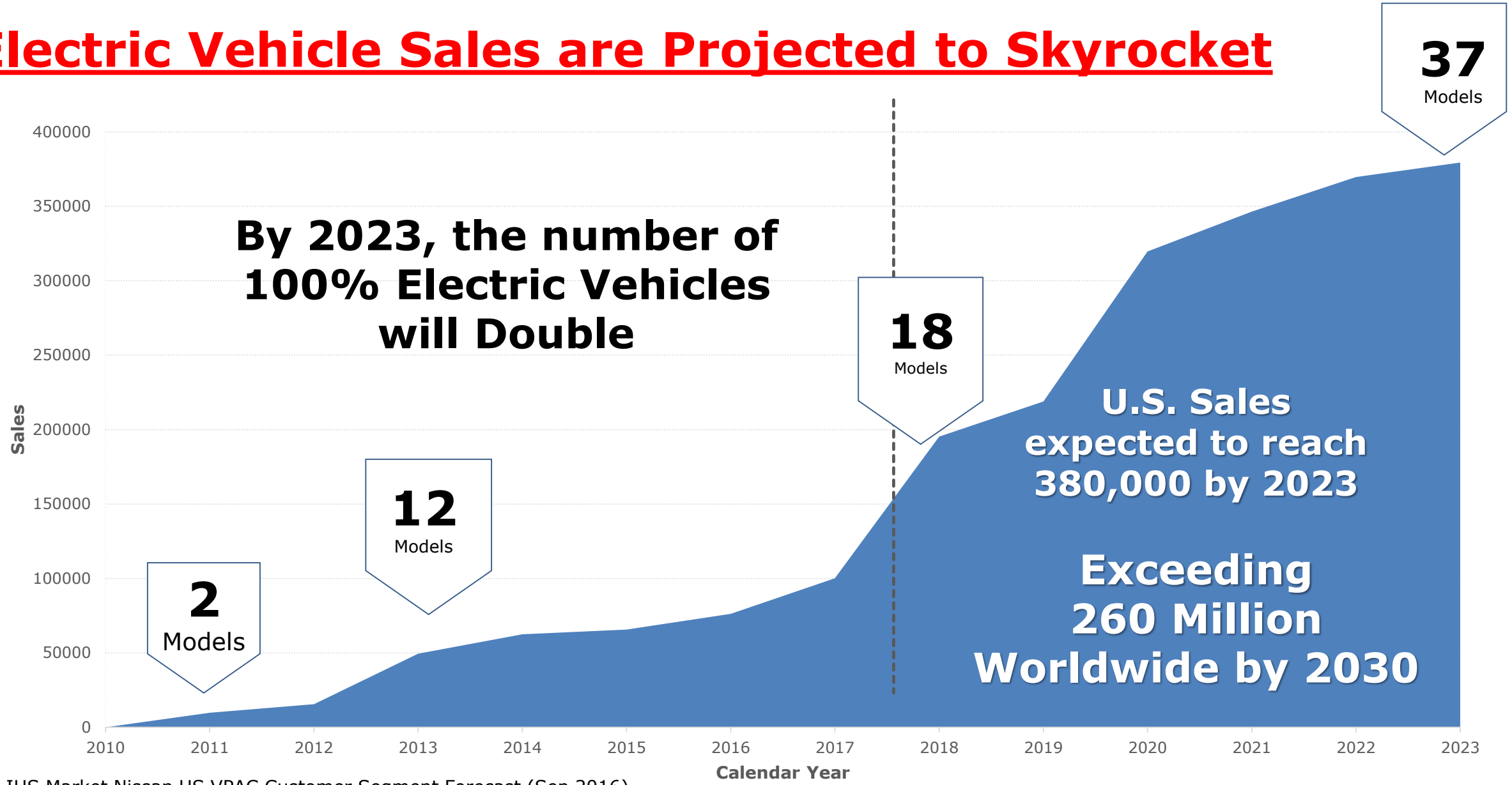
The Practical Era of Electric Vehicles has Arrived!

with the "Simply Amazing" 2018 Nissan LEAF

Electric Vehicle Sales are Projected to Skyrocket



Source: IHS Market Nissan US VPAC Customer Segment Forecast (Sep 2016)

What Experts say about the Future

- ✓ **UBS,** Globally by 2031, fleet growth of EV's will be **Disruptive to Gasoline demand**.
- ✓ **PEW Research,** forecasts Worldwide **EV Industry** growth from **$10 Billion** in 2012, to **$250 Billion** by 2020**.** Its already reached **$46.5 Billion**
- ✓ **University of Berkley,** predicts **EV's** will account for **64%** of U.S. vehicle sales by 2030. **PEW Research** says **60%** by 2025. Today, EV's account for less than **1%**.
- ✓ **OPEC,** projects worldwide EV sales of **266** million by, **2030**. A **500%** increase over their previous forecast. **Bloomberg Financial** says it will be nearly double that amount, at **500** million. EV's are about **3** million today.

Where there's Need, There's Opportunity!

