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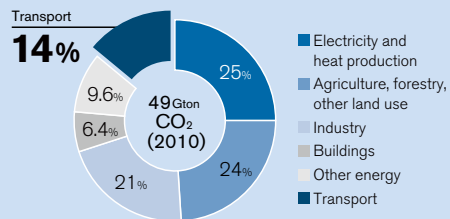
# Building Tomorrow's Sustainable Mobility Society

In a rapidly changing world, human societies face a range of challenges that impact them directly today and over the longer term. To help create a sustainable mobility society, Nissan is working to clarify those challenges and taking steps to come up with the solutions they require.

## Nissan's Twin Goals: Zero Emissions and Zero Fatalities

Today's society is broadly affected by the megatrends of climate change, demographic shifts in populations and advancing urbanization. Growth in the global population is expected to bring the total number of automobiles in use worldwide to 2.5 billion by 2050. At the same time, the transportation sector's contribution to greenhouse gas emissions is estimated to be 14% of the global total. And while advanced safety technologies have spread to even more vehicles, bringing about enhanced automotive safety, some 1.25 million people still lose their lives in traffic accidents worldwide every year. To address these issues and achieve a world where everyone can make use of sustainable mobility solutions, Nissan is aiming for two goals: zero emissions, with vehicles on the road producing no carbon dioxide, and zero fatalities, the target of bringing deaths and serious injuries from accidents involving Nissan vehicles down to virtually zero.

**Greenhouse Gas Emissions by Sector**



Source: IPCC, 2014 Summary for Policymakers.  
© IPCC, AR5-WG III

**Global Road Traffic Deaths (2013)**

1.25 million

Source: WHO Global Status Report on Road Safety 2015.

## Creating a New Era with Nissan Intelligent Mobility

Toward the realization of these twin goals, Nissan is tackling a range of innovations. Collectively, these are called Nissan Intelligent Mobility. Within this framework Nissan aims to present customers around the world with a roadmap toward a safer, more sustainable society, continuing its pursuit of the pleasure of driving as a means of mobility, while it also considers the three clearly defined fields of how cars move, how they consume energy and how they relate to the rest of society. These three fields are positioned as follows:

- Nissan Intelligent Driving: Solutions such as Nissan's autonomous drive technology, ProPilot, which aim to make the vehicle a more reliable partner for the driver.
- Nissan Intelligent Power: Represented by electric vehicle (EV) technology, ways to enhance the pleasure of driving through greater efficiency for vehicles and more reliance on electricity to move them.
- Nissan Intelligent Integration: New values created at the nexus of vehicles and the surrounding society.

Nissan is engaged in a long-term strategy to be a leader and pioneer in the global EV segment. The Nissan LEAF, the company's mass-produced EV, is the world's best-selling all-electric vehicle, with more than 200,000 sold cumulatively as of the end of March 2016. Meanwhile, Nissan is also including autonomous driving functions and the various safety technologies that go into them into a wide range of its vehicles. To realize its ultimate goals of zero emissions and zero fatalities, the company is implementing Nissan Intelligent Mobility step by step, delivering value to customers in the form of EVs, autonomous driving and other innovative technologies.

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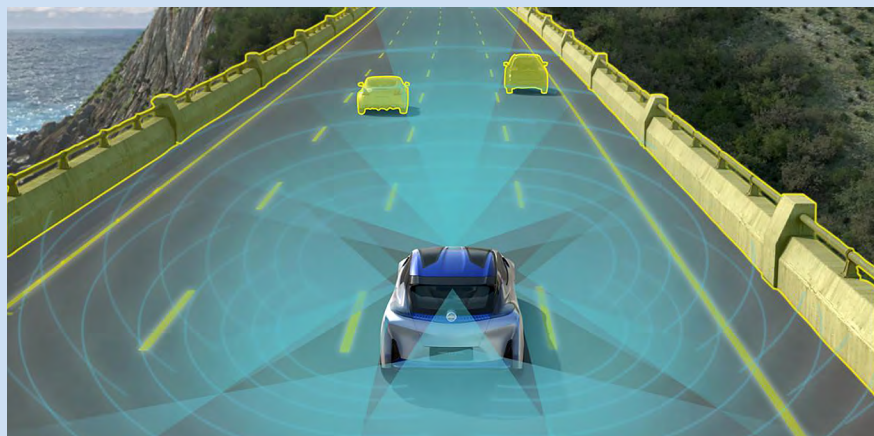
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**Nissan Intelligent Driving**

Nissan Intelligent Driving is built on three key elements—performance, comfort and safety.

