75,000th LEAF sold in Oregon

Nissan celebrated with Rishabh Mehandru of Portland, Oregon, as he purchased the 75,000th Nissan LEAF in the United States. This is Mehandru's second Nissan LEAF after leasing his first one two years ago in an effort to reduce the emissions he was putting into the air.

Nissan LEAF growth

- Nissan LEAF continues to be the best-selling 100% electric vehicle in the U.S. & globally
- Global sales: 172,000+
- Over 82,000 on U.S. roads today
- LEAF is #1 Nissan vehicle sold in several East and West Coast markets

zero Emission

Elements for Successful EV Adoption

- **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

- **Integrated Charging Infrastructure Roadmap**
  - Home
  - Workplace
  - Public
  - Retail

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

- **Utilities**
  - Time of use rates
  - Distribution grid planning and investment

- **Key Company Influencers**
  - Lead by example

Public Infrastructure Approach

Building Range Confidence

1. Dealer

2. Public

3. Workplace

Workplace Charging Program

Management Kick-off Meeting

- Set goals
- Assess current & future charging needs
- Establish program timeline

Infrastructure

- Perform site assessments
- Determine level of Nissan funding
- Order & Install chargers

LEAF Promotion

- Ride & Drive
- Educational Seminars
- Posting of LEAF on perks page

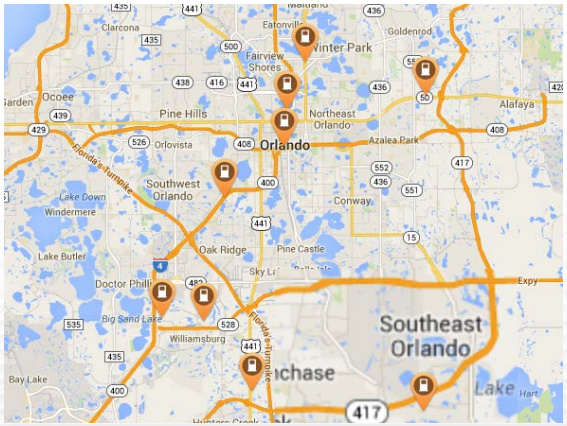
Track & Evaluate

- Measure electric miles
- Track PEV adoption
- Continue promotional events

5

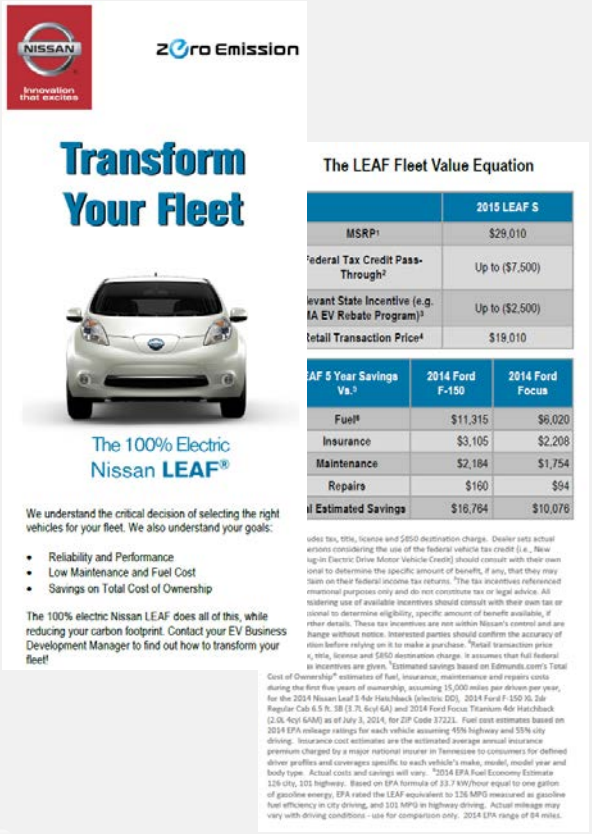
Utility Workplace Example: Orlando Utility Commission (OUC)

