Nissan LEAF: Innovation for All

December, 2010

Making Zero-emissions Affordable

2011 Nissan LEAF – MSRP starting at $32,780

- Cost to consumer = $25,280 after $7,500 Federal tax credit
- Additional incentives: California, Hawaii, Colorado, Georgia, Tennessee also have rebates up to $5,000 state level incentives
- Tax credit up to $2,000 available toward installing of personal charging dock

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Nissan LEAF – Product Highlights

- Zero emission
- Affordable
- Stimulating acceleration
- Quietness
- 100-mile range sufficient for daily use
- Advanced intelligent transportation (IT) system

Size	**5-door compact hatchback**
Capacity	**5 Adults**
Range	**100 miles (US LA4)**
Top Speed	**90 mph**
Battery	**Laminated Li-ion**
Capacity/Power	**24 kWh/over 90kW**
Motor	**High-response synchronous AC Motor (80kW/280Nm)**
IT System	**Integrated communication system**

Why 100 Mile Range?

On average 95% of the U.S. population drives less than 100 miles a day

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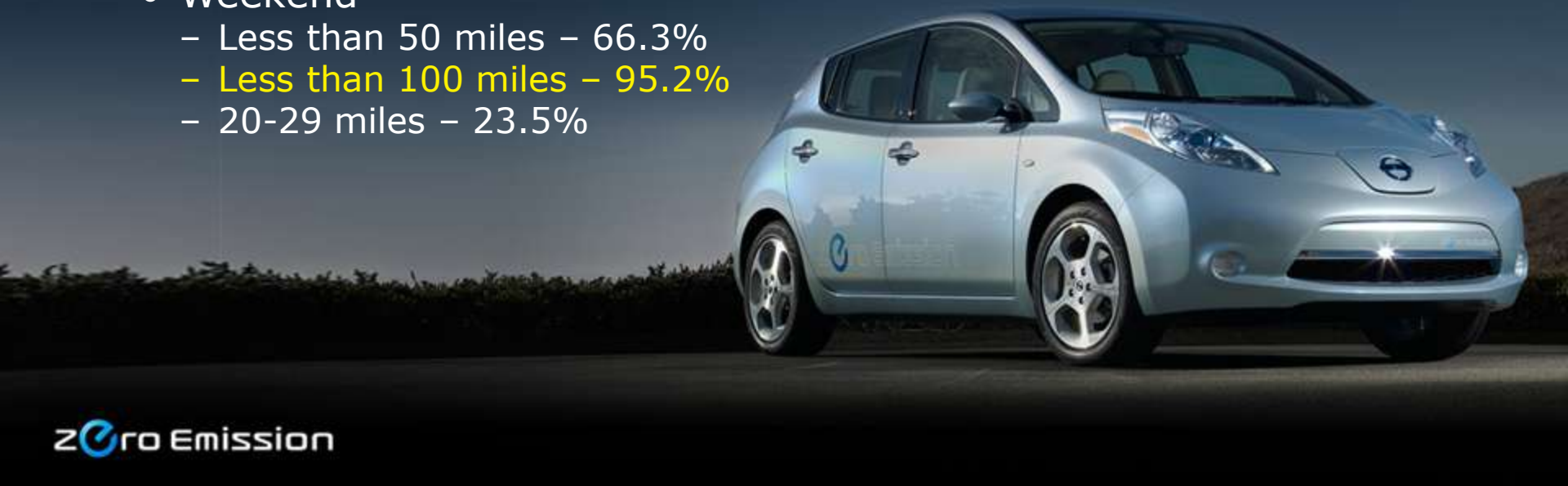
Typical consumer driving patterns:

- Weekday
  - Less than 50 miles - 72.4%
  - Less than 100 miles – 94.9%
  - 5-10 miles – 26.5%

- Weekend
  - Less than 50 miles – 66.3%
  - Less than 100 miles – 95.2%
  - 20-29 miles – 23.5%



