



Nissan Market Rollout

Russell Vare
EV Regional Manager
Nissan North America, Inc.

October, 2010



© 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



◎ Making Zero-emissions Affordable



2011 Nissan LEAF – MSRP starting at \$32,780

- \$25,280 after \$7,500 Federal tax credit
- Additional incentives: California – clean vehicle rebate of up to \$5,000. Hawaii, Colorado, Georgia also have up to \$5,000 state level incentives
- Tax credit up to \$2,000 available toward installing of personal charging dock

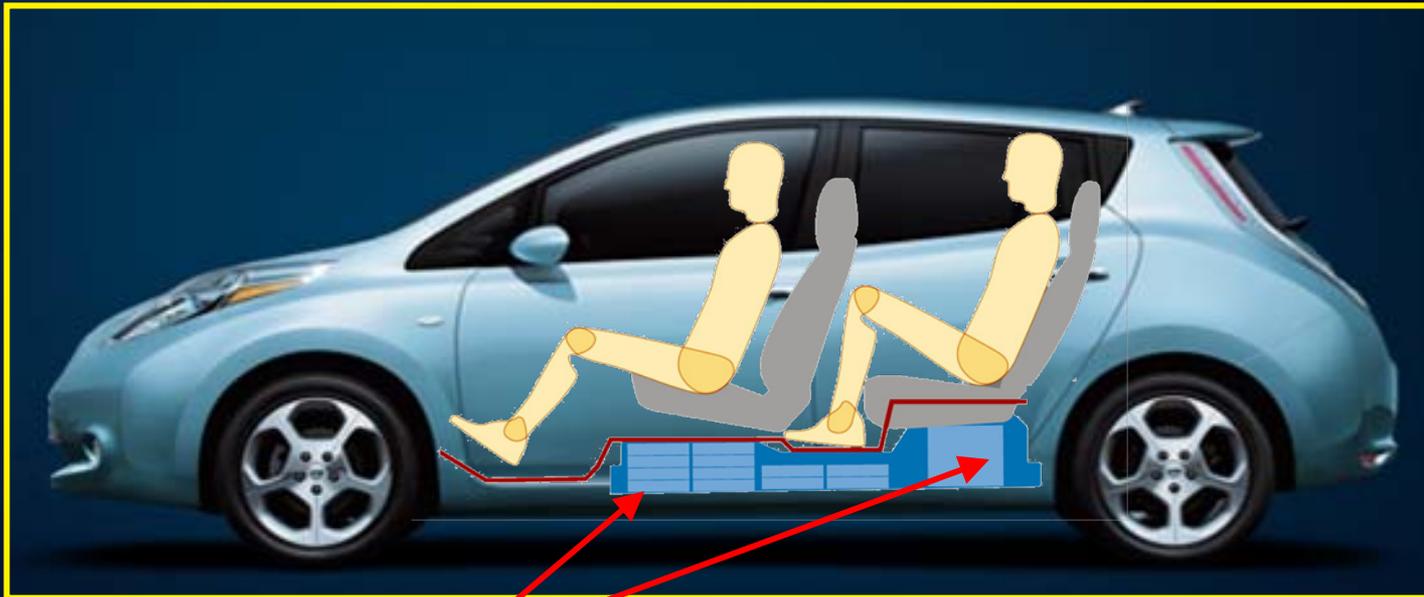
Getting to Mass Market requires Scale

Battery / Nissan EV Manufacturing Capacity

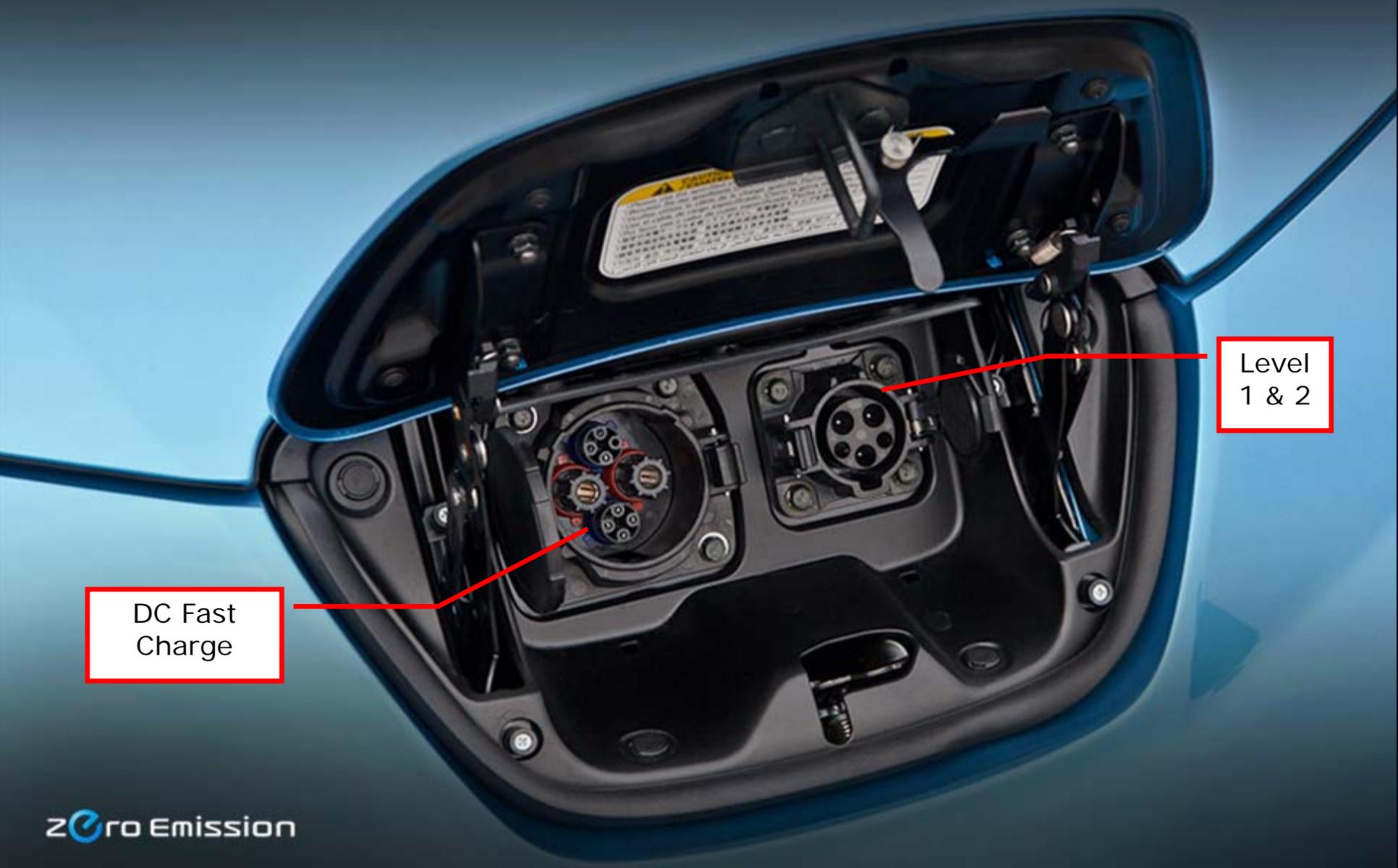


© Superior Battery Technology

- Places **batteries** in the safest location
- Provides **optimum weight distribution** for ideal/predictable handling
- Allows for 5 passenger seating by not intruding into cabin space



