



Electric Vehicles

Fact, Fiction, and the Future

Hint!

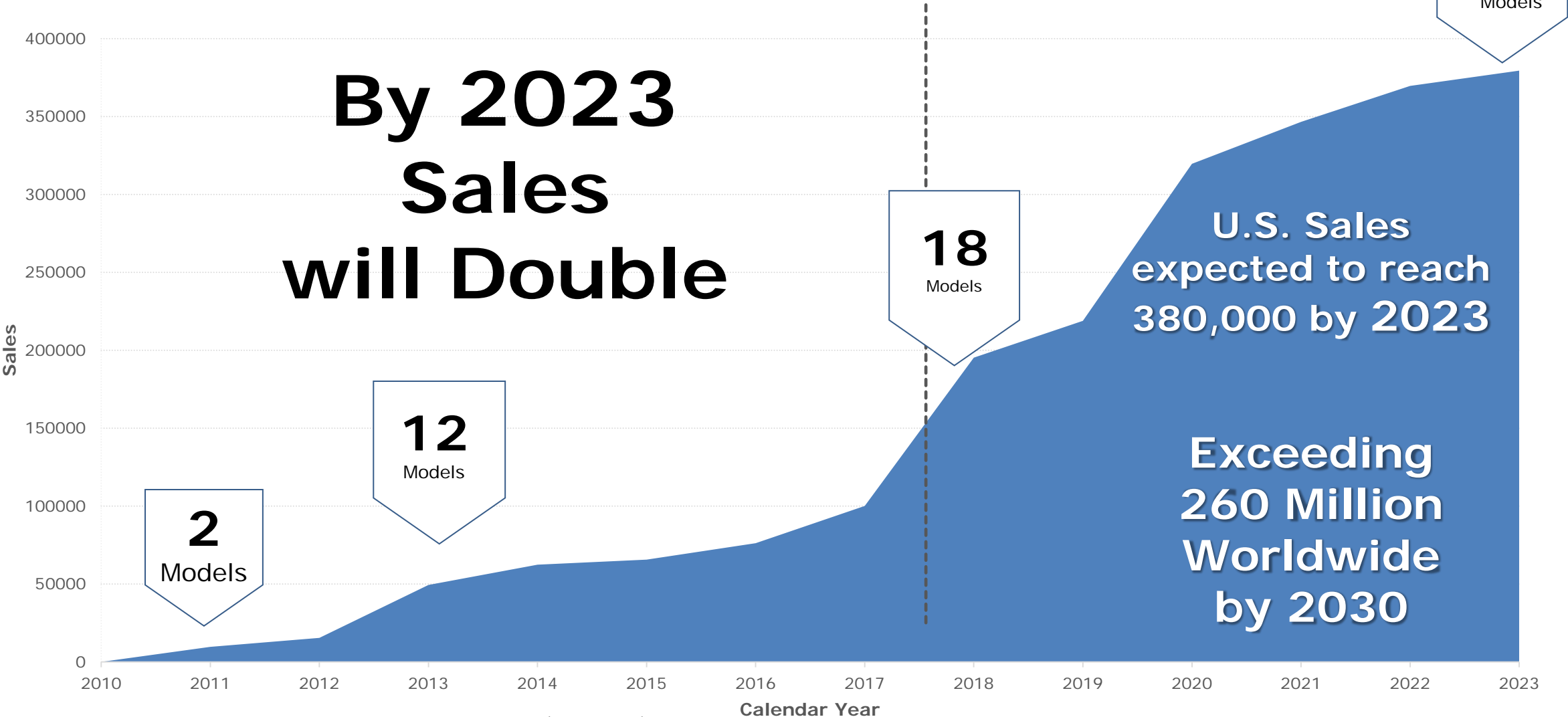
The
Practical
Era of
Electric
Vehicles
has Arrived!