- ✓ Significantly Lower Operating Costs
- ✓ Zero Emissions, No Greenhouse Gas
- ✓ Reduced Maintenance & Repair
- ✓ Less Noise, Vibration, Harshness
- ✓ Spirited Performance & Handling
- ✓ Superior Reliability
- ✓ **Intelligent Mobility**, Driver Assist Technology

EV's are Automobiles, EVOLVED

NISSAN

NISSAN Electric Vehicles: Historical Timeline






1890s | 1900s | 1920s | → 1970s | 1990s | 2000-Today

1891: 1st U.S.-built electric auto

1900: Electric the leading drive type in U.S.

1912: Self-starter introduced; hand crank eliminated

'30s-'60s: EV quiet period

1990: California 'ZEV' mandate issued

Late 2000s: 'Real world' EVs launched

1901: Oil discovered in Texas

1908: Model T introduced

1920s: Gasoline established as dominant drive type in U.S.

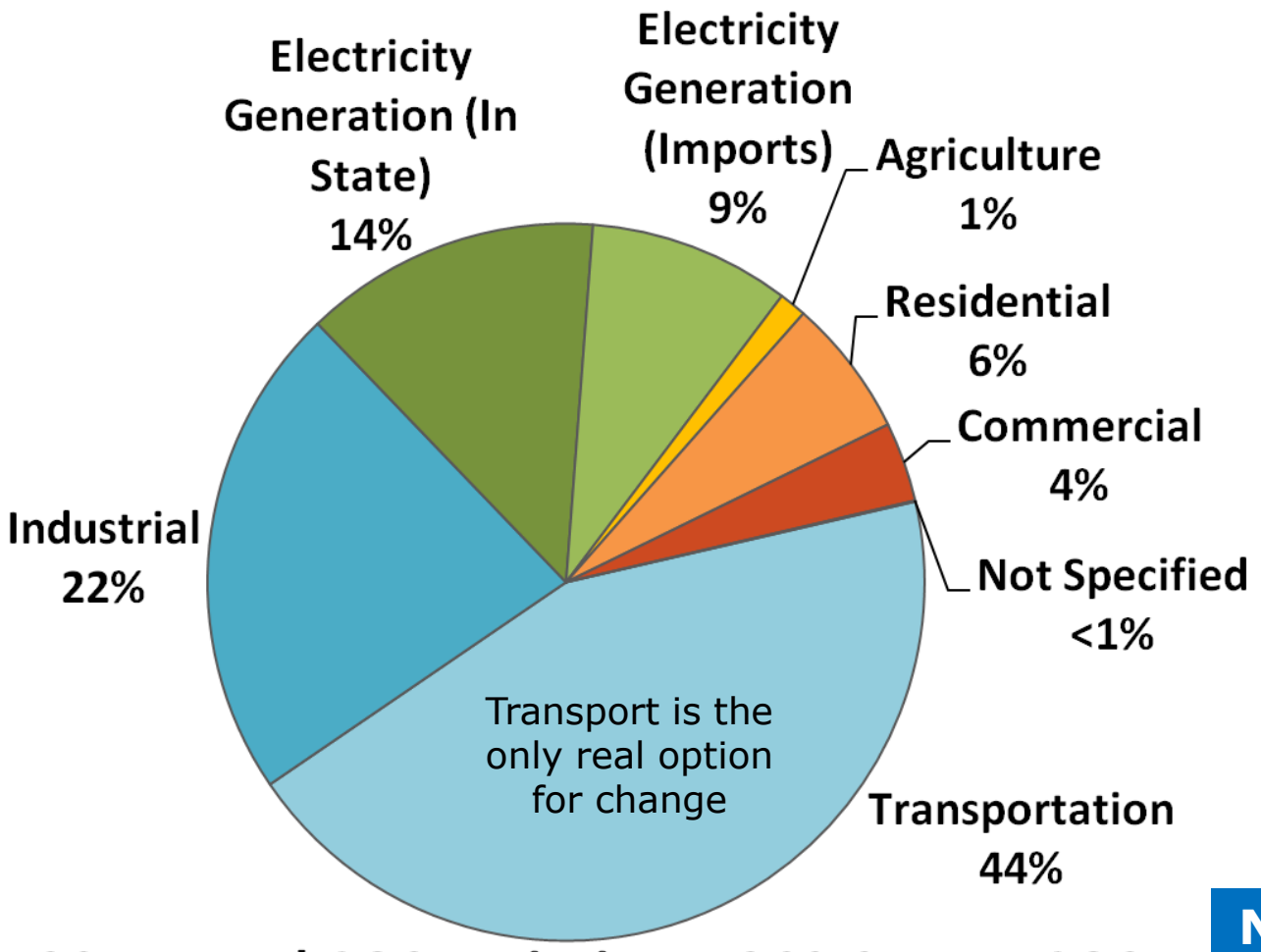
1970s: Gas crisis & air quality issues turn focus back to electric. Special-purpose EVs built.

