

# © Nissan History in EV & Li-Ion Battery



Nissan has had a long history in EV & Battery technologies

1991

2000

2010

EV

Models on market



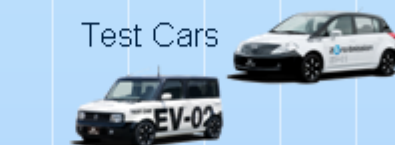
Prairie EV



Altra EV



Hyper Mini



Test Cars



PIVO



PIVO2



MIXIM



NUUVU



Land Glider



Nissan LEAF

Motor Show  
Concept  
vehicles

- 1991 First commercial application of lithium-ion batteries (cellular phones)

1992 Nissan started R&D

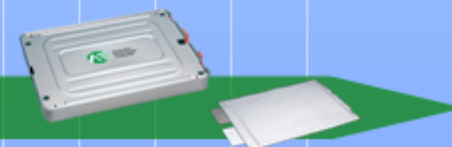
Li-Ion



Laminated Cell structure  
Breakthrough



2007 Establish AESC



Battery  
development

# Getting to Mass Market requires Scale

## Battery / Nissan EV Manufacturing Capacity



### France, Flin Battery

- Battery 100,000 units/year
- Production from 2012

### UK, Sunderland Battery & EV

- Battery 60,000 units/year
- Production from 2012
- EV 50,000 units/year
- Production from 2013



Ground-breaking  
April 27th

### Japan, Oppama EV

- EV 50,000 units/year
- Production from 2010



employee kick-off  
May 14th

### Portugal, Aveiro Battery

- Battery 50,000 units/year
- Production from 2012

### Japan, Zama Battery

- Battery 90,000 units/year (~2011)
- Production from 2010

### USA, Smyrna Battery & EV

- Battery 200,000 units/year
- EV 150,000 units/year
- Production from 2012



# © Nissan LEAF – Product Highlights



- Zero emission
- 100-mile range
- Superior battery technology
- Built for sustainable mobility
- Stimulating acceleration
- Quietness
- Connected intelligent transportation (IT) system
- Affordable