with the "Simply Amazing" Nissan LEAF

100% Electric, Zero Emissions, Intelligent Mobility

Battery Electric Vehicle Sales Projected to Skyrocket

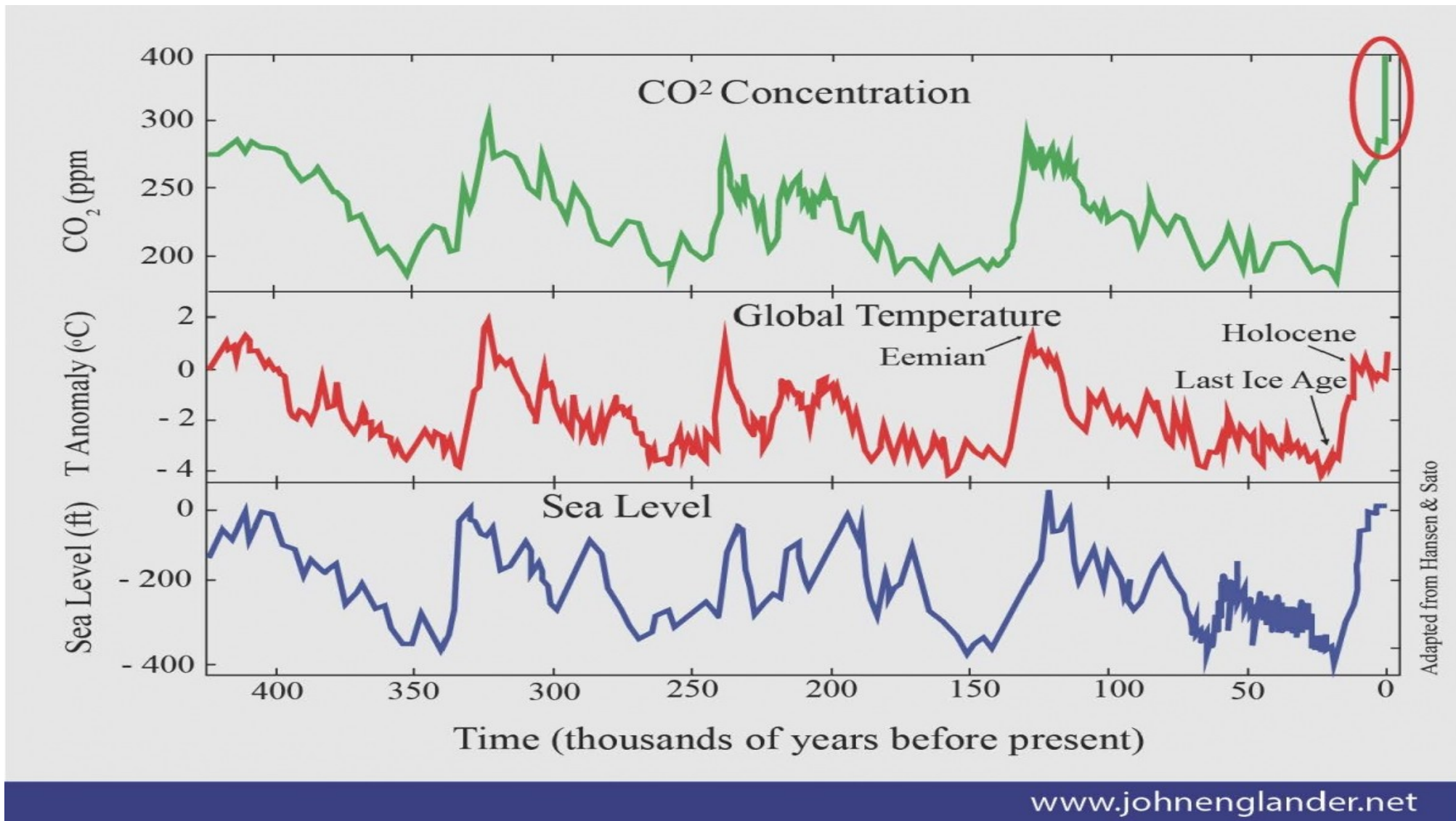


Source: IHS Market Nissan US VPAC Customer Segment Forecast (Sep 2016)

What Experts say about the Future



- ✓ **OPEC**, projects worldwide EV sales of **266** million by, **2030**. A **500%** increase over their previous forecast. **Bloomberg Financial** says it will be nearly double that amount, at **500** million. EV's are about **3** million today.
- ✓ Beyond 2040, **China, India, France and the United Kingdom** have Banned Gasoline Auto Sales.
- ✓ **PEW Research**, forecasts the **EV Industry** Worldwide will growth from **\$10 Billion** in 2012, to **\$250 Billion** by 2020. **A pace comparable to the Smartphone.**
- ✓ **University of Berkley**, predicts **EV's** will account for **64%** of U.S. vehicle sales by 2030. **PEW Research** says **60%** by 2025. Today, EV's account for less than **1%**.