1997: Prius launched

Early 2000s: Low-volume EVs built by GM, Toyota, Nissan

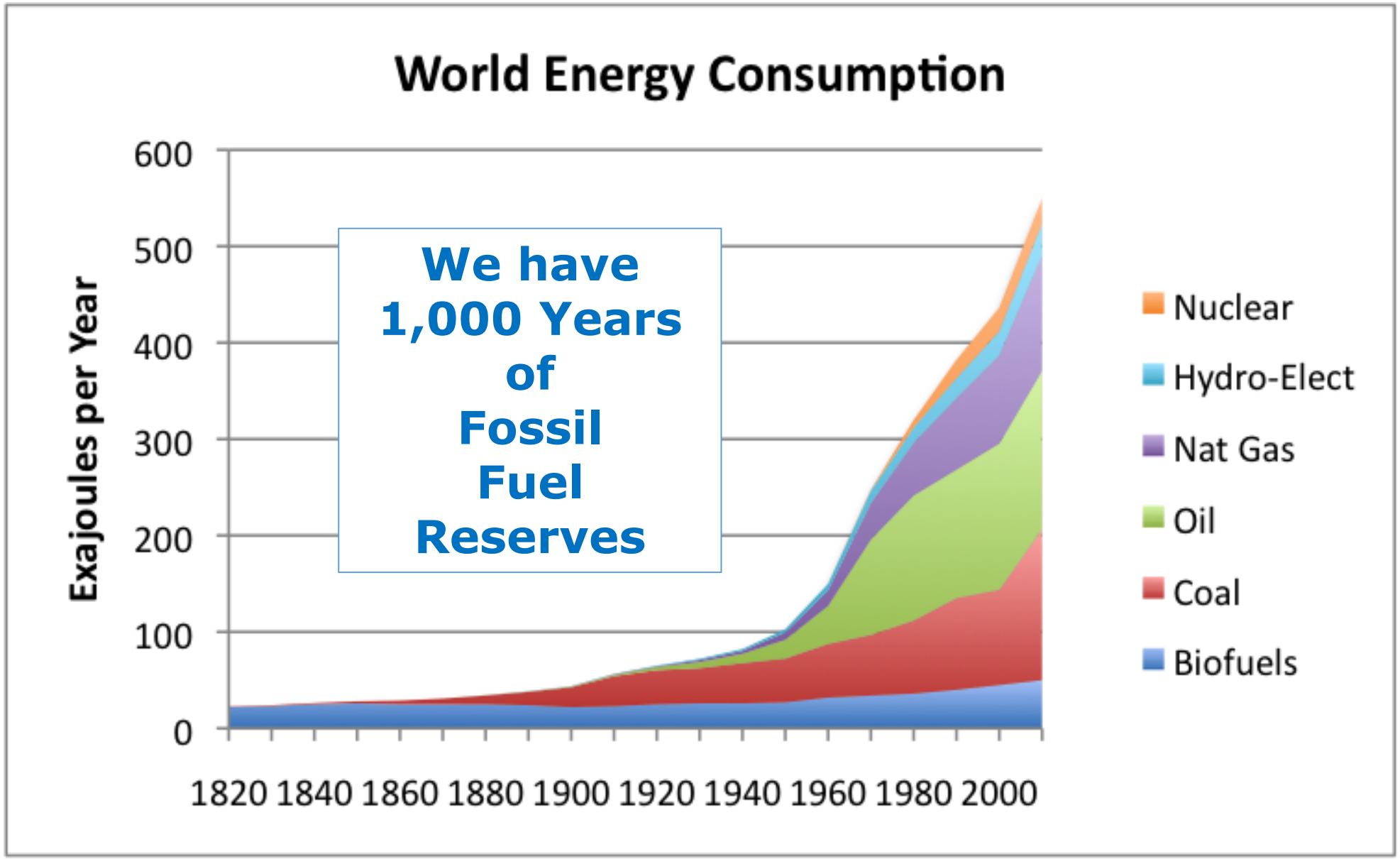
Today: Consumer acceptance rapidly increasing