Guided by its Safety Shield concept, in which the vehicle helps to protect people, Nissan has played a leading role in the development of new safety technologies. With offerings like its Lane Departure Warning, Lane Departure Prevention and Forward Emergency Braking, Nissan has already outfitted its vehicles with many technologies that aim to reduce the stress of everyday driving, while they also help to reduce risk. With cars that can help the driver to recognize danger and take appropriate actions in response, Nissan is working to make mobility safer for all. And the company will continue its leadership in the safety field as it rolls out autonomous driving technologies in more of its main vehicle lines.

Nissan will introduce autonomous driving technology that allows safe travel within a single lane on a congested expressway by the end of 2016. This will be followed in 2018 with technology enabling autonomous driving on multiple expressway lanes, including risk-avoidance and lane-changing capabilities. By 2020, the schedule calls for technology that lets cars drive autonomously on city streets, including through intersections, without driver intervention.



The Nissan IDS Concept

**Nissan Intelligent Power**

With an eye on the future, Nissan is exploring a broad range of energy sources for use.

The mass-marketing of EVs, which can run on renewable energy, is one way that Nissan's technological work has borne fruit, and the company is the established industry leader in EV technology and vehicle sales. The Nissan LEAF, the company's mass-produced market entrant, has been driven a cumulative total of more than 2.1 billion kilometers. Sales have also begun of the e-NV200, the company's all-electric commercial-use vehicle, and Nissan is also crafting fresh solutions that position the vehicle as a "power supply on wheels."

The company is working to make its EVs more convenient, extending their driving range through enhanced battery energy density and performance. The Nissan IDS Concept, unveiled at the 2015 Tokyo Motor Show and showcased at the 2016 Geneva International Motor Show and Beijing Motor Show, carries a high-capacity 60 kWh battery pack, enabling 550 km of driving autonomy from a full charge in NEDC mode.\*

Also included in Nissan Intelligent Power are the company's downsized turbo engine and X-tronic Continuously Variable Transmission, providing both increased fuel efficiency and responsive performance.

\* NEDC: New European Driving Cycle



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**Building Tomorrow's Sustainable Mobility Society**

**Nissan Intelligent Integration**

Key questions for any automaker are how to provide new value to people and how to contribute to the creation of a safer, more environmentally friendly mobility society. Nissan believes that the answer is the creation of a comprehensive network going beyond charging infrastructure for EVs to include people, vehicles and societal infrastructure as well.

In markets including Japan, Europe, the United States and Mexico, Nissan is working to expand the EV charging networks. There are already more than 10,000 quick charge points in place in major markets around the world.

Nissan's work does not end with building out charging networks; its mission as an automaker is to take this networking even further. By connecting cars to society's infrastructure—the roads, information networks and power grids—the company believes it will be possible to reduce traffic congestion, implement smoother car-sharing schemes, enable new forms of vehicle use through remote control, and manage energy more efficiently. The company also has its eye on another major trend—the growing desire of people worldwide to enjoy full access to the devices they use for work and personal entertainment at anytime, in any place—as one that is extending to the automotive space as well. Nissan's work today aims to strengthen the connectivity between people and their vehicles.

Nissan's promotion of Intelligent Integration seeks to make Intelligent Driving and Intelligent Power integrated parts of society through car-sharing, unified traffic systems, inductive charging networks and more. These efforts will bring concrete form to the idea of Intelligent Mobility—and they are already well underway.

**R&D to Support Nissan Intelligent Mobility**

Today's society faces a wide range of challenges and shifts in unpredictable ways. As part of this society, Nissan sees one of its key missions as creating the new values that will contribute to the mobility society of the future. At its automotive research bases in Japan, the United States, India and Russia, Nissan observes society's trends as it carries out the research that will allow the company to address the issues of tomorrow's automobile society.

At the heart of these activities is the Nissan Research Way, the foundation for the company's innovative approaches to discovering, describing and providing these new values. The Nissan Research Way rests on three pillars: forecasting technology and social change, creating open innovation with the world's intellectuals and developing competitive technologies in strategic domains. At all its research bases, Nissan puts this approach to work in carrying out research and development aimed at creating Nissan Intelligent Mobility. In fields such as safety technologies and EVs, this R&D is already paying off in real-world applications.

As the company takes its R&D efforts to the next stage, the key to achieving autonomous driving technology and "connected cars" will be software development, particularly in the fields of data analysis and artificial intelligence (AI). At the Nissan Research Center in Silicon Valley, California, located near some of the world's leading information companies and university research facilities, Nissan researchers tackle the problems of AI development. Competition in the field of automotive technologies is more vigorous than ever, making it all the more important for Nissan to work closely with the world's leading research community, gaining exposure to cutting-edge tech and applying it swiftly to the automobile.

Integrating the latest in AI technology may help Nissan to build autonomous driving systems that can perform the complex judgments and actions that humans do when they drive. Already, the Nissan IDS Concept vehicle uses AI to process the information collected by its cameras and sensors and put it to work providing a safer, more comfortable autonomous driving experience.



Nissan Research Center Silicon Valley