**Global
Temp
and
Sea
Level**

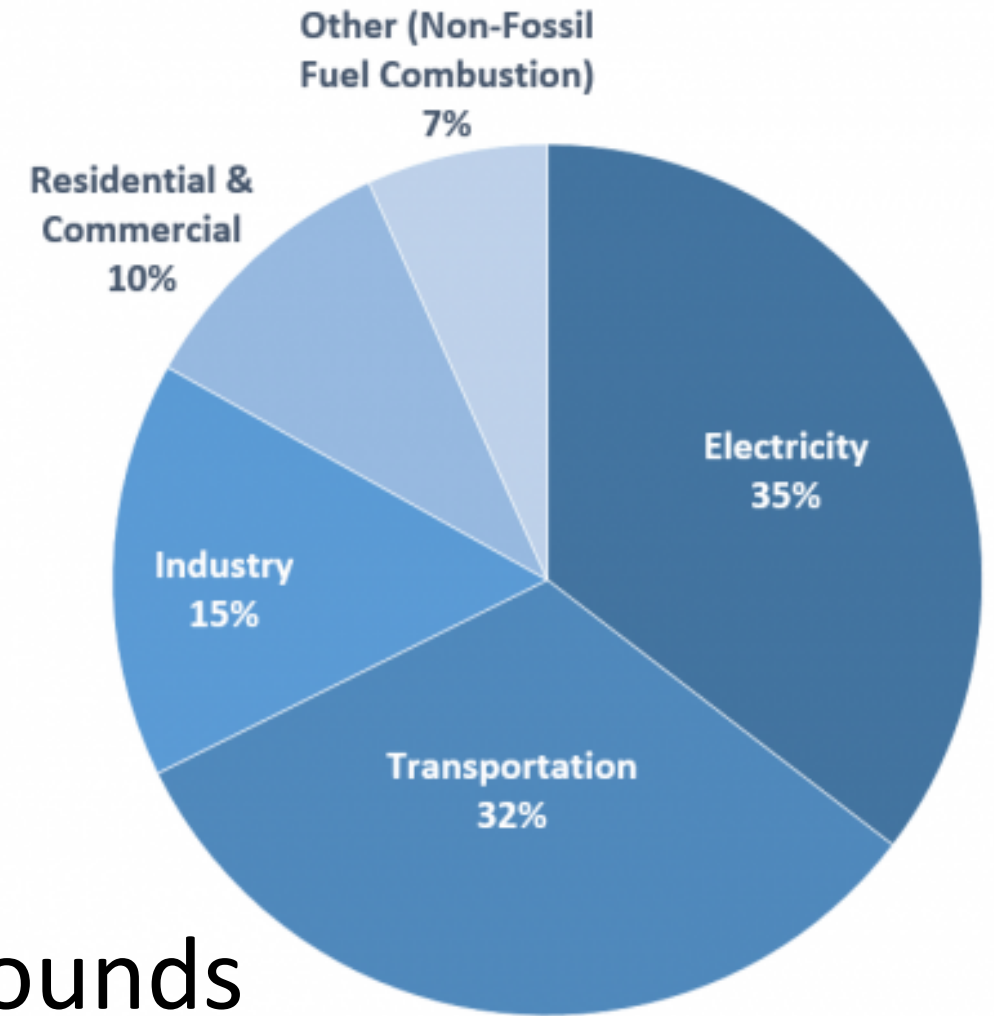
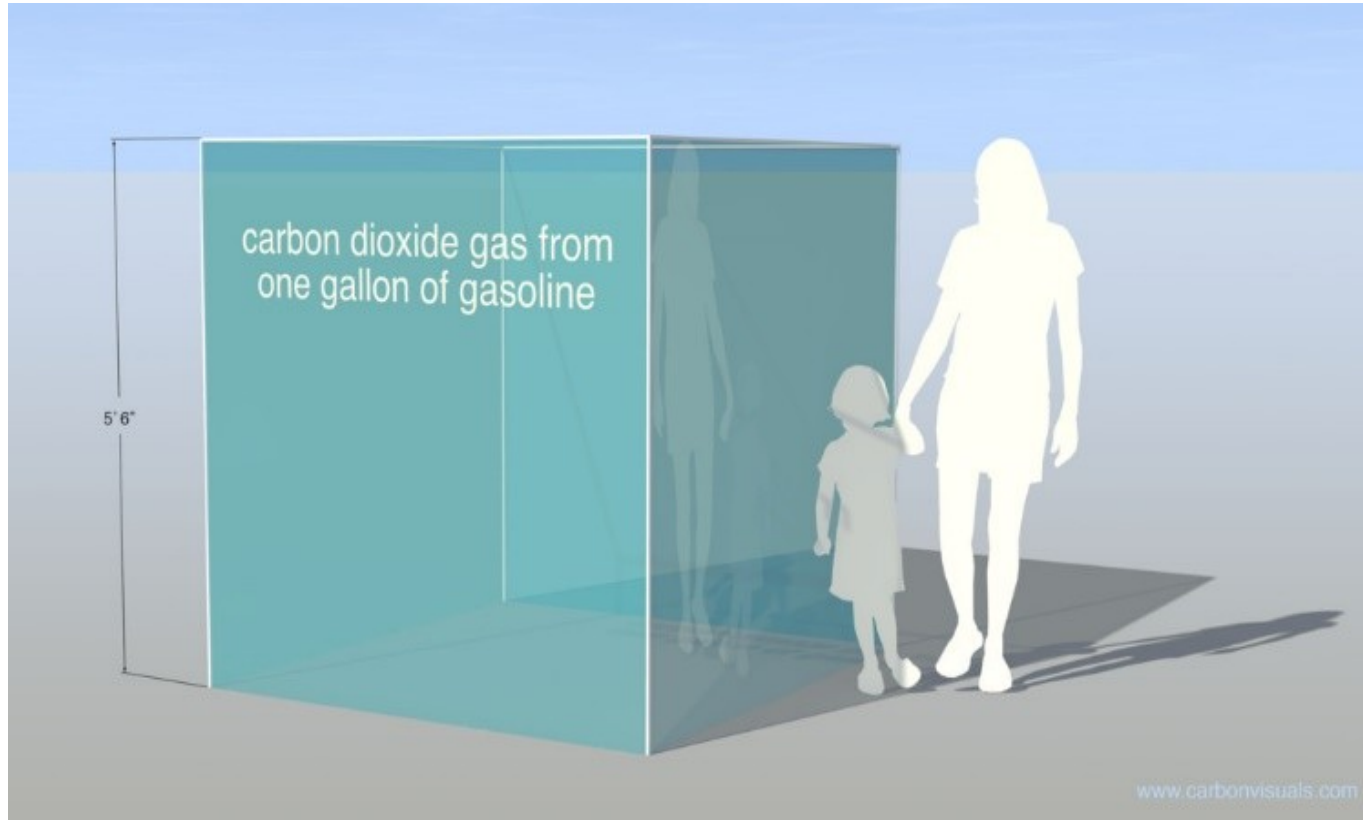
**Mirror
CO₂**

**For
450,000
Years**

Globally **UBS** says by 2031, EV Adoption will
Disrupt demand for Gasoline.

