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Nissan Ambition 2030

Nissan has always challenged the status quo, whether as the pioneer of electric vehicles or revolutionary autonomous driving technology. It is this spirit of innovation and daring to do what others don't, that embodies Nissan's DNA.

This spirit is also prevalent in Nissan Ambition 2030, a long-term vision that was announced in November 2021 to empower mobility and beyond through electrification and vehicle intelligence technologies. Nissan is maximizing its value of empowering journeys and society by delivering technologies and products of true value, reflecting its corporate purpose of "Driving innovation to enrich people's lives."

This vision will support our goal to contribute to a cleaner, safer, and more inclusive world. For Nissan, it will be a world in which we bring to market appealing zero-emission vehicles, where we serve customers with increasingly automated and connected cars, where we unite our employees in a trusted vision of what we can achieve, and where we work with our Alliance partners to generate long-term value for all stakeholders.

Nissan's corporate purpose therefore has never been clearer or more relevant than it is today, particularly against the backdrop of climate change and growing awareness of the benefits of sustainability. Nissan's sustainability agenda rests within Ambition 2030, supported by numerous innovative efforts to achieve the aim of carbon neutrality across the life cycle of our products by fiscal 2050.

By putting electrification at the core of Ambition 2030, Nissan aims to accelerate electrified mobility with diverse choices and experiences. The company will roll out new electrified models and speed up the pace of technological innovations. By fiscal 2030, the company is aiming for an electrification mix of more than 50% worldwide across the Nissan and INFINITI brands.

As we advance towards a more progressive future, Nissan's long-term direction is set in the context of three major shifts that inform our innovations, our business model, and our priorities: the climate crisis, social issues, and highly conscious customers.

The climate crisis is the most urgent issue for the world today, and responsibility for action rests with each of us to ensure a sustainable future. In parallel, society faces major challenges including ageing populations, urban mobility, and insufficient transport systems. These societal issues are impacting the environment, health, social equality, and economic development of all countries.

Digital technology and artificial intelligence, meanwhile, are changing the way cars and transportation services are provided. Mobility is shifting from a personal commodity to a social instrument shaping our cities and landscape. And increasingly, we are seeing the rise of environmentally and socially conscious customers who are, at the same time, demanding greater flexibility, personalization, and excitement in mobility.

As Nissan continues to increase its pace of innovation in mobility, the company will seek to hire more employees in advanced research and development globally while continuing to upskill our current workforce. Our employees are at the core of Nissan's corporate purpose and play an integral role in driving innovation.

Nissan is also embedding sustainability throughout every aspect of the business to deliver the mobility solutions and organizational practices needed to realize a cleaner, safer, and more inclusive world. This is reflected in Nissan's approach to pursuing improvements to people's lives through innovation, deepening a culture of innovation to deliver technology and sustainability progress, reducing environmental impact, and ensuring diversity and inclusion continue to be deepened across the organization.

Nissan's corporate purpose and long-term vision have clearly enunciated our commitment to the world and this essentially makes sustainability fundamental to the values we offer to empower customers and society. By daring to do what others don't, Nissan is the preeminent challenger and will actively support global efforts to combat environmental and social issues to create a more sustainable world. We wish to be an invaluable member of the society empowering mobility and beyond.

