

# 75,000<sup>th</sup> 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

# 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



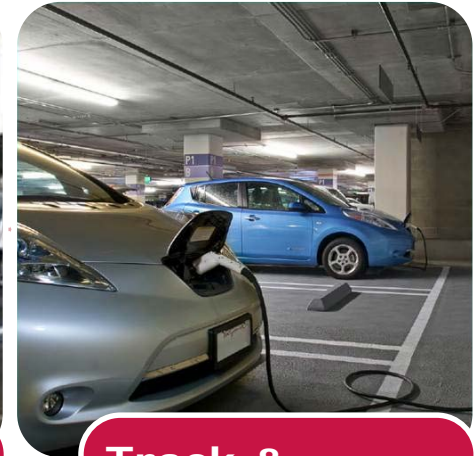
## Infrastructure

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



## LEAF Promotion

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

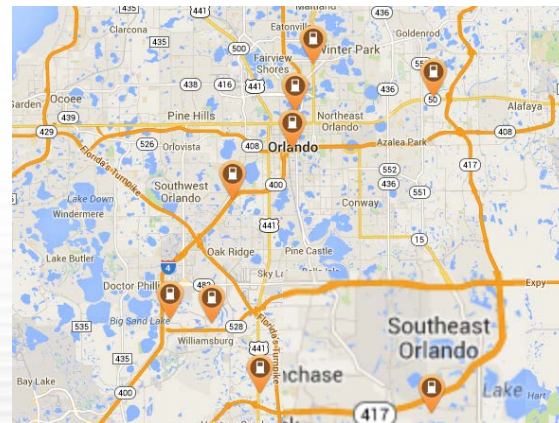


## Track & Evaluate

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



# 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

## 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

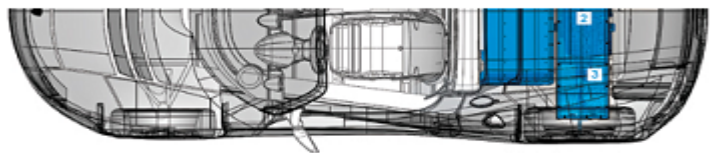
	2015 LEAF S
MSRP <sup>1</sup>	\$29,010
Federal Tax Credit Pass-Through <sup>2</sup>	Up to (\$7,500)
Relevant State Incentive (e.g. LEAF EV Rebate Program) <sup>3</sup>	Up to (\$2,500)
<b>Total Transaction Price<sup>4</sup></b>	<b>\$19,010</b>

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

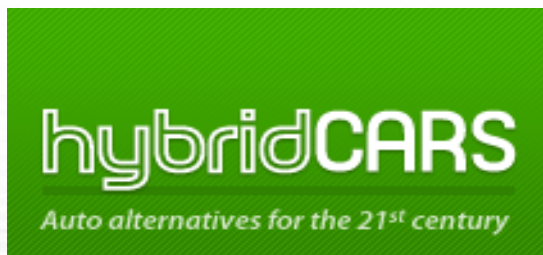
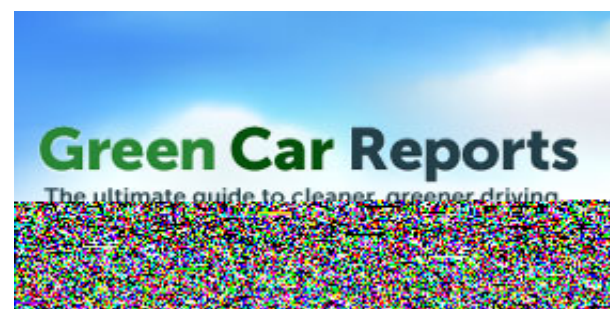
MSRP, title, license and \$650 destination charge. Dealer sets actual amount considering the use of the federal vehicle tax credit (i.e., New Light Electric Drive Motor Vehicle Credit). Should consult with their own counsel to determine the specific amount of benefit, if any, that they may claim on their federal income tax returns. The tax incentives referenced are for informational purposes only and do not constitute tax or legal advice. All incentives are subject to change without notice. Interested parties should confirm the accuracy of all incentives are given. Estimated savings based on Edmunds.com's Total Cost of Ownership<sup>7</sup> estimates of fuel, insurance, maintenance and repairs costs during the first five years of ownership, assuming 15,000 miles per driver per year, for the 2014 Nissan Leaf S 40 kWh (electric), 2014 Ford F-150 3.5L V6 Regular Cab 4.5 ft. SB (3.7L 4-cyl 6A) and 2014 Ford Focus Titanium 4-cyl Hatchback (2.0L 4-cyl 6A) as of July 1, 2014, for ZIP Code 37221. Fuel cost estimates based on 2014 EPA mileage ratings for each vehicle assuming 45% highway and 55% city driving. Insurance cost estimates are the estimated average annual insurance premium charged by a major national insurer in Tennessee to consumers for defined driver profiles and coverages specific to each vehicle's make, model, model year and body type. Actual costs and savings will vary. <sup>7</sup>2014 EPA Fuel Economy Estimate: 126 city, 101 highway. Based on EPA formula of 33.7 kWh/gallon equal to one gallon of gasoline energy. EPA rated the LEAF equivalent to 126 MPGe measured as gasoline fuel efficiency in city driving, and 101 MPGe in highway driving. Actual mileage may vary with driving conditions - use for comparison only. 2014 EPA range of 84 miles.

