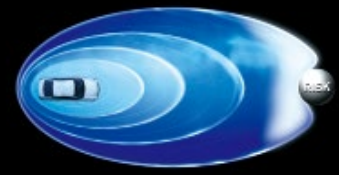
VEHICLES: DEVELOPING SAFETY TECHNOLOGIES

Based on its unique Safety Shield concept, Nissan is working to develop automotive technologies from the perspective that people are at the center of the driving experience. The company focuses on solutions that help maintain distance from potentially dangerous conditions. It also provides technologies that aim to activate vehicle systems (for example, the brakes) when a collision is unavoidable, thereby helping to reduce injuries.

The Safety Shield Concept

Nissan bases its efforts to help create safer automobiles on its original Safety Shield concept. This defines the conditions surrounding a vehicle in terms of six phases, from "risk has not yet appeared" through "post-crash," and guides development of technologies to help address each phase.

Risk has not yet appeared ▪ Distance Control Assist System ▪ Navigation-enabled Intelligent Cruise Control with full-speed range following capability ▪ Adaptive Front-Lighting System (AFS) ▪ Around View Monitor	Helps the driver to maintain comfortable driving
Risk has appeared ▪ Predictive Forward Collision Warning ▪ Lane Departure Warning ▪ Lane Departure Prevention ▪ Blind Spot Warning ▪ Blind Spot Intervention ▪ Back-up Collision Intervention	Helps the driver to recover from dangerous conditions to safe driving
Crash may occur ▪ Forward Emergency Braking ▪ Anti-lock Braking System (ABS) ▪ Vehicle Dynamic Control (VDC)	
Crash is unavoidable ▪ Intelligent Brake Assist ▪ Front Pre-Crash Seatbelts	Helps minimize injuries when a collision is unavoidable
Crash ▪ Zone Body construction ▪ SRS Airbag Systems ▪ Pop-up Engine Hood	
Post-crash ▪ Automated Airbag-Linked Hazard Lamps	



Aiming for Virtually "Collision-Free Cars"

Even a careful driver can encounter situations where blind spots occur, and even in zones that the driver can see, risks can arise to threaten safety. Nissan supports safer driving by developing preventive safety technologies to help detect such risks in advance, warn the driver of them and, in emergency situations, intervene to help prevent accidents. These technologies are based on the Safety Shield concept of vehicles that help protect people. Nissan aims to make them part of a 360-degree driving assistance system for virtually "collision-free cars" that help to prevent collisions at the rear and sides as well as the front of the vehicle.

In fiscal 2013, Nissan further improved existing technologies and broadened vehicle support for drivers through technologies like Predictive Forward Collision Warning. This system can detect movement up to two cars ahead, which was previously impossible; it warns drivers if it calculates deceleration is necessary.

Nissan also advanced development to simplify the structure of its existing support systems. In fiscal 2013, the Around View Monitor, which provides a virtual bird's-eye view of the car, appeared in the DAYZ, the company's first minicar. Nissan has also introduced the Emergency Brake, which assists in the prevention of forward collisions, in several models.

Nissan has set a goal of providing worldwide optimal mobility and is committed as an automobile manufacturer to the expanded use and popularization of safety technologies.

All-Around Drive-Support System in the Infiniti Q50

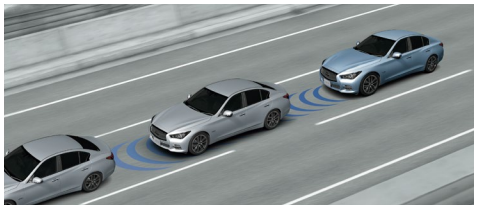
Forward Emergency Braking

When the Forward Emergency Braking system judges that deceleration is required, it alerts the driver using both a screen display and sound, and then generates a force that pushes the accelerator pedal up and smoothly applies partial braking to assist the driver in slowing the vehicle down.

When the system judges that there is the possibility of a collision, it will automatically apply harder braking to help avoid a collision.

Predictive Forward Collision Warning

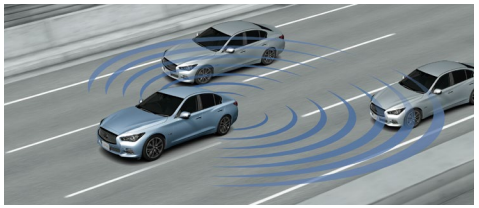
This world's first system warns the driver of risks that may be obscured from the driver's view. It can sense the relative velocity and distance not only of a vehicle directly ahead, but also of a vehicle traveling in front of the preceding one.



Predictive Forward Collision Warning.

Blind Spot Warning and Blind Spot Intervention

The Blind Spot Intervention system helps alert the driver, when attempting to change lanes, to the presence of a detected vehicle in the blind-spot area. It also assists the driver in returning the vehicle toward the center of the lane.



