

National Association of State Energy Officials



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Zero Emission

© Nissan North America: History



A rich history in the United States...

- First product sold in 1959
- Millions of cars and trucks delivered to U.S. customers
- 3 Manufacturing facilities which have produced more than millions vehicles
- 22,000 North American employees across a dozen facilities



© The Move to Tennessee

- Moved HQ to Tennessee from California in 2006
- Purpose-built HQ building inaugurated in 2008
- 1,500 employees work in Franklin
- Just a short drive to our facilities in Smyrna and Decherd



© The Nissan Vision



"A new era is beginning in the global automotive industry. At Nissan and Renault, we are working together to lead the way to mass-market zero-emission mobility."

— Carlos Ghosn, CEO of Nissan and Renault

Through the Renault-Nissan Alliance, we are bringing more than just a new car. Creating a zero-emission society will involve mass production, supplying thousands of cars to markets around the world. Collaboration with countries, local governments, electricity suppliers and many other specialists will be required to help develop the necessary infrastructure and to make the whole system work.



© The Future of Zero Emissions



Localize production at facilities to serve key global markets

- Smyrna, TN: production begins in 2012



The first of many...



© The Future of Zero Emissions

Localize production Smyrna, TN

- Production begins in 2012
- Up to 1,300 local manufacturing jobs
- At full capacity
 - 200,000 battery packs
 - 150,000 vehicles

The first of many...



© Grassroots Holistic Approach



