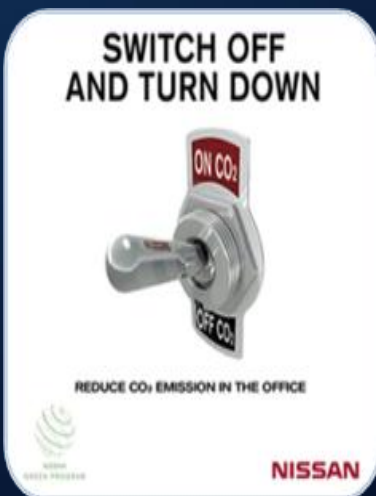
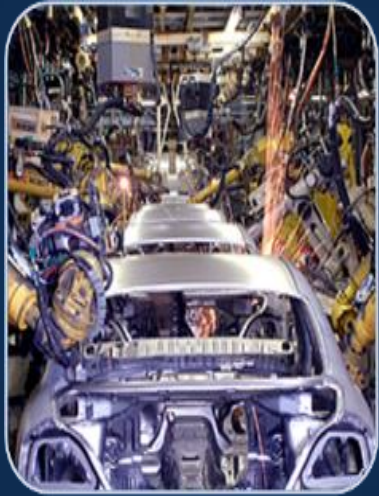




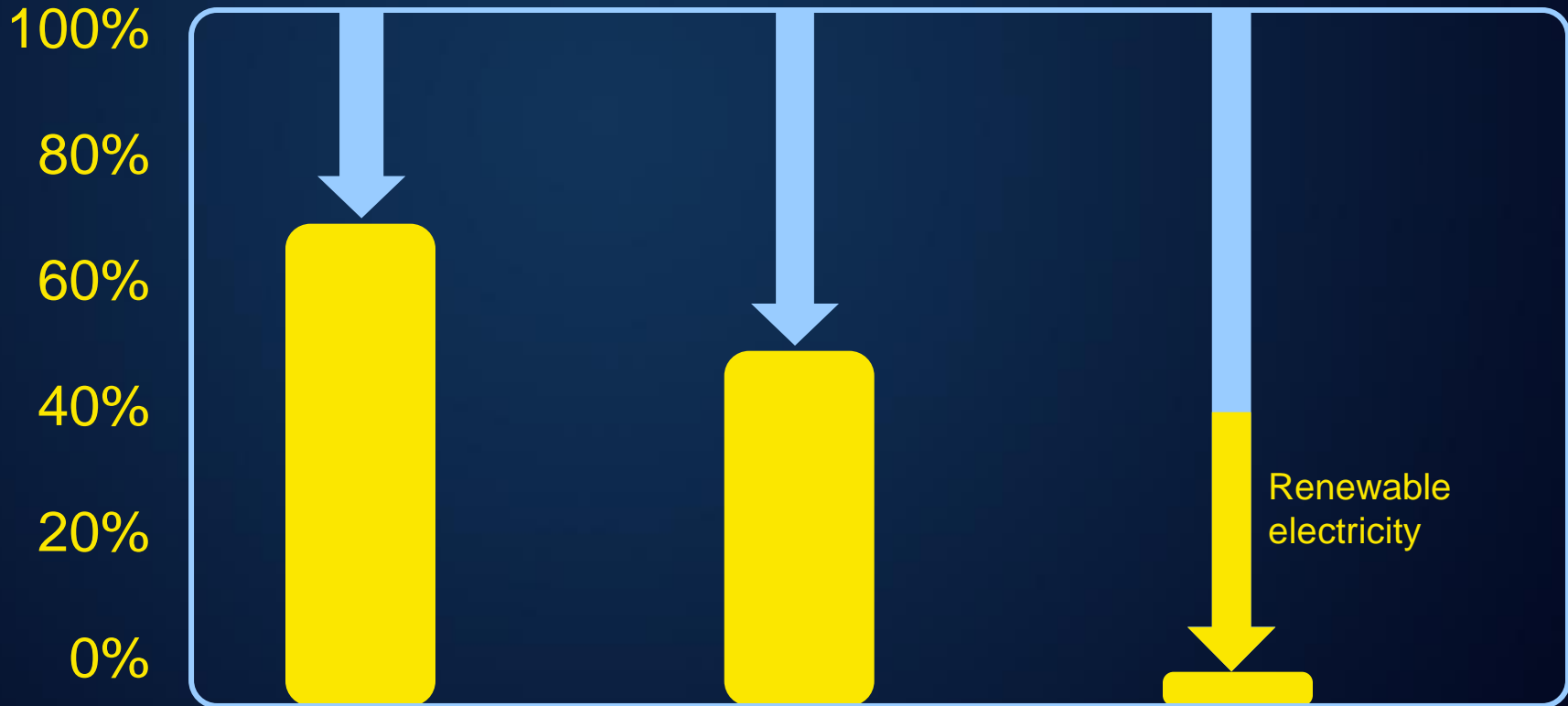
5th May 2011
David Jackson

Nissan's approach to CO2 reduction



EV is a breakthrough vs ICE and HEV

Well-to-wheel CO2 emission reductions by future powertrain



Internal combustion
Engine (ICE)



Hybrid
Electric vehicle
(HEV)



Electric vehicle



100% Electric Nissan LEAF



Core Information

On sale:	1st March
Range (NEDC):	109 miles
Approx cost for charge:	£2-3
Seats:	5
Max. engine power:	107bhp
Torque:	280 Nm
Maximum speed:	Over 90 mph
Built:	Oppama, Japan
Built from 2013:	Sunderland, UK



What have we had to do differently

Specialist customer service



Education



Home charging



Cost of ownership



Public charging



Technology reassurance



How has it been received



WORLD CAR OF THE YEAR

Waiting list until August