New York Traffic is the Worst on the East Coast



2015 Total CO2 Emissions: 369.9 MMTCO2e

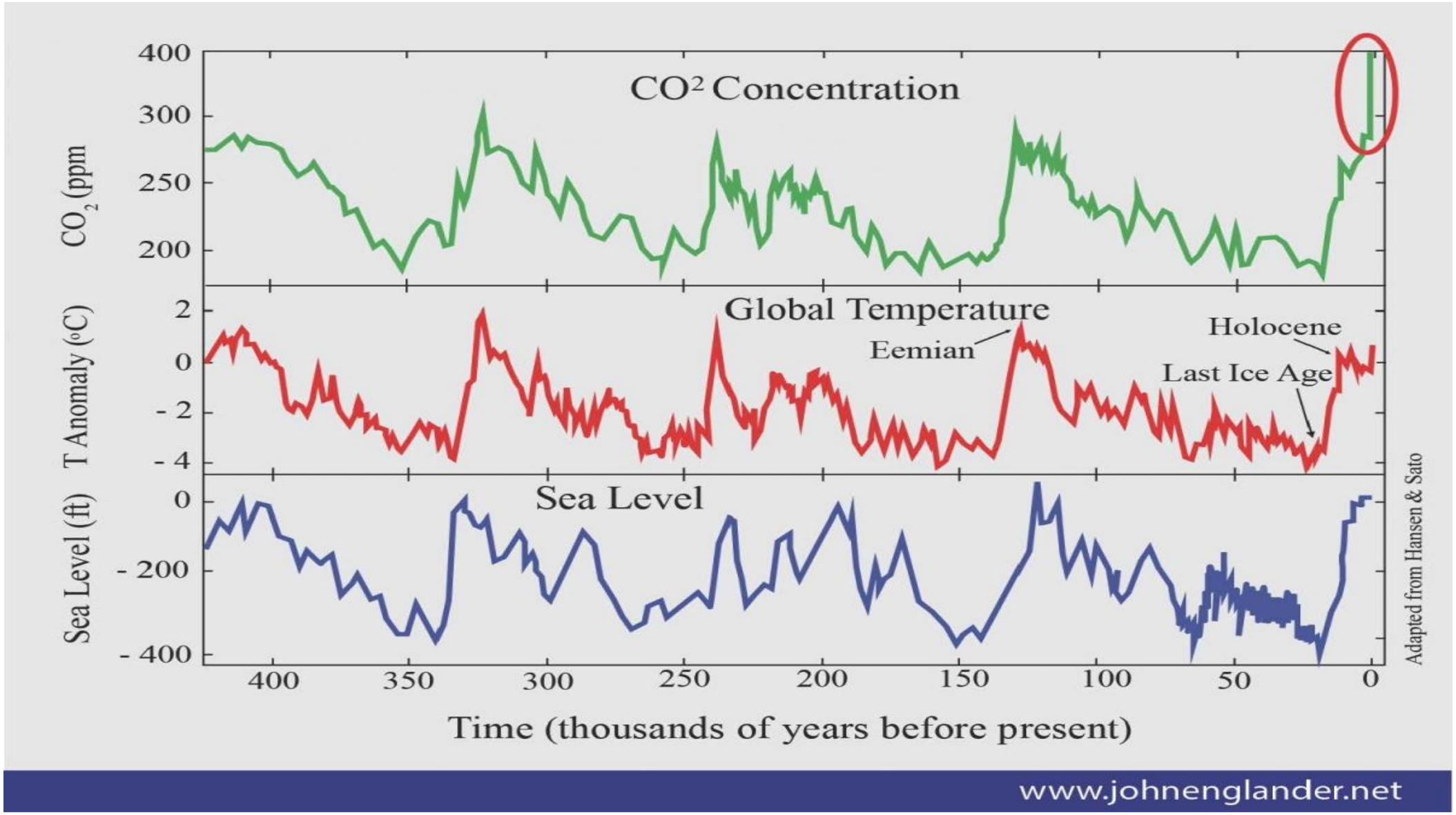
New York Commuters spend 89.4 extra hours a year, commuting



Earth's average temperature is the highest in **115,000** years!

The number of 100 year weather events, is 29 over the last decade

We consume more oil today than all Energy types before 1960



Scientists are virtually unanimous

Global Temperature and Sea Level Mirrors CO^2 in the Atmosphere

China, India, France and the United Kingdom, have banned Gasoline powered auto sales, beyond 2040.

Replacing a single gasoline vehicle

with a Zero Emissions

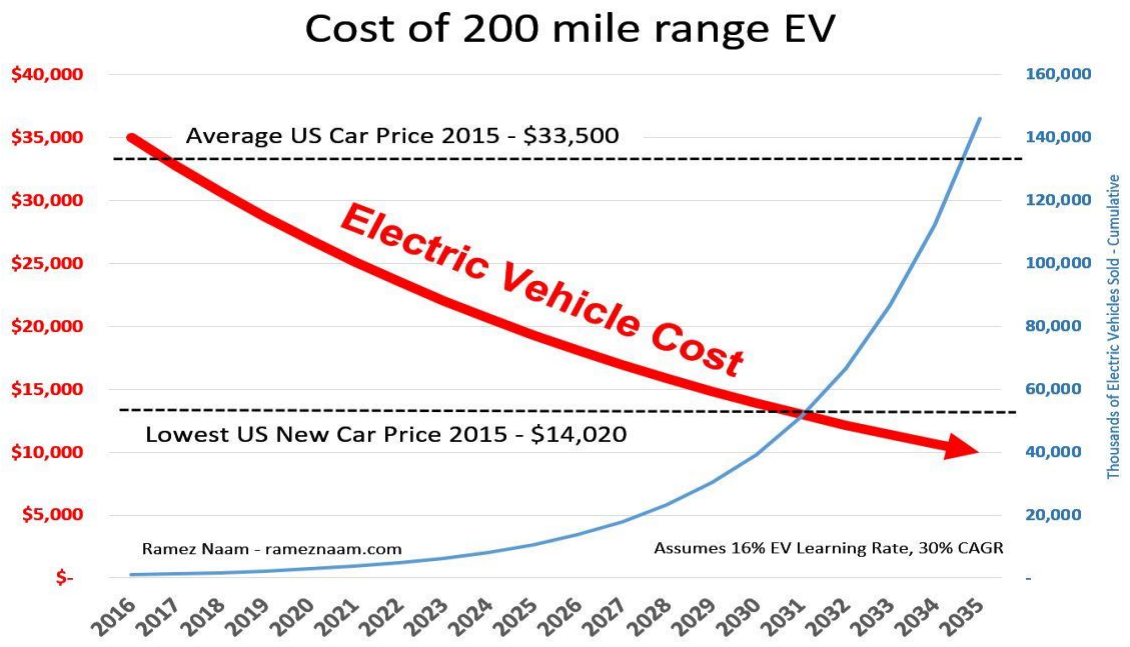
2018

Nissan LEAF

displaces **6 to 9 Tons** of CO^2 emissions annually

Equal to Planting 2,500 Trees

The Long Island Freeway allows Nissan LEAF drivers Single Occupant, HOV Lane access