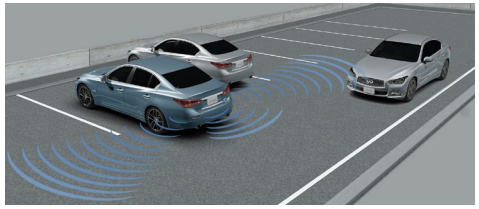
Blind Spot Warning and Blind Spot Intervention.

Lane Departure Warning and Lane Departure Prevention

The Lane Departure Prevention system senses unintended lane drift and automatically assists the driver to return to the center of the lane.

Back-up Collision Intervention

The Back-up Collision Intervention system is another significant evolution of driving confidence. Radar and sonar sensors on the side and back of the vehicle help alert the driver of a potential collision with a crossing object while backing up. Should the driver continue moving on a collision course, the brakes will automatically engage.



World's first Back-up Collision Intervention.

Around View Monitor (with Moving Object Detection)

The Around View® Monitor with Moving Object Detection provides a virtual 360° view of the parking environment and provides visual and audible warnings for moving objects within the display image.

From Preventive Safety to Autonomous Drive

Nissan is enhancing its preventive safety technologies to support the three basic steps in avoiding accidents: cognition, judgment and action. The company is now developing autonomous driving technologies as one next step in its approaches to safety. The company believes that these technologies could help to reduce traffic accidents—more than 90% of which have human error as a contributing factor—and could prove effective in contributing to the realization of a society with virtually no traffic accidents.

Autonomous Drive vehicles equipped with five laser scanners and five cameras continually monitor their surroundings in every direction. If they come close to other vehicles or other objects, artificial intelligence selects the appropriate action based on the information stored in its knowledge database. The goal is an Autonomous Drive vehicle that can correctly assess the situation, make decisions and drive safely even in complex traffic environments, such as at crossroads with no traffic lights or when passing parked vehicles.

In a society facing issues like aging populations and urban congestion, Autonomous Drive technologies may one day be able to help reduce traffic accidents, thus providing peace of mind to drivers and increasing opportunities for mobility in the daily lives of the rapidly growing number of senior citizens. Nissan believes that Autonomous Drive technologies are a major breakthrough offering new mobility value. The company's goal is to be ready to commercialize these technologies and bring vehicles with Autonomous Drive to the market by 2020.

Nissan Autonomous Drive test vehicle.

INDIVIDUALS: NISSAN'S TRAFFIC SAFETY ACTIVITIES

To help create a better mobility society, it is important for as many people as possible to share an understanding of road safety, including drivers and passengers in vehicles as well as pedestrians outside them. Nissan takes part in educational activities to boost this safety awareness, measures to improve drivers' skills and a range of other safety promotions.

Educational Programs in Japan

Traffic accidents are statistically more likely to occur during the dusk hours from 4:00 to 6:00 p.m. each day. As part of its Hello Safety Campaign,[*1] Nissan began urging drivers to turn on their headlights earlier in the evening in the Omoiyari Light Promotion,[*2] launched in 2010.

In fiscal 2013 Nissan continued enhancing its ongoing activities. The company also conducted the following three new activities.

1. Headlamp Early Lighting Research Lab: Nissan provided information on a dedicated website about the effects of turning headlights on early, complete with case studies.
2. Creative Ideas for Twilight-Time Safety Meetings: Nissan held meetings at Global Headquarters with the aim of connecting people involved in similar activities. The meetings brought together people involved in traffic safety at companies and organizations, safety technology developers and individuals interested in the topic. Activities included presentations considering vehicles, individuals and society and workshops about timing for turning on headlights.

3. Nationwide call for early headlamp lighting: Following on from 2012 efforts, Nissan held a Day of Good Lighting (based on a Japanese play on words) on November 10, 2013, working with partners throughout the country to urge drivers to turn on headlights earlier.

Through these activities, Nissan is spreading awareness to other industries, nonprofit organizations and individuals.

website

[*1] Click here for more information on the Hello Safety Campaign (Japanese only).

website

[*2] Click here for more information on the Omoiyari Light Promotion (Japanese only).

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Safety Education in Korea and the Middle East

Nissan Middle East FZE educates children about traffic safety through a dedicated website. Launched in October 2009, the site uses puzzles, pictures for coloring and other features to make learning online fun as well. The website shares easy-to-understand information with elementary school students in Arabic, English and French.

Nissan Korea Co., Ltd. launched its Nissan Kids Safety Campaign in April 2009. This campaign features similar content to that of the Middle East project and uses a website and booklets to educate children on traffic safety.

Promoting Traffic Safety in China and Indonesia

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., Ltd. hosted its first safety program to improve drivers' skills and safety awareness in cooperation with the China Road Traffic Safety Association. 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. Programs for eco-driving skills were also included. Today these activities are implemented by the passenger automobile division of Dongfeng Motor Co., Ltd., as part of the Nissan Technology and Safety Driving Forum, a program of activities in which dealerships also participate.

