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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 2015, the Alliance sold 8.5 million units worldwide.* The Alliance captured about 10% of the global market, ranking it among the top four car groups globally. Its vehicles are marketed under the following eight brands: Nissan, Infiniti, Datsun, Venucia, Renault, Renault Samsung Motors, Dacia and Lada (AVTOVAZ).

* Including sales by 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, which celebrated its 17th anniversary in March 2016, 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 Mitsubishi Motors, 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 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.

On April 1, 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 €4.1 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, accounting for about one in two electric vehicles on the road. The Alliance has sold more than 330,000 electric vehicles globally since its first EV, the Nissan LEAF, went on sale in December 2010. Nissan LEAF remains the world's best-selling EV.

The Alliance was an official sponsor of the United Nations' 21st Conference of the Parties (COP21), held in Paris in 2015, with a fleet of 200 electric vehicles. This was the largest EV fleet ever provided to an international conference.

In January 2016, the Alliance announced plans to launch more than 10 models with autonomous drive technology through 2020 via a step-by-step approach.



COP21
Photo credit: Olivier Martin-Gambier

The World Business Council for Sustainable Development

The Renault-Nissan Alliance became a member of the World Business Council for Sustainable Development (WBCSD) this year, 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.