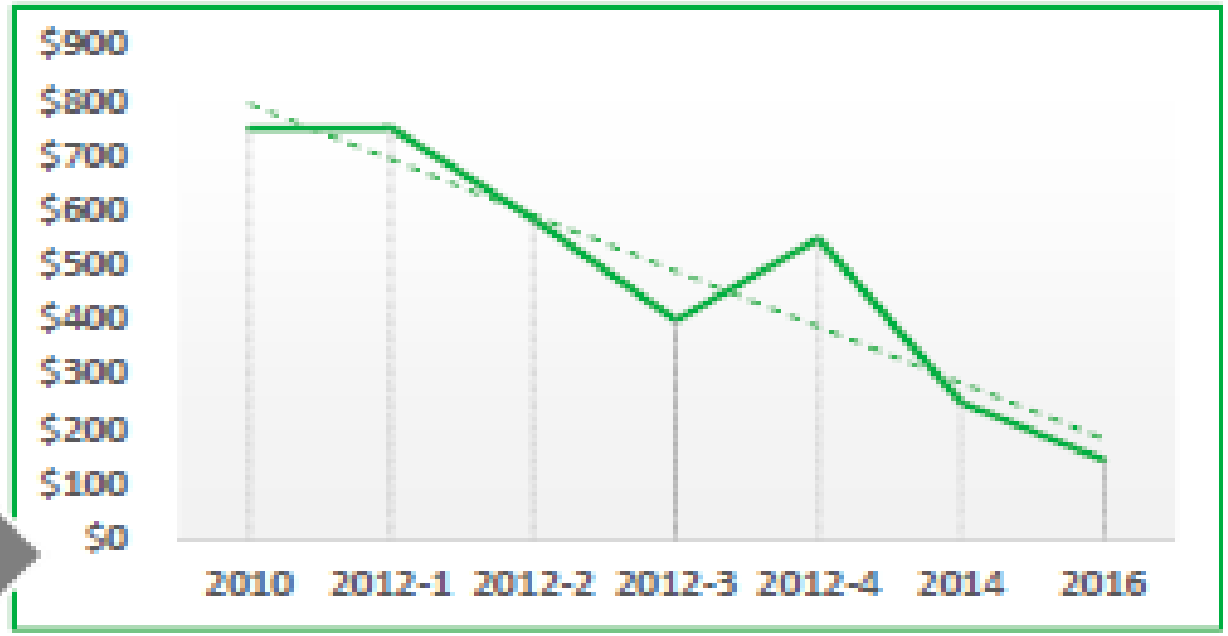


Battery Costs have Declined 80%

per kWh over the past 5 years

Allowing the 2018 Nissan LEAF to reduce MSRP, increase Range and add Intelligent Mobility innovations

Battery Pricing		
Battery Type	**Year**	**Cost ($/kWh)**
Li-Ion	2016	$145
Li-Ion	2014	$200-300
Li-Ion	2012	$500-600
Li-Ion	2012	$400
Li-Ion	2012	$520-650
Li-Ion	2012	$752
Li-Ion	2010	$750