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Advanced Vehicle IT System

Meter: Distance to empty

Navigation: Reachable area

Charging Timer

Timer

Climate Control Timer

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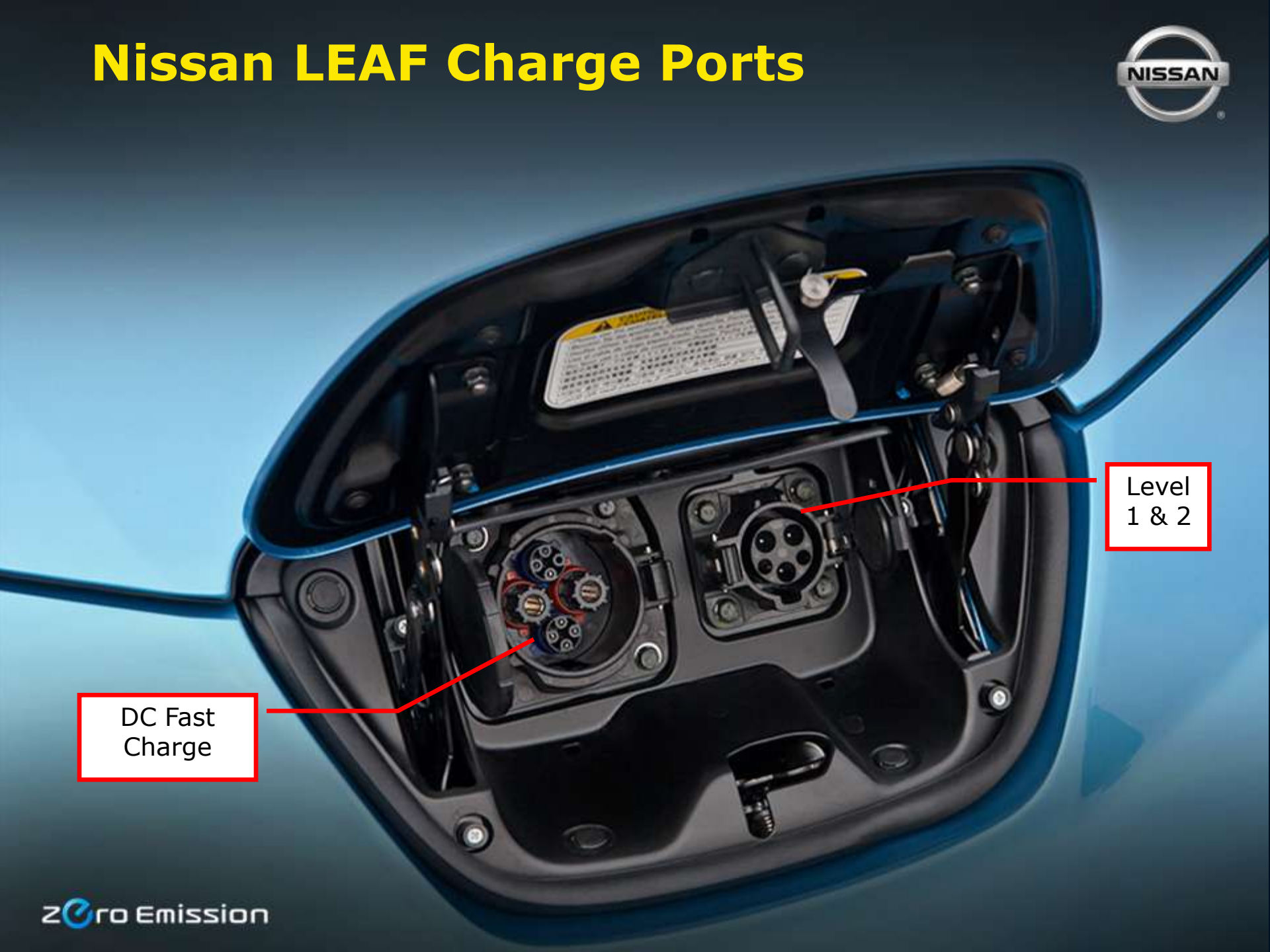
Nissan LEAF Charge Ports



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Nissan LEAF Charging Times

Type	Power Supply		Charger Power	Charging Level	Charger Location	Charging Time (24kwh Battery)
Normal	120VAC Single Phase	12A	1.4kW	Level 1	On-board	18h
	240VAC Single Phase	15A	3.3kW	Level 2		8h
		30A	6.6kW			4h
Fast	480VDC 3-phase		50kW	DC Fast Charging	Off-board	26min to 80%

Nissan LEAF – When, Where, How Many?

When?
- SATURDAY

Where?
- Initially, five core markets: California, Oregon, Washington, Arizona, and Tennessee
- Additional markets online in 2011

How Many?
- 50,000 worldwide production capability in first year
- 20,000 $99 reservations currently in the US
- 250,000+ handraisers

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Getting to Mass Market requires Scale

Battery / Nissan EV Manufacturing Capacity

France, Flin
Battery

- Battery 100,000 units/year
- Production from 2012

UK, Sunderland
Battery & EV

- Battery 60,000 units/year
- Production from 2012
- EV 50,000 units/year
- Production from 2013

