



Nissan at Geneva Motor Show 2018: Transforming the way we drive, transforming the way we live

GENEVA (March 6, 2018) – The acceleration of electrification was the key theme at the Nissan stand during this year's Geneva Motor Show.

Taking center stage was the world premiere of the all-electric ABB FIA Formula E Championship race car, seen in its concept livery for the first time. The car will make its city circuit debut at the start of the 2018/19 season later this year.

Also featured was the all-electric, zero-emission new Nissan LEAF. One new Nissan LEAF is being ordered in Europe every 12 minutes, making it the region's fastest-selling electric vehicle. More than 19,000 orders have been placed for the car across Europe.

The new Nissan LEAF is the icon of the Nissan Intelligent Mobility vision. It is spearheading the brand's drive to create a more exciting, confident and connected society.

Technologies that made their European debut on the LEAF are already being rolled out across Nissan's range of passenger cars and light commercial vehicles. Nissan's innovative ProPILOT advanced driver assistance technology will be available on Europe's best-selling crossover – the Nissan Qashqai – from this month.

And the LEAF's 40kWh battery is now available on the e-NV200 van, increasing its range by 60% with no reduction in load-carrying capability.

The LEAF is delivering the Nissan Intelligent Mobility vision today, and the brand is already working towards what consumers will demand tomorrow.

Nissan has confirmed that under its new Nissan M.O.V.E. to 2022 midterm plan, it will offer electrified powertrains within the next generation of its best-selling crossovers. It is a pioneering initiative that will further extend consumer choice.

Also for the future is the Nissan IMx KURO, a concept vehicle that showcases Nissan's leadership in both electric vehicles and crossovers. The model has been updated since its Tokyo Motor Show debut and now features Nissan's pioneering Brain-to-Vehicle (B2V) technology.

The brand also highlighted how Nissan Intelligent Mobility is going beyond the vehicle with an integrated electric ecosystem. A new strategic partnership between Nissan and energy company E.ON has been announced. The collaboration will explore opportunities on pilot activities and commercial offers related to vehicle-to-grid services, renewable energy generation and storage solutions, as well as grid integration for Nissan electric vehicle customers.

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About Nissan Motor Co., Ltd. Nissan is a global full-line vehicle manufacturer that sells more than 60 models under the Nissan, INFINITI and Datsun brands. In fiscal year 2017, the company sold 5.77 million vehicles globally, generating revenue of 11.9 trillion yen. On April 1, 2017, the company embarked on *Nissan M.O.V.E. to 2022*, a six-year plan targeting a 30% increase in annualized revenues to 16.5 trillion yen by the end of fiscal 2022, along with cumulative free cash flow of 2.5 trillion yen. As part of *Nissan M.O.V.E. to 2022*, the company plans to extend its leadership in electric vehicles, symbolized by the world's best-selling all-electric vehicle in history, the Nissan LEAF. Nissan's global headquarters in Yokohama, Japan, manages operations in six regions: Asia & Oceania; Africa, the Middle East & India; China; Europe; Latin America; and North America. Nissan has a global workforce of 247,500 and has been partnered with French manufacturer Renault since 1999. In 2016, Nissan acquired a 34% stake in Mitsubishi Motors. Renault-Nissan-Mitsubishi is today the world's largest automotive partnership, with combined sales of more than 10.6 million vehicles in calendar year 2017.

For more information about our products, services and commitment to sustainable mobility, visit nissan-global.com. You can also follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) and see all our latest videos on [YouTube](#).

ABOUT NISSAN IN EUROPE

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,000 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last year Nissan plants in the UK, Spain and Russia produced more than 640,000 vehicles including award-winning crossovers, commercial vehicles and the Nissan LEAF, the world's most popular electric vehicle. Nissan's Intelligent Mobility vision is designed to guide Nissan's product and technology pipeline and this 360 degree approach to the future of mobility will anchor critical company decisions around how cars are powered, how cars are driven, and how cars integrate into society. Nissan is positioned to become the most desirable Asian brand in Europe.

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