NISSAN INTELLIGENT MOBILITY

Nissan LEAF

Safe and Reliable Battery Technology

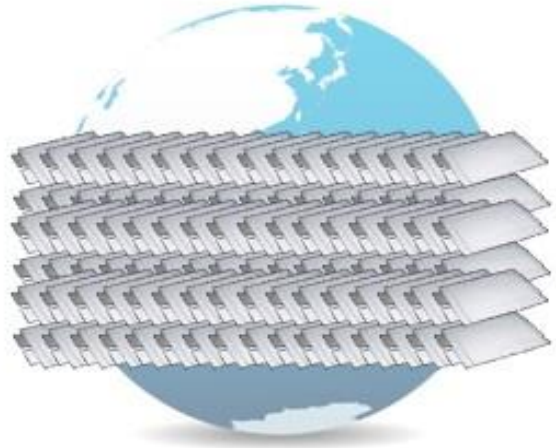
325,000
Vehicles

×

192
Cells Per Vehicle

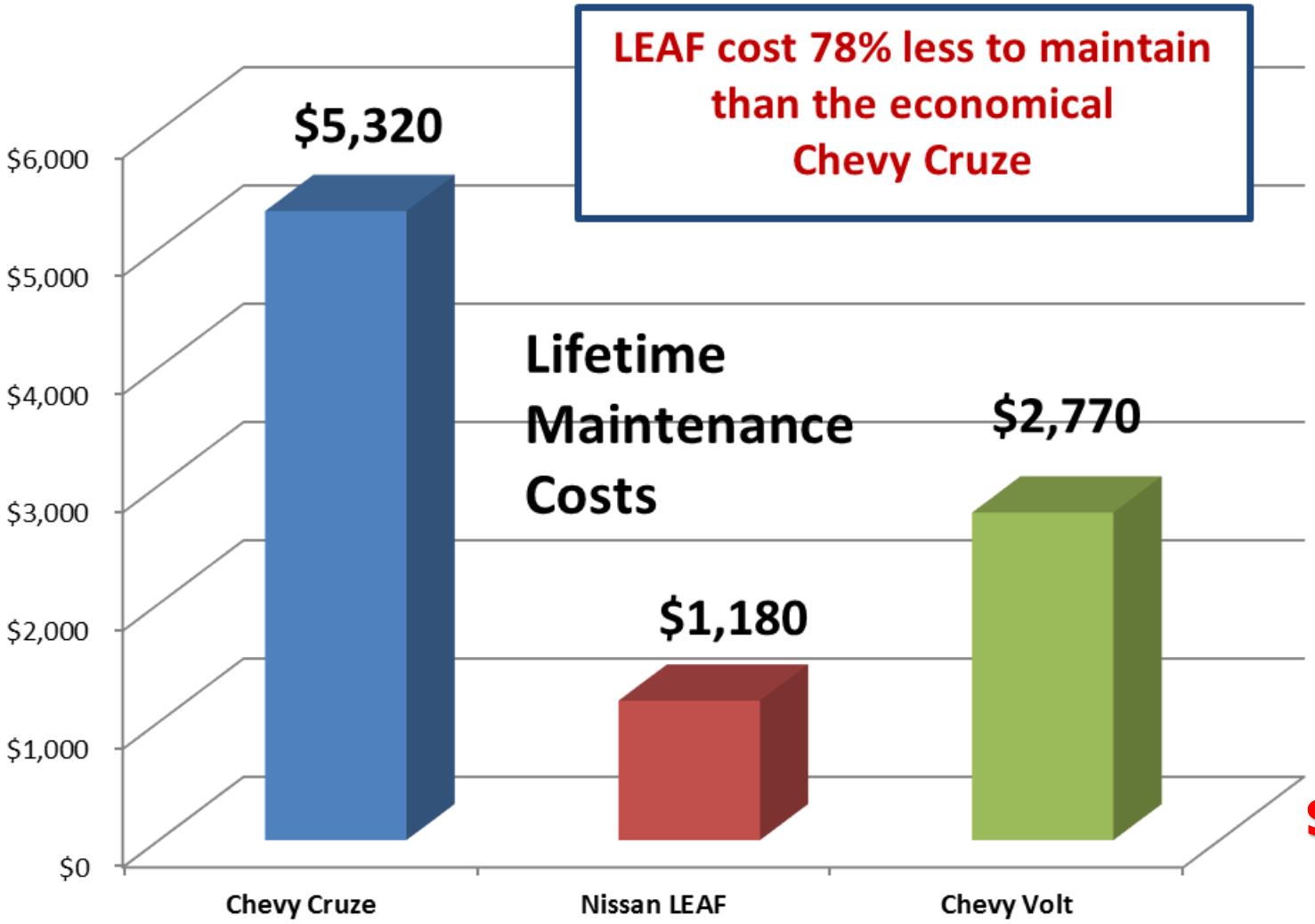
=

62 million +



0 Serious Incidents

Do the Math! EV's cost less to Buy and Own



*150,000 miles, Electric Power Research Institute

Driving Electric's Equal to buying Gas for

60¢

a gallon, with Mid Grade Gas at $3.10

about

80% less

per mile

Before factoring the $7,500 Federal EV Tax Credit with No Oil Changes, Ever!

There are Two Electric Vehicle Segments

NISSAN INTELLIGENT MOBILITY

Under 200 miles & $30,000

2018

MY18 Nissan LEAF

MSRP **$29.9k**
Range **150 mi**
Battery **40 kWh**
Power **147 HP (110 kW)**

Q3 2017

Volkswagen e-Golf

MSRP **$29k**
Range **124 mi**
Battery **36 kWh**
Power **134 HP (100 kW)**

ON SALE CA only (April '17)

