

Safety

Approach to safety

The automobile has transformed people's lives, bringing mobility, convenience, and the pleasure of driving. At the same time, according to the Global status report on road Safety 2023 published by the World Health Organization (WHO), approximately 1.19 million people worldwide die annually as a result of road traffic crashes. This is the 12th leading cause of death worldwide.

Nissan designs and engineers cars that embody the pleasure and richness of driving while offering a high level of safety in the real world. Our goal is zero fatalities: reducing the number of deaths from crashes involving Nissan vehicles to virtually zero. We continue working on safety initiatives toward achieving this goal.

Safety management

Based on an analysis of accidents that have occurred in the real world, Nissan believes that the most effective way to achieve our goal is to reduce the number of accidents itself rather than just improving the safety performance in the event of a collision. We are thus aiming to achieve virtually collision-free cars. While pushing forward with technological advancements on the vehicle side, we are also conducting educational initiatives to help raise safety awareness for the motoring public through the Traffic Safety Future Creation Lab, a virtual research laboratory established in collaboration with academia.

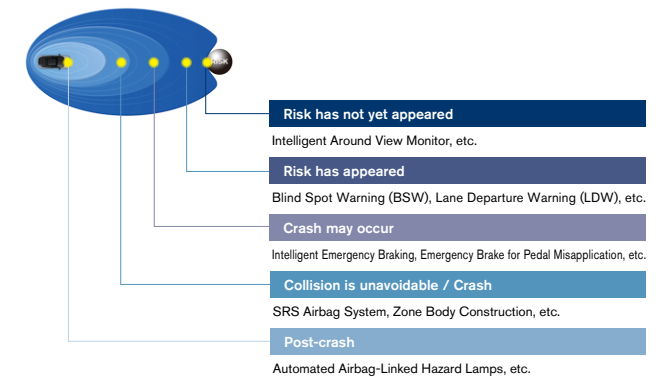
Safety achievements

Aiming for Virtually Collision-Free Cars

Nissan's approach to safety technology development is based on the Safety Shield concept, which aims to support the safety of vehicle occupants in a variety of scenarios with the overall goal of preventing collisions where possible and, in case of unavoidable collisions, mitigating damage and injuries. Among these initiatives, driver assistance technologies that help avoid collisions can be particularly effective, and Nissan is actively promoting the development and adoption of such new technologies.

We are committed as an automobile manufacturer to widespread availability of our safety technologies.

Safety Shield Concept*¹



*¹ Click here for more information on Nissan's Safety Technology Development Concept. https://www.nissan-global.com/EN/INNOVATION/TECHNOLOGY/ARCHIVE/SAFETY_TDC/

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Enhancement of Nissan's safety technologies and external ratings acquired*1

The New Car Assessment Program (NCAP) are being implemented in many markets worldwide, and have expanded their evaluation items from crash safety only to daily driving safety support, hazard avoidance support, and post-accident safety, and is moving toward an assessment of the total safety performance of a vehicle. Based its Safety Shield concept, Nissan offers not only collision safety technologies, but also hazard avoidance support technologies such as Intelligent Emergency Braking*2, Intelligent Lane Intervention, Emergency Assist for Pedal Misapplication, and 360° Safety Assist*3 as well as the SOS Call system, which assists in the arrangement of ambulances after an accident if needed. These have been actively adopted, and our vehicles have earned high safety ratings on many publicly disclosed tests held in various regions. In addition, Nissan is actively participating in industry activities such as those organized by the Japan Automobile Manufacturers Association (JAMA) and Society of Automotive Engineers of Japan (JSAE) to promote the vehicle safety measures activities and the strategic standardization activities, while contributing to the creation of the international regulations and de jure standards (ISO) of "performance evaluation test methods". In recent years, standardization activities have become more important in terms of creating markets and securing competitive advantages. By providing technologies that meet international standards through these standardization activities, Nissan will support the development of healthy global markets and realize innovation that solves social issues.

ProPILOT Assist - advanced driver assistance technology

The ProPILOT Assist is a system that assists with acceleration, braking, and steering under certain conditions, such as on highways, to reduce the burden on the driver. This technology has been commercialized since 2016 and is currently installed in a wide range of vehicles, from "kei" cars to premium SUVs. In 2019, ProPILOT Assist 2.0, which enables navigated highway driving with hands-off single-lane driving capabilities. This technology has been highly acclaimed by customers around the world as a technology that reduces stress and fatigue and provides peace of mind. It has also achieved "very good" rating in Euro NCAP's Assisted Driving assessment.

Next-generation ProPILOT Assist

Nissan aims to realize safe and reliable autonomous driving. We are developing the next-generation ProPILOT Assist system with embodied AI technology to provide door-to-door driving assistance that enables driving on ordinary roads and within areas where detailed map information is not available. In order for customers to be able to use this technology with peace of mind, we believe that driver assistance technology is needed to avoid accidents that occur in complex situations. Toward this end, we are developing ground truth perception technology, which aims to lead to dramatic enhancements in the collision avoidance performance of vehicles. This technology makes it possible to accurately capture information about the surroundings, make near-instantaneous decisions, and help avoid conflicts

in complex situations where it is extremely difficult to make decisions. Nissan believes that this technology will make a significant contribution to reducing accidents by assisting drivers. We plan to adopt this next-generation ProPILOT Assist technology in new models from 2027 onward, providing drivers with an even safer and less fatiguing driving experience.*4