Nissan LEAF Charge Ports



Level
1 & 2

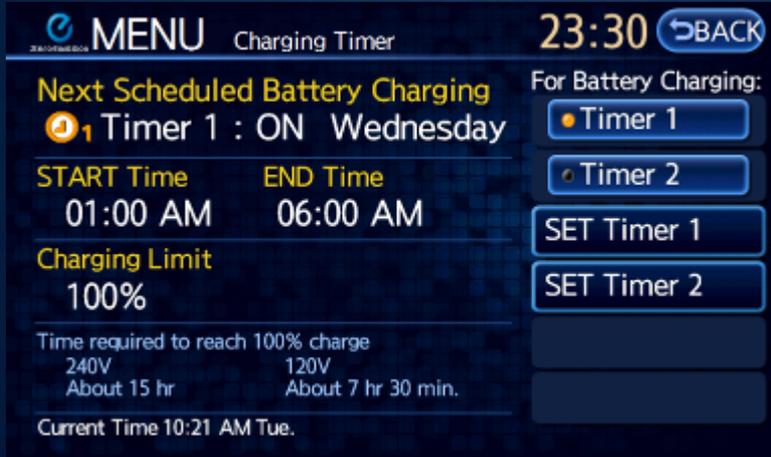
DC Fast
Charge

Nissan LEAF Charging Times

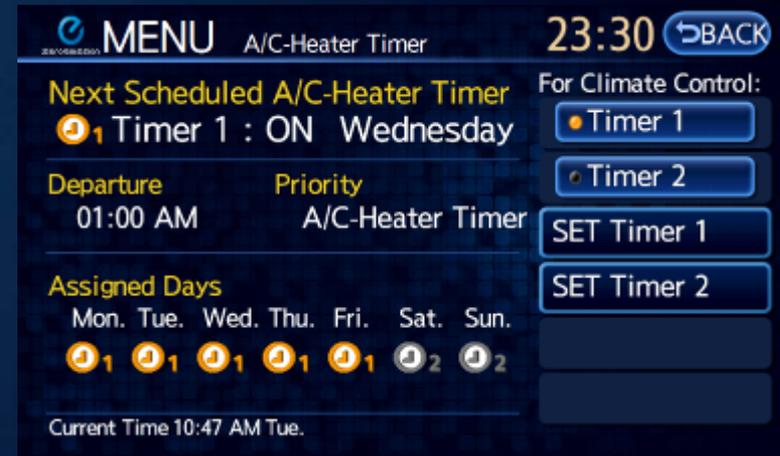
Type	Power Supply		Charger Power	Charging Level	Charger Location	Charging Time (24kwh Battery)
Normal	120VAC Single Phase	12A	1.4kW	Level 1	On-board	18h
	240VAC Single Phase	15A	3.3kW	Level 2		8h
		30A	6.6kW			4h
Fast	480VDC 3-phase		50kW	DC Fast Charging	Off-board	26min to 80%

Timer function

- For efficiency and comfort



Charge timer: Use for off-peak electricity rates



A/C-heater timer: Start A/C before driving



Connected Mobility

LEAF is equipped with Telematics control unit that transmits and receives data that will allow for unprecedented conveniences.



Automatic charging spot updates

Remote vehicle access



- Charging/Climat Control
- Charge Status
- Plug-in reminder
- Access by internet and web-enabled phone

Nissan LEAF Timeline

Handraisers – sign up on Nissan website for more info on Nissan LEAF

Reservations – put \$99 deposit to reserve their Nissan LEAF

- Nationwide Handraisers 200,000+
- Nationwide Reservations 20,000

Timeline for California Market

April – Reservations Open

August – Began Aerovironment Home Assessments

September – Began taking orders from reservation holders

October/November – Aerovironment installations begin

December – Deliveries begin

Nissan's Market Rollout



December, 2010
January, 2011
April, 2011
Starting Fall of 2011



◎ EV Market Readiness

1. Incentives for consumers

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

2. Streamlined EVSE permit process

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

3. Charging Infrastructure

- Home → Workplace → Public

4. Education and Public Outreach

- Educate the public on environmental, social, and financial benefits of electric drive vehicles

Nissan
LEAF

the new car