Hyundai Ioniq Electric

MSRP **$29.5k**
Range **124 mi**
Battery **28 kWh**
Power **118 HP (88 kW)**

ON SALE

Ford Focus Electric

MSRP **$29k**
Range **115 mi**
Battery **33 kWh**
Power **143 HP (107 kW)**

Over 200 Miles & $35,000

Chevrolet Bolt

MSRP **$36.6k**
Range **238 mi**
Battery **60 kWh**
Power **200 HP (150 kW)**

Tesla Model 3

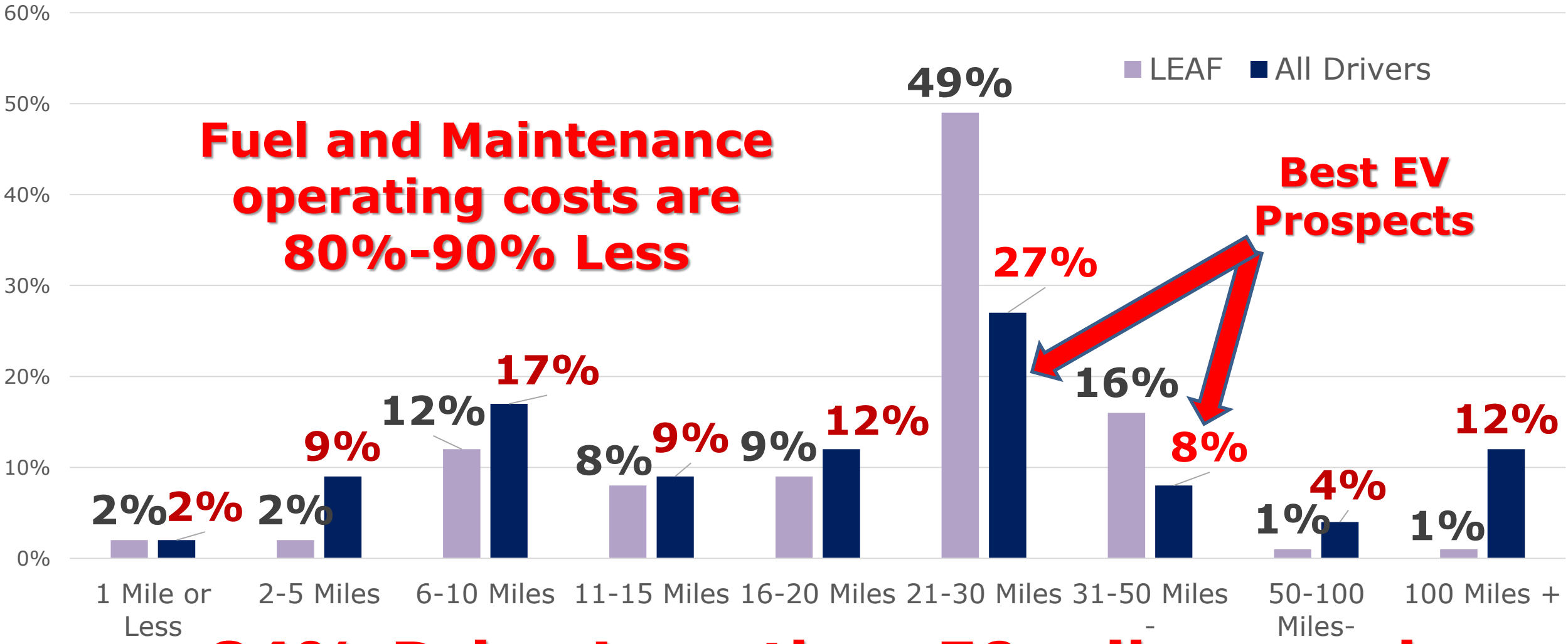
MSRP **$35k**
Range **220 mi**
Battery **50 kWh**
Power **258 HP**