Promote educational initiatives for traffic safety activities

Traffic crashes are statistically more likely to occur during the dusk hours from 4:00 to 6:00 p.m. As part of the Hello Safety Campaign*5, Nissan's Omoiyari Light Promotion*6 urges drivers to turn on their headlights earlier in the evening. We have actively supported this campaign since 2010 and promote civic activities with two-way communication to raise public awareness of traffic safety. Furthermore, we launched a traffic safety project*7 in 2018 together with a research department in Niigata University. One of the outcomes from these efforts is the "Wheel Spinning (Guru-Guru) Exercise,"*8 developed in March 2020, which promotes and encourages safe driving among senior drivers. Furthermore, in March 2021, we established a virtual laboratory called the Traffic Safety Future Creation Lab,*9 which is committed to traffic safety with the aim of creating a mobile society with virtually zero traffic fatalities by standing by anyone who has concerns or inconveniences in their life and mobility. In collaboration with institutions such as Kitasato University, Sagami Women's University, Niigata University, and Toin

*1 Click here for more information on major external safety ratings (Based on fiscal year 2024 assessments) [>>> P160](#)

*2 Automatic Emergency Braking in North America

*3 Nissan Safety Shield® 360 in North America. Nissan Safety Shield technologies can't prevent all collisions or warn in all situations.

*4 Click here for more information. <https://global.nissannews.com/en/releases/250410-01-e>

*5 Click here for more information on the Hello Safety Campaign. (Japanese only) <https://www.nissan-global.com/JP/SUSTAINABILITY/SOCIAL/SAFETY/HELLOSAFETY/>

*6 Click here for more information on the Omoiyari Light Promotion. (Japanese only) <https://www.omoiyari-light.com>

*7 ToLiTon (Town, Life, and Transportation) Safety Initiative This project was named to promote proposals to town, life, and transportation that are not bound by past conventions.

*8 Click here for more information on the "Wheel Spinning (Guru-Guru) Exercise". (Japanese only) <https://www.nissan-global.com/JP/SUSTAINABILITY/SOCIAL/SAFETY/HELLOSAFETY/TAISOU/>

*9 Click here for more information on the Traffic Safety Future Creation Lab. (Japanese only) <https://www.nissan-global.com/JP/SUSTAINABILITY/SOCIAL/SAFETY/HELLOSAFETY/LAB/>

University of Yokohama, Nissan regularly shares the outcomes of its research and initiatives. In March 2024, the company launched the VR experience "NISSAN Heritage Cars & Safe Driving Studio,"**1 which allows users to explore the history of Nissan's iconic heritage vehicles and experience research on traffic safety. Additionally, in November 2024, Niigata University's initiative involving the "Wheel Spinning (Guru-Guru) Exercise," conducted in partnership with Nissan, received the Sports Agency Commissioner Prize at the 13th "Extend Healthy Life Expectancy! Award."

Omoiyari Light Promotion

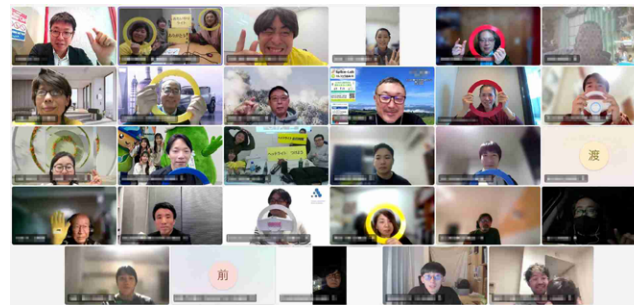


On and around November 10, designated Day of Good Lighting, we supported people nationwide in taking the initiative to encourage drivers to turn on their headlights. This year, supporters from 19 locations from Hokkaido to Kagoshima participated in the event, which was named the Thank You for Lighting Activity. In addition, a nationwide debriefing session was held in December 2024 together with a "Wheel Spinning (Guru-Guru) Exercise" event. Participants from around Japan shared their ideas and tips to get drivers to turn on their headlights. The participants encouraged each other, and the session gave rise to new insights.



Taking the initiative nationwide to encourage drivers to turn on their headlights nationwide

Throughout the year, the Global Headquarters Gallery hosts daily presentations at dusk by "Nissan PR specialist" staff members about the Omoiyari Light Promotion. These activities have helped our Omoiyari Light Promotion steadily gain broad acceptance among the public.



Nationwide debriefing session for the Omoiyari Light Promotion also featuring a "Wheel Spinning (Guru-Guru) Exercise" event

Traffic safety future creation lab

This laboratory is prioritizing reduction of the number of traffic crashes caused by elderly drivers, which has been identified as a key societal issue in Japan. This year, as part of measures to promote the Wheel Spinning (Guru-Guru) Exercise, which is designed to improve the muscular

strength, flexibility, and balance necessary for safe driving, particularly among older drivers, we launched a nationwide baton relay of Wheel Spinning (Guru-Guru) Exercise under the slogan "Let's Expand the Circle of Friends with the Wheel Spinning (Guru-Guru) Exercise."



"Let's Expand the Circle of Friends with the Wheel Spinning (Guru-Guru) Exercise" held at various locations

In addition, we released new content within the VR world "NISSAN Heritage Cars & Safe Driving Studio" that teaches the importance of pedestrian crosswalks. From now on, we will continue to implement various initiatives to reduce traffic crashes.



VR experience comparing driver's visibility with and without a pedestrian crosswalk

*1 Click here for more information on the NISSAN Heritage Cars & Safe Driving Studio featured under social implementation.(Japanese only) <https://www.nissan-global.com/JP/SUSTAINABILITY/SOCIAL/SAFETY/HELLOSAFETY/LAB/ACTIVITY/>