Changing Transportation is Least Disruptive

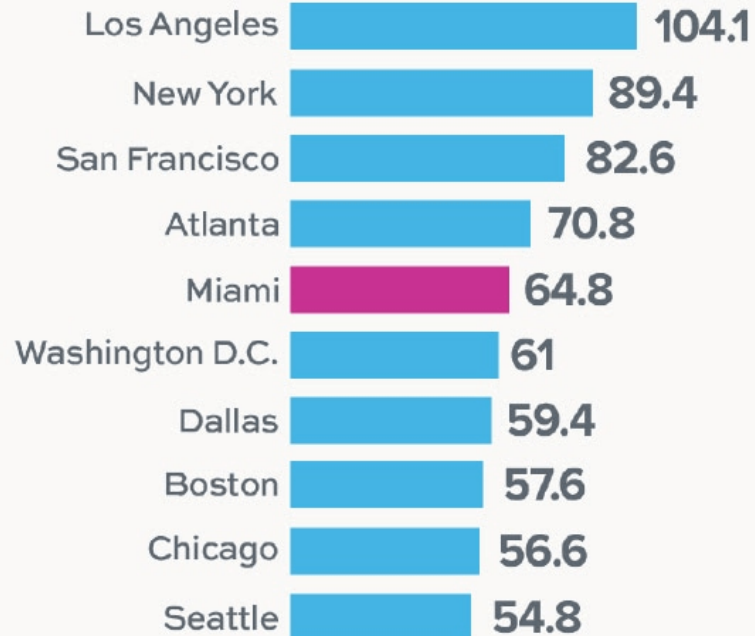
2015 U.S. Carbon Dioxide Emissions, By Source



The average car, pumps out .9 Pounds of CO², for every mile driven

HOURS WASTED A YEAR

Top 10 worst cities where commuters waste hours stuck in traffic



INRIX Global Traffic Scorecard,
New York City is the 3rd
Most Congested City in the World
2nd Worst in the United States.

**4 of the 10 Worst U.S. corridors
are found in New York**

- Eastbound Cross Bronx Express (I-95)
- East 34th Street, FDR to Fifth Ave
- Belt Parkway East, exit 3-17
- East 42nd St, FDR to Seventh Ave.

For the third consecutive year

**Smaller Cities don't fair much better, Traffic has Quadrupled,
in Cities of Less than 500,000, since 2005**

**We've faced
Environmental
Challenge in
the Past**

**and found
Solutions**

**EV's Could
Prove our
Salvation**

....and disruption can happen very fast

1900



Spot the car

1913



Spot the horse

Where there's Need, There's Opportunity!



- ✓ Significantly Lower Operating Costs
- ✓ Zero Emissions, No Greenhouse Gas
- ✓ Reduced Maintenance & Repair
- ✓ Less Noise, Vibration, Harshness
- ✓ Spirited Performance & Handling
- ✓ Superior Reliability
- ✓ **Intelligent Mobility**, Driver Assist Technology