2019 Nissan LEAF

MSRP TBD
Range More Range (TBD)
Battery TBD
Power TBD

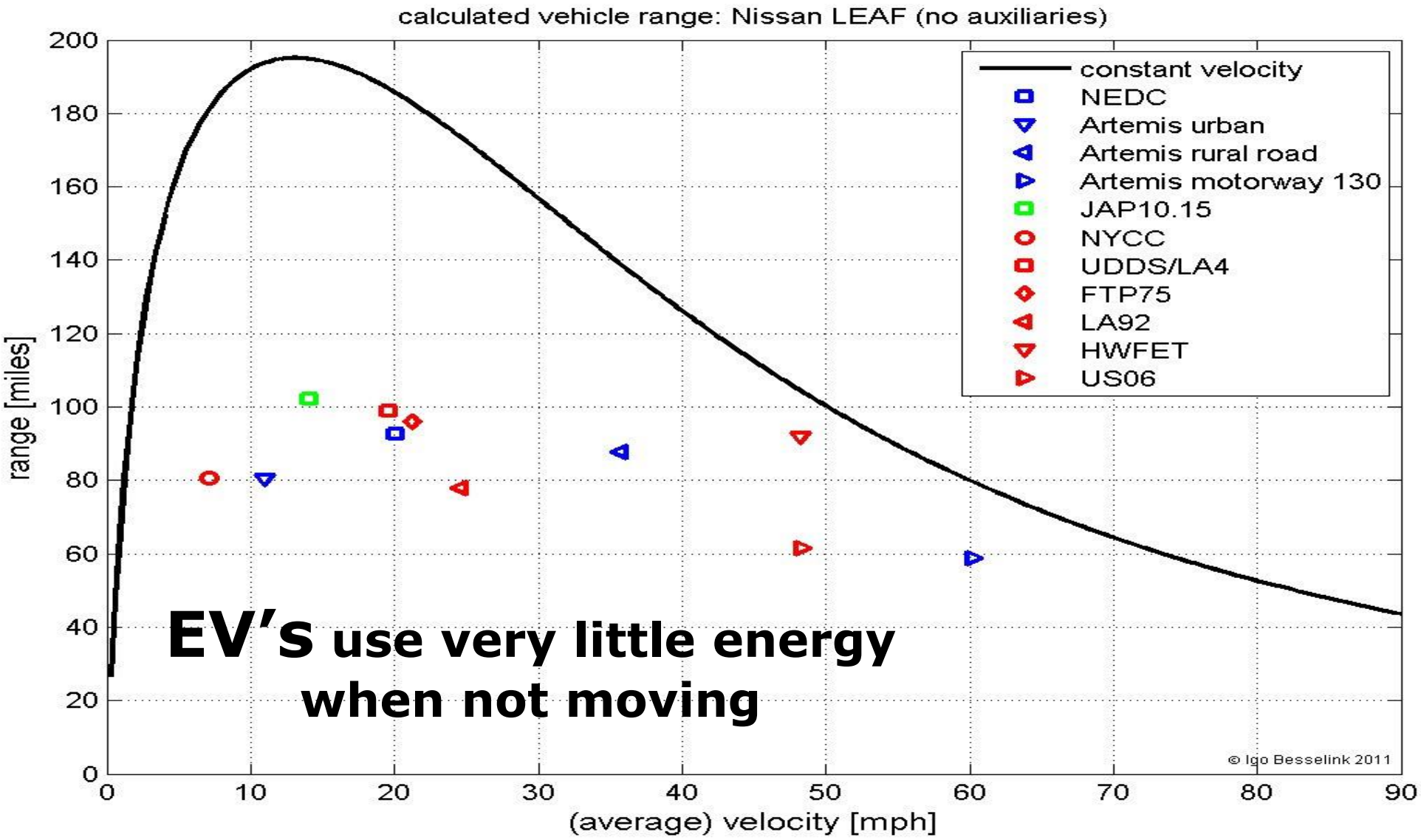
NISSAN GROUP OF NORTH AMERICA

Nissan LEAF has all the Range Commuters Need!



84% Drive Less than 50 miles per day

LEAF Loves Traffic and Doesn't Waste Fuel Idling



EV's use very little energy when not moving

Chart of 2015 model with only 84 miles of Range

for 2018 Nissan LEAF has 80% Greater Range

Innovation & Value Leadership

"Lowest 5-Year Cost of Ownership"

2018 Award Recipient,
Kelley Blue Book
KBB.com

- Recognized as being the least expensive EV to own, over a 5-year period.
- The 2018 Nissan LEAF has also been named
- **World Car Of The Year**.

"Best of Innovation Award"

2018 Consumer Electronics Show

CES INNOVATION AWARDS 2018 HONOREE

- Nissan LEAF wins Consumer Electronic Show "**Best of Innovation**" award for Vehicle Intelligence and Driver Assist Technology
- Award recognizes products and technologies that benefit people and the planet.
- Named CES honoree "Tech for a Better World"

2018 Nissan LEAF SV

2017 MODEL
$34,300

$1,710
-5.0%

\+

$5,000
IN ADDED VALUE
VS. 2017 SV MODEL

2018 MODEL
$32,490

Includes all the S Features, plus:

- **Navigation System, with Nissan Connect EV**
- **7-inch Color Display, 6-speaker audio system**
- **17 inch Aluminum-alloy Wheels, Fog Lamps**
- **Apple Car Play, Android Auto, HD Radio**
- **Intelligent Cruise Control**
- **DC Fast Charge Port**

2018 Nissan LEAF S

2017 MODEL

$30,680

$690

-2.2%

2018 MODEL

$29,990

\+

$4,500

IN ADDED VALUE

VS. 2017 S MODEL

S Features:

- **Contemporary exterior styling**
- **Larger Battery (40kWh vs. 30kWh)**
- **Driving Range increased 40%**
- **Faster charging with 6.6 kWh charger**
- **More Powerful Motor (110 kW vs. 80 kW)**
- **Horsepower increased 37%**
- **Automatic Emergency Braking, Standard**
- **e-Pedal with slope stop/hold**
- **7" Monitor, with Analog Speedometer**
- **LED headlights, with Auto on/off**

2018 Nissan LEAF SL

2017 MODEL
$36,790

$590
-1.6%

\+ **$6,783** IN ADDED VALUE
VS. 2017 SL MODEL

2018 MODEL
$36,200

Includes all SV Features, plus:

- **8-way power driver's seat w/ power lumbar support**
- **Leather seat trim, Heated Front Seats**
- **Bose® 7 speakers Premium audio system**
- **Rear Cross Traffic Alert & Blind Spot Warning**
- **Portable charge cord, for 120V/240V Outlets**
- **Intelligent Around View® Monitor**

2018 Nissan LEAF is the Best Value among affordable EV's

Price Positioning Comparison Chart

	2018 Nissan LEAF	2017 Chevrolet Bolt	2018 Ford Focus Electric	2017 Hyundai Ioniq Electric	2017 Volkswagen e-Golf
Starting MSRP	$29,990	$36,620	$29,120	$29,500	$29,000
Driving Range (Battery Capacity)	150 miles (40 kWh)	238 miles (60 kWh)	115 miles (33 kWh)	124 miles (28 kWh)	125 miles (36 kWh)
Electric Motor Output	110 kW (147 hp)	150 kW (200 hp)	107 kW (143 hp)	88 kW (118 hp)	100 kW (134 hp)
Key Standard Features	• Auto on/off headlights • Hands-free phone and audio streaming via Bluetooth® • e-Pedal with auto brake hold on all slopes • Automatic Emergency Braking • Easy-Fill Tire Alert	• Auto on/off headlights • Hands-free phone and audio streaming via Bluetooth® • One pedal driving • Low speed automatic emergency braking	• Auto on/off headlights • Hands-free phone and audio streaming via Bluetooth® • Hill Start Assist	• Auto on/off headlights • Hands-free phone and audio streaming via Bluetooth®	• Auto on/off headlights • Hands-free phone and audio streaming via Bluetooth® • Three regenerative braking modes