Ground-breaking
April 27th

Japan,
Oppama
EV

- EV 50,000 units/year
- Production from 2010

Portugal, Aveiro
Battery

- Battery 50,000 units/year
- Production from 2012

Japan, Zama
Battery

- Battery 90,000units/year (~2011)
- Production from 2010

USA, Smyrna
Battery & EV

- Battery 200,000 units/year
- EV 150,000 units/year
- Production from 2012

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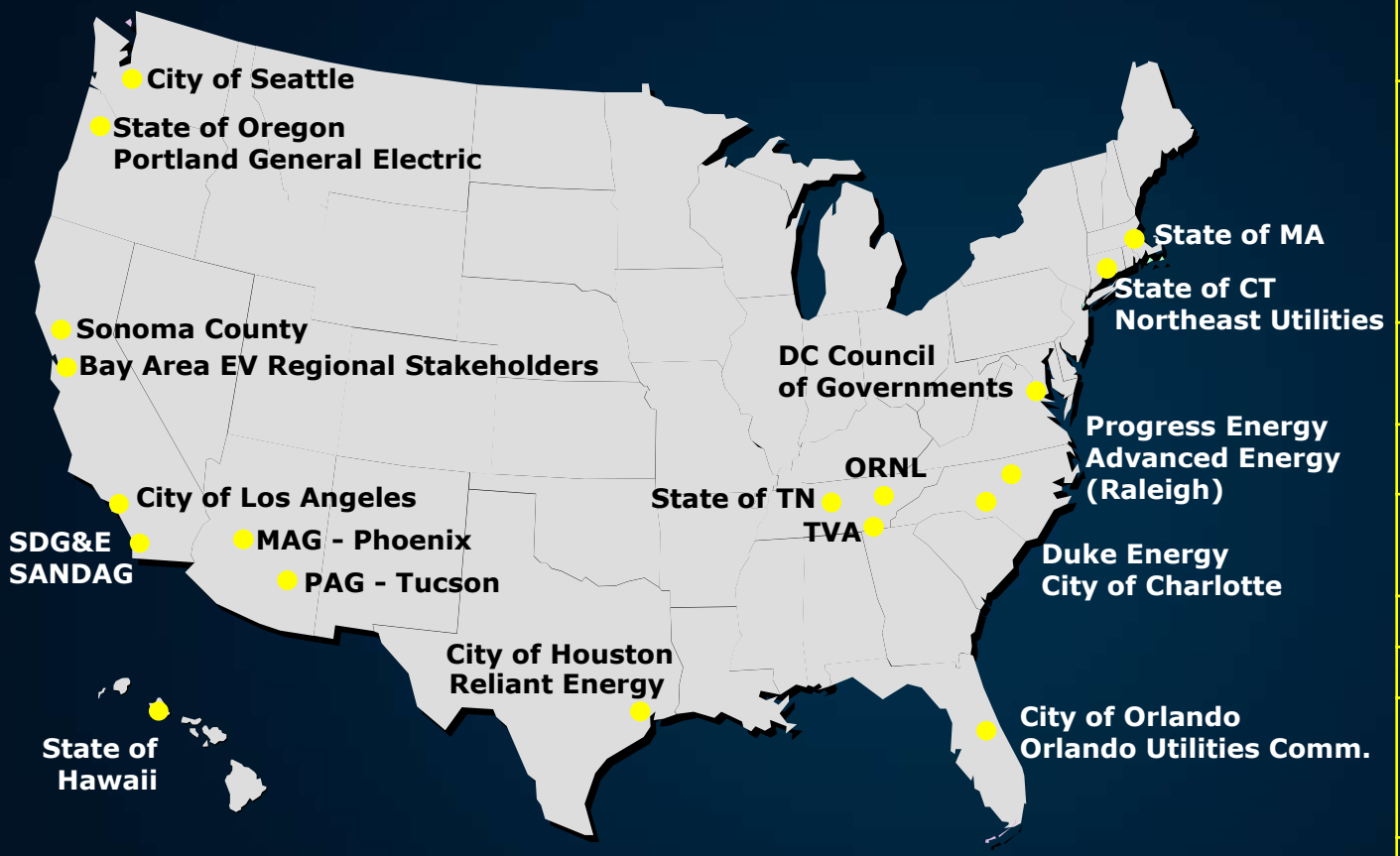
Nissan's US Partnerships by Market



AZ	MAG - Phoenix
	PAG - Tucson
CA	SDG&E San Diego Area Gov'ts
	City of Los Angeles
	Sonoma County
	Bay Area EV Regional Stakeholder Group
CT	State of Connecticut
	Northeast Utilities
DC	DC Council of Governments
FL	City of Orlando
	Orlando Utilities Comm.
HI	State of Hawaii
MA	State of Massachusetts
NC	Duke Energy City of Charlotte
	Progress Energy Advanced Energy (Raleigh)
OR	State of Oregon Portland General Elec.
TN	State of Tennessee
	Tennessee Valley Authority
	ORNL
TX	City of Houston
	Reliant Energy
WA	City of Seattle

26 Partnerships
12 States

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EV Market Readiness

- **Incentives for consumers**
  - Financial (tax credit, free permitting, free charging, subsidized charger installation)
  - Non-financial (HOV lane access, preferential parking, etc.)

- **Streamlined EVSE permit process**
  - Fast, easy permit application process (online permitting)
  - Expedient installation approvals or installer self certification

- **Charging Infrastructure**
  - Home
  - Workplace
  - Public

- **Education and Public Outreach**
  - Educate the public on environmental, social, and financial benefits of electric drive vehicles

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the new car
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