LEAF Loves Traffic





Replacing a single
gasoline vehicle

with a 100% Electric,
Zero Emissions

Nissan LEAF 

can displace
6 to 9 Tons
Of CO² emissions
annually



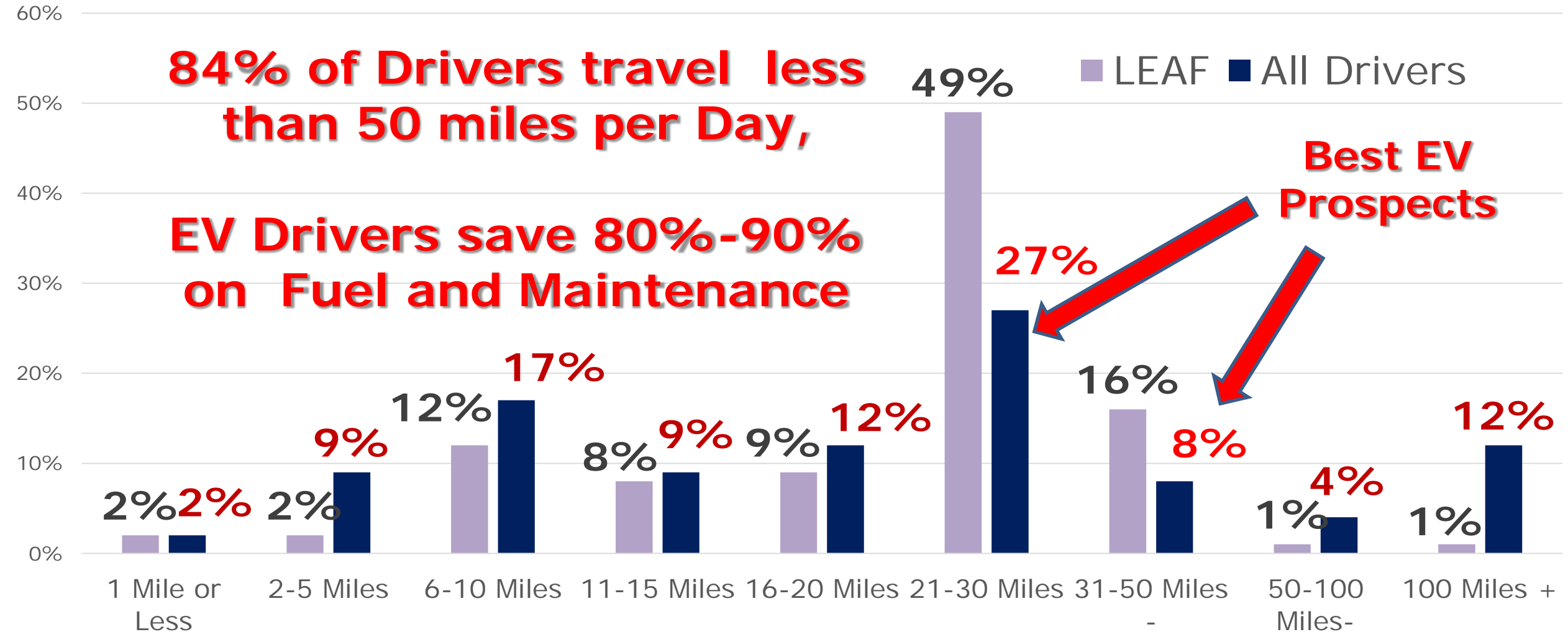
Equal to Planting 2,500 Trees



Myths About Electric Vehicles, that aren't supported by Fact

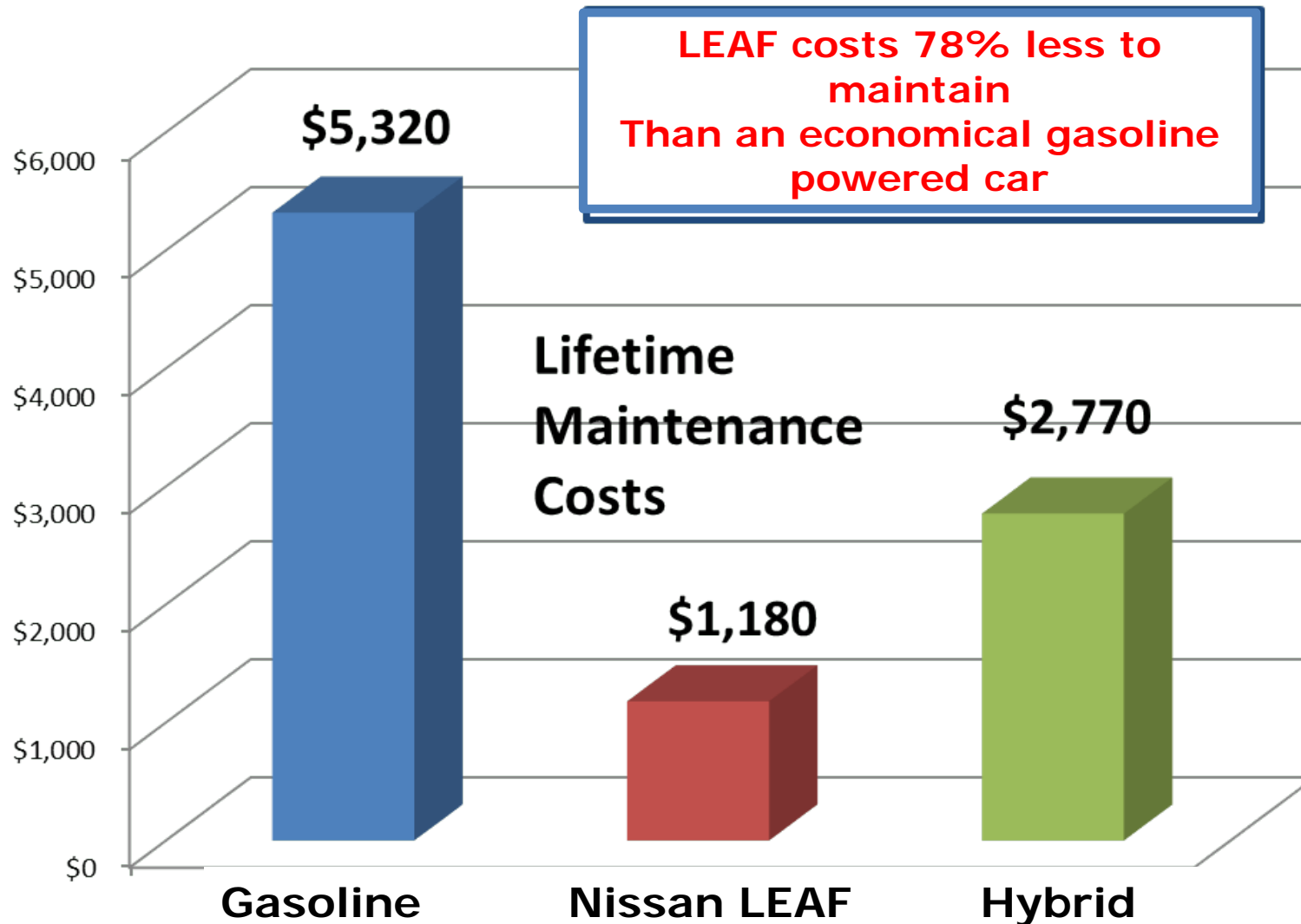
- ❖ **I'll buy, when they get more Range, like 300 miles**
- ❖ **More Public Charging's is needed**