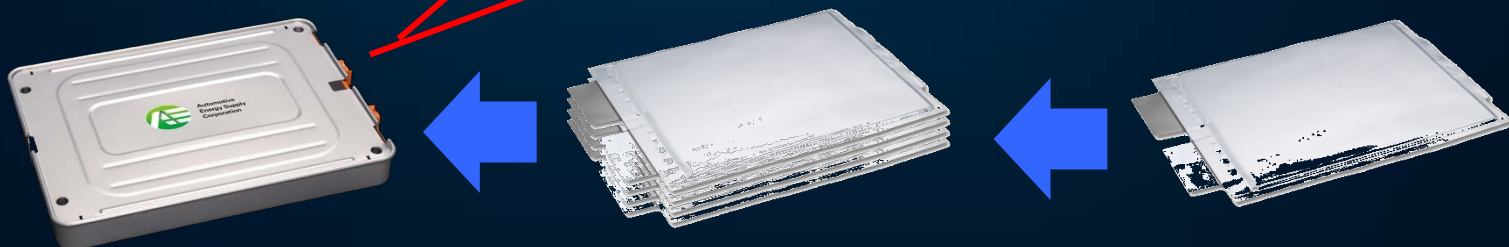
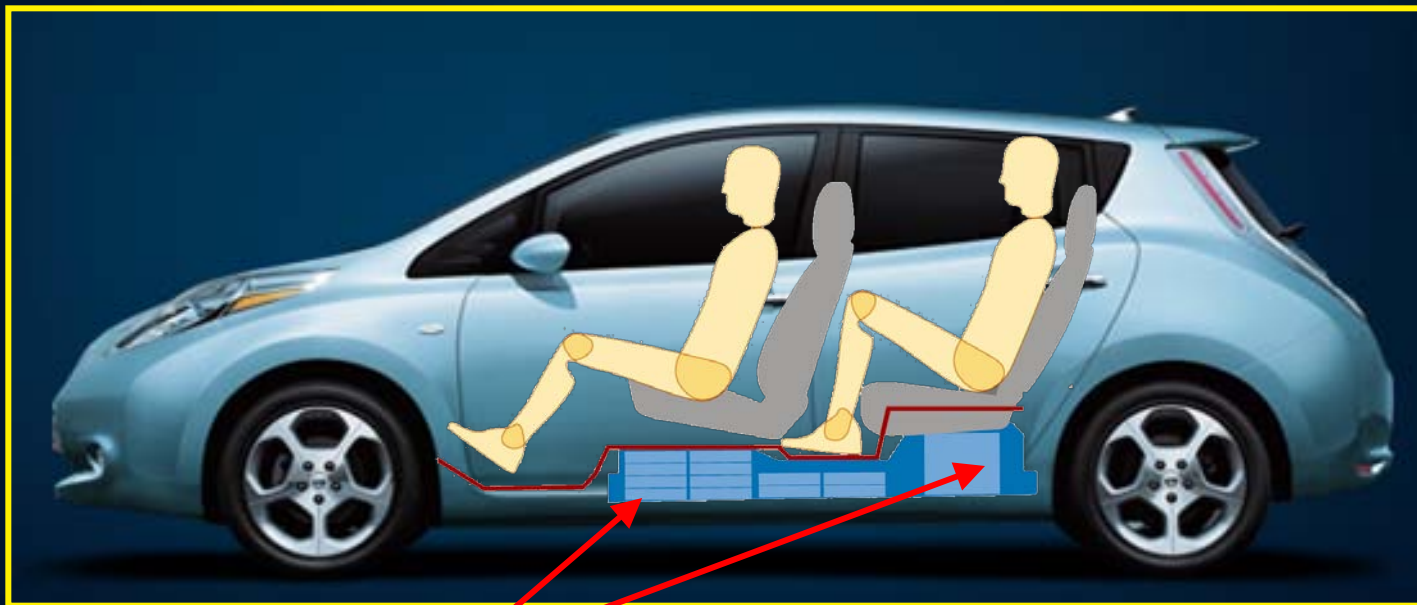
|                       |  |
|-----------------------|--|
| <b>Size</b>           | <b>5-door compact hatchback</b>                            |
| <b>Capacity</b>       | <b>5 Adults</b>  |
| <b>Range</b>          | <b>100 miles<br/>(US LA4)</b>                              |
| <b>Top Speed</b>      | <b>90 mph</b>  |
| <b>Battery</b>        | <b>Laminated Li-ion</b>                                    |
| <b>Capacity/Power</b> | <b>24 kWh/over 90kW</b>                                    |
| <b>Motor</b>          | <b>High-response synchronous AC<br/>Motor (80kW/280Nm)</b> |
| <b>IT System</b>      | <b>Integrated<br/>communication system</b>                 |



# ◎ 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



# Charging Basics



| EVSE           | Charge Type | Usage          | Charge Power | Time to charge      |
|----------------|-------------|----------------|--------------|---------------------|
| Level I        | Trickle     | Opportunity    | 1.4 kW       | ~20 hrs             |
| Level II       | Normal      | Home/Public    | 3.3kW        | 8 hours             |
| DC Fast Charge | Quick       | Public/Private | 50 kW        | 30 minutes (to 80%) |



- Level 2 charging universal standard (SAE 1772) and used by all OEMs.
- Level 2 highest penetration for home and public charging.
- NEC requires Level 2 chargers be “hardwired.”
- The standard for Quick Charging is still pending as of today.



# Planned Public Level 2 Chargers by 2012



Source: data from program announcements, press releases, news stories, public testimony, etc.



# © Making Zero-emissions Affordable



## 2011 Nissan LEAF – \$25,280 after \$7,500 Federal tax credit

- Additional incentive examples:
  - California: clean vehicle rebate of up to \$5,000
  - Colorado: tax credit up to \$6,000
  - Georgia: tax credit up to \$5,000
  - Hawaii: rebate up to \$4,500 (details pending)
- Tax credit up to \$2,000 available toward installing of personal charging dock



## ◎ Benefits To The Consumer

- True zero-emission vehicle
- Affordable pricing
- Lower Total Cost of Ownership than a comparable Internal Combustion Engine
- Lower maintenance costs than an ICE vehicle (Less complexity, no engine, no oil changes)

## ◎ Cost Per Mile Comparison (15k miles)

- Car (good 25 mpg, \$3/gal)  
= \$0.12 per mile / \$1,800
- EV (avg \$0.11 kWh)  
= \$0.026 per mile / \$396
- Advantage exists even if gasoline drops below \$1.10/gal



# © Nissan's Market Rollout



December, 2010

January, 2011

April, 2011

Fall, 2011

# © LEAF - Reservation Density Map