In August 2013, the 2013 China Road Traffic Safety Forum took place in Beijing. A record number of attendees were on hand, with participation by more than 500 specialists and representatives from the Ministry of Public Security and the Association for Safe International Road Travel, as well as from automobile and parts manufacturers and universities and research facilities based in China and other countries. Nissan presented its triple-layered safety approach, explaining how it could be effective in reducing traffic accidents in China.

The company also designed a contest to test Chinese high school students' knowledge of traffic safety and environmental protection issues. The year 2013 was the 7th for the event, which aims to increase interest and awareness of safety issues among young people, the drivers of tomorrow. In addition to taking simple quizzes on basic traffic rules, automotive safety devices and environmental issues, participating students made their own presentations on automotive and traffic safety.

In Indonesia, the company started the Nissan Smart Driving program as a way to emphasize the importance of traffic safety. The program started out as a cooperative project with a lifestyle magazine designed to promote safe driving habits, but the scope of activities has since broadened to include hands-on safety workshops led by driving instructors for university students.

Nissan Safety Driving Forum in Emerging Markets

Nissan has launched the Nissan Safety Driving Forum program in emerging markets as part of its efforts to promote safer mobility. The aim is to enhance road safety awareness among as many of its customers as possible.

In fiscal 2013, the forum took place in the three key Indian cities of New Delhi, Mumbai and Chennai as well as Bangalore, Hyderabad, Ahmedabad, Amritsar and Lucknow. Nissan used panel displays and interactive simulators to communicate the importance of wearing seatbelts and promote awareness among participants. Preparations are now underway to expand this program to Russia and other regional markets.

SOCIETY: WORKING TOGETHER WITH SOCIETY

Nissan believes it is possible to help create an even safer mobility society by using information from the traffic environment surrounding the vehicles on the road. Together with a wide range of governmental agencies, universities and companies, it is participating in various projects intended to promote the eventual achievement of a safer, more pleasant mobility society utilizing ITS.

Helping Reduce Accidents and Congestion with ITS

In 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 gathers and uses information on nearby vehicles and the traffic environment in order to help reduce accidents involving other parties that can be difficult for a driver to see and react to.

Nissan is building on the results of the ITS Project with its development of the Driving Safety Support System (DSSS). This will be an ongoing project promoted by Japan's National Police Agency and the UTMS Society of Japan, an organization operating under its aegis.

The DSSS uses the latest ITS technologies, such as optical-beacon communication tools to connect vehicles and the network of roads, with the aim of reducing traffic accidents. At intersections with reduced visibility, roadside infrastructure communicates with vehicles to deliver information to drivers via onboard navigation systems, warning them of potential dangers like crossing collisions and helping make sure they notice stop signs, signals and vehicles stopped at lights.

Helping Reduce Wrong-Way Accidents

Recently Japan has seen a number of serious accidents caused by vehicles traveling in the wrong direction on expressways. Working together with West Nippon Expressway Company Ltd. (NEXCO-West), Nissan has developed a navigation program that uses GPS to notify drivers of vehicles driving the wrong way on an expressway. The system detects wrong-way vehicles based on GPS coordinates, maps, traveling speeds and other data. The driver of a vehicle going the wrong way receives audible and visual warnings. The Nissan Fuga Hybrid released in October 2010 is the first vehicle in the world to employ this system.

Messages from Our Stakeholders

More Light for Fewer Accidents

Zenjiro Oba
Managing Director
Yamagata Prefecture Traffic Safety Managers Association

The number of traffic accidents rises during the dusk hours. In autumn in particular, it can be difficult to see pedestrians and cars when they blend into the background in the sunset light.

During the three months from October to December 2013, Yamagata Prefecture saw a total of 1,995 traffic accidents. Of these, 276 accidents took place from 5:00 to 6:00 in the evening—around 3.3 times more than the hourly average.

The Yamagata Prefecture Traffic Safety Managers Association works together with Nissan on its Omoiyari Light Promotion as part of efforts to reduce the number of accidents by getting drivers to turn on their headlights earlier in the evening.

The Yamagata Prefectural Police are also tackling the problem of road safety by promoting the use of reflective strips that elderly pedestrians can affix to their clothing. Meanwhile, we offer instruction at the business locations of our association members. We also engage in outdoor publicity activities to spread the word about the importance of turning on vehicle lights early in the evening.

When we stand at the roadside with our yellow flags urging drivers to turn on their lights, most of them are happy to cooperate. There are some cars, though, that keep their lights off even after the sun has set. This is something that can be prevented by car systems that automatically turn them on when the environment grows darker; there are even cars with an "Omoiyari Light" function that adjusts this setting to turn the lights on earlier in the evening. We hope to see more automakers include these functions in their vehicles.

Our hope is that everyone will work together to illuminate Japan during the dusk hours with the Omoiyari Light Promotion, thus helping to reduce traffic accidents.