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- **CEO Carlos Ghosn announces new Nissan Intelligent Get & Go Micra service at Web Summit in Lisbon**
- **Consumers share ownership with a financial stake in a new car**
- **Profile matching will create tailored groups**
- **Transforms car-sharing model with 100% digital experience, smartphone access and car geo localisation**

Nissan today announced a pioneering new digital-first shared car ownership service which is set to transform the traditional car sharing industry. NISSAN INTELLIGENT GET & GO MICRA, revealed by Nissan Chairman and CEO Carlos Ghosn at the Web Summit in Lisbon, Portugal, will give people the possibility to part-own a brand new Nissan Micra.

Social networking is at the heart of this plan, as Nissan is able to profile-match consumers to form next-generation car sharing communities through a 100 percent digital experience.

Launching initially in the Paris area later this year, cars are expected on the road by April 2017. The service, based on a unique algorithm that uses social profiling and geo-localisation technology, will match compatible owners with complementary driving needs to form a 100 percent digital, shared ownership community. With bespoke monthly invoicing based on car usage, members can expect no surprises.

Commenting on the launch, Mr. Ghosn said: "We are moving toward a future where car usage may be more flexible, social and shared. At Nissan, we're pioneering new ways to allow drivers to enjoy the freedom and financial benefits of shared car ownership. And there is no better vehicle to launch this program than the all-new Micra, which embodies the vision of Nissan Intelligent Mobility."

This new service is borne out of Nissan's Intelligent Mobility vision, which provides a framework for how cars are powered, driven, and integrated into society, all while staying focused on creating more enjoyable driving experiences. With the proliferation of the shared economy model, which impacts everything from cars to food to homes, today's announcement is a step towards realising this Intelligent Mobility goal.

NISSAN INTELLIGENT GET & GO MICRA service uses the new Nissan Micra Acenta 0.90 MT with Bose Personal Audio (a world first), and will include insurance, servicing, access to the online matching tool, smartphone app and in-car technology. Communities will need to agree upon an annual mileage limit of 15,000 km.

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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