# 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**



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

# THANK YOU!

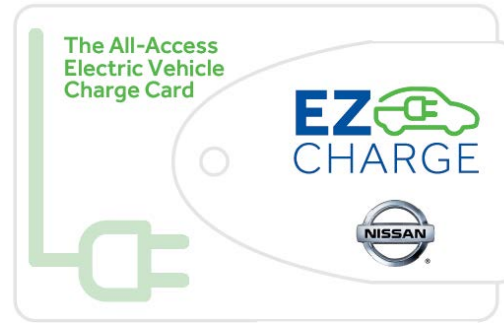
# Drivers Prefer DC Fast Charging

Drivers who charge regularly at home  
also fast charge whenever possible



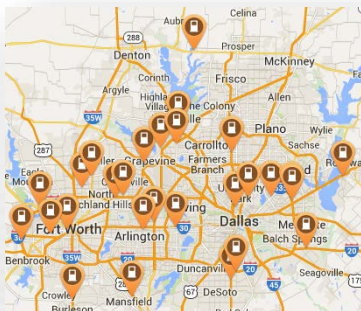
- 2/3 of LEAF drivers use public infrastructure, 1/4 at least 1x per week
- Fast Charging always preferred except at the workplace
- Time to charge is #1 consideration
- Must be affordable and cost-effective

# No Charge to Charge

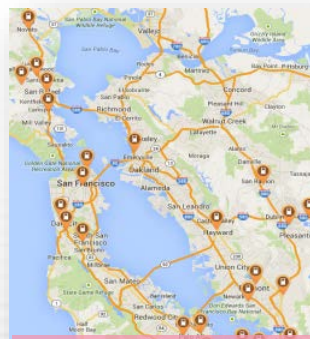


MPG 20	MPG 25	MPG 30	MPG 35	No Charge to Charge
\$8.06	\$6.45	\$5.38	\$4.61	\$0

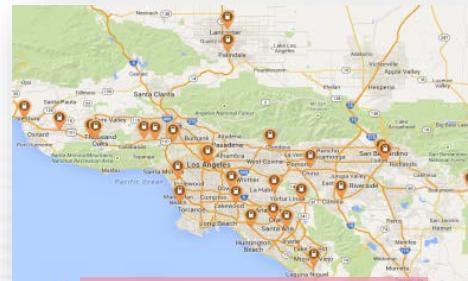
Assumes 80% charge from zero and \$2.40 per gallon gasoline. LEAF efficiency: 3.5 miles/kwh



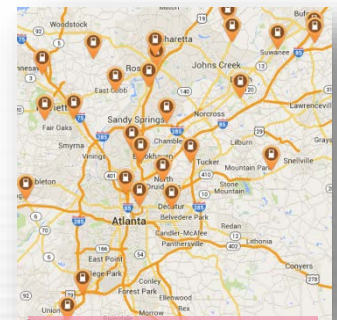
Dallas  
28



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