- Nissan Collaboration:
  - Co-funded deployment of 5 DC Fast Chargers in Orlando
- Workplace & Fleet:
  - 20 Level 2 charging stations for employees
  - Planning 12 more L2s for fleet and employee use
  - OUC purchased and operates 12 LEAFs fleet (out of 15 PEVs)



Nissan EV Fleet Program

- Evaluate vehicle & charging needs
- Develop a fleet strategy
- Assess available Nissan financial products
- Facilitate purchase through dealer
- Implement charging infrastructure plan



NISSAN
Innovation that excites

zero Emission

Transform Your Fleet

The 100% Electric Nissan **LEAF®**

We understand the critical decision of selecting the right vehicles for your fleet. We also understand your goals:

- Reliability and Performance
- Low Maintenance and Fuel Cost
- Savings on Total Cost of Ownership

The 100% electric Nissan LEAF does all of this, while reducing your carbon footprint. Contact your EV Business Development Manager to find out how to transform your fleet!

The LEAF Fleet Value Equation

	2015 LEAF S
MSRP[1]	$29,010
Federal Tax Credit Pass-Through[2]	Up to ($7,500)
Relevant State Incentive (e.g. TIA EV Rebate Program)[3]	Up to ($2,500)
Retail Transaction Price[4]	$19,010

LEAF 5 Year Savings Vs.[5]	2014 Ford F-150	2014 Ford Focus
Fuel[6]	$11,315	$6,020
Insurance	$3,105	$2,208
Maintenance	$2,184	$1,754
Repairs	$160	$94
Total Estimated Savings	$16,764	$10,076

7

zero Emission

InsideEVs

Report: 2016 Nissan LEAF To Get 25% Larger Battery/More Range, New Colors

2016 Nissan Leaf Range To Top 100 Miles, August Launch Possible: Report

Green Car Reports

The ultimate guide to cleaner, greener driving

hybridCARS

Auto alternatives for the 21st century

Nissan Testing 250-Plus-Mile Range Leaf Mule With New Battery Chemistry

THANK YOU!

Drivers Prefer DC Fast Charging

Drivers who charge regularly at home
also fast charge whenever possible

-2/3 of LEAF drivers use public infrastructure, 1/4 at least 1x per week

-Fast Charging always preferred except at the workplace

-Time to charge is #1 consideration

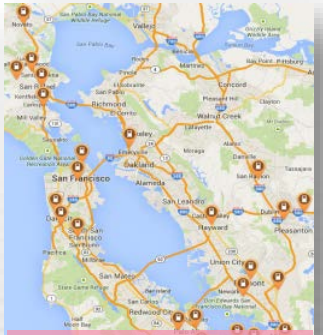
-Must be affordable and cost-effective

No Charge to Charge

MPG 20	MPG 25	MPG 30	MPG 35	No Charge to Charge
$8.06	$6.45	$5.38	$4.61	$0

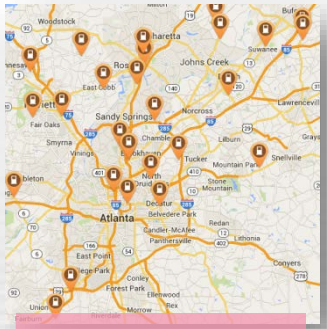
Assumes 80% charge from zero and $2.40 per gallon gasoline. LEAF efficiency: 3.5 miles/kwh

Dallas
28



SF Bay Area
122

Los Angeles
137



Atlanta
31

Nissan DCFC Survey

- Top 5 preferred charging locations:

  1. Shopping malls
  2. Big box retailers
  3. Grocery stores
  4. Public parking lots
  5. Sit down restaurants

- Average charging time at a DCFC is 17 minutes

- Drivers want to travel less than 4 miles to access a charger

- Infrastructure expansion increases likelihood of purchase/repurchase

- Strong 0.75+ correlation between DCFC infrastructure and EV sales

Source: Nissan LEAF owners and intenders survey, Market Intelligence, 2014

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