- ❖ **What if I'm stuck in traffic, or the Electricity goes out?**
- ❖ **They're great for fleets and commuters, but how about long trips?**
- ❖ **I've heard EV's just shift emissions from Cars, to Power Plants**

Nissan LEAF has the Range Fleets & Commuters Need!



Only 1% of Trips exceed 70 miles

Do the Math! EV's cost less to Own



*150,000 miles, Electric Power Research Institute

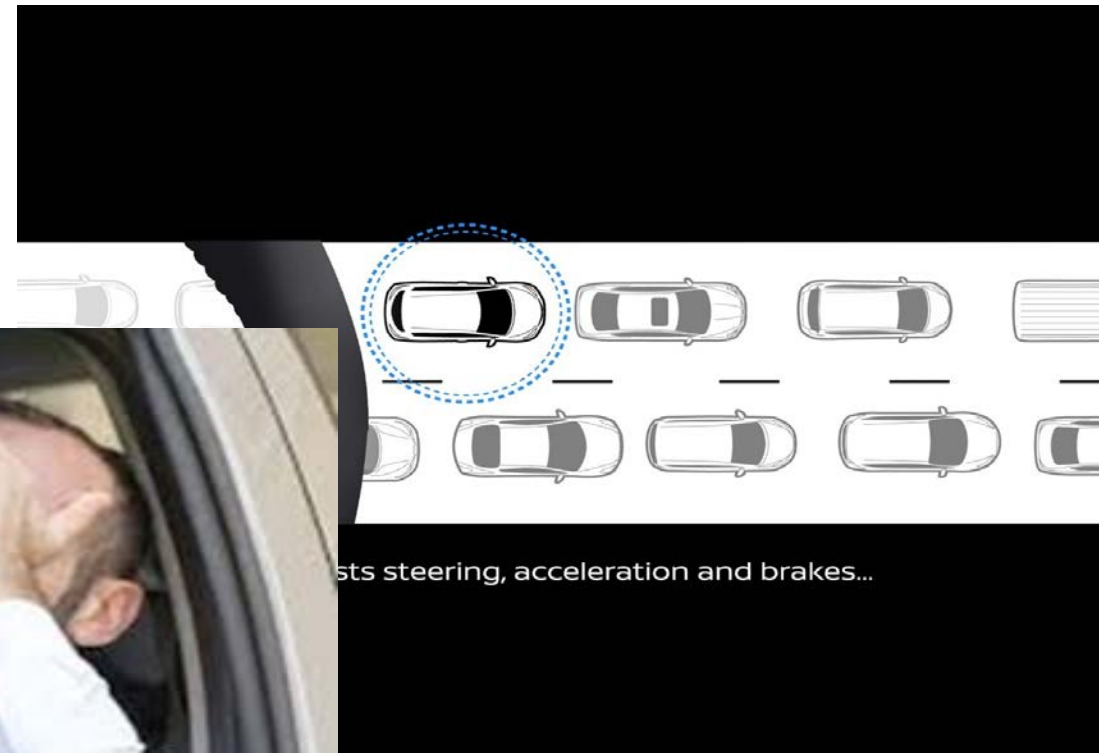
Equal to Buying Gas at
60¢ per gallon
Mid Grade Gas @ \$3.10

About
80% less
per mile

Before factoring the
**\$7,500 Federal EV
Tax Credit**

with No Oil Changes, Ever!

We can't Eliminate
Traffic, but **Nissan LEAF**
makes it
Tolerable



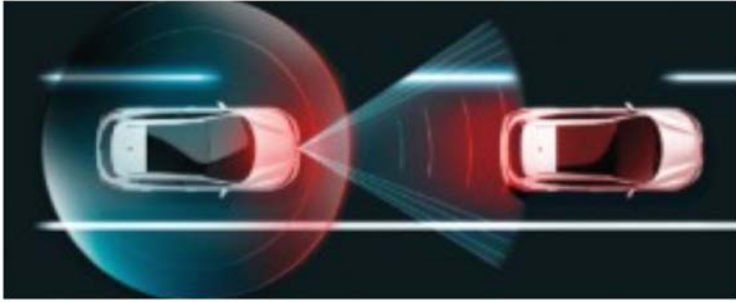
Simple things can be amazing



The new Nissan LEAF
with e-Pedal

#NISSAN #LEAF

Intelligent Mobility,
Makes you a Better, Safer
Driver, & helps Manage
your Stress



New Technology

- Automatic Emergency Braking, Standard
- Combined L1 & L2 Charge Cable (120V/240V)
- Intelligent Around View Monitor & LED Headlights
- Apple CarPlay™ & Android Auto™



Low speed
(congestion)

High speed

e-Pedal Mode

- One pedal driving is easy, reducing stress & fatigue
- Allows you to stop fully and hold, even on hills
- Ideal for city congestion, it makes even the worst traffic tolerable



ProPILOT Assist

- Next Generation Driver Assist Technology
- Combines Intelligent Cruise and Steering Assist
- Single-lane Highway capability,
- Less Stressful in stop and go traffic

Reduce TIC (Traffic Induced Crazy)

**FORWARD
FASTER**

Innovation & Value Leadership

“Lowest
5-Year
Cost of
Ownership”

2018 Award
Recipient,
Kelley Blue Book
KBB.com

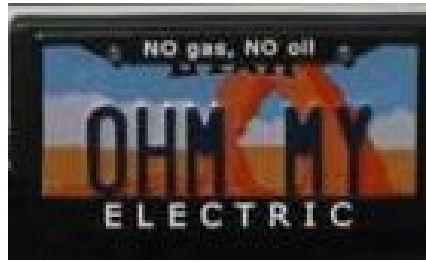


- Recognized as being the least expensive EV to own, over a 5-year period.
- 2018 Nissan LEAF was also named **World Car Of The Year**.



“Best of Innovation
Award”
2018 Consumer
Electronics Show

- Nissan LEAF wins Consumer Electronic Show “**Best of Innovation**” award for Vehicle Intelligence and Driver Assist Technology
- Award recognizes products and technologies that benefit people and the planet.
- Named CES honoree “Tech for a Better World”



Thanks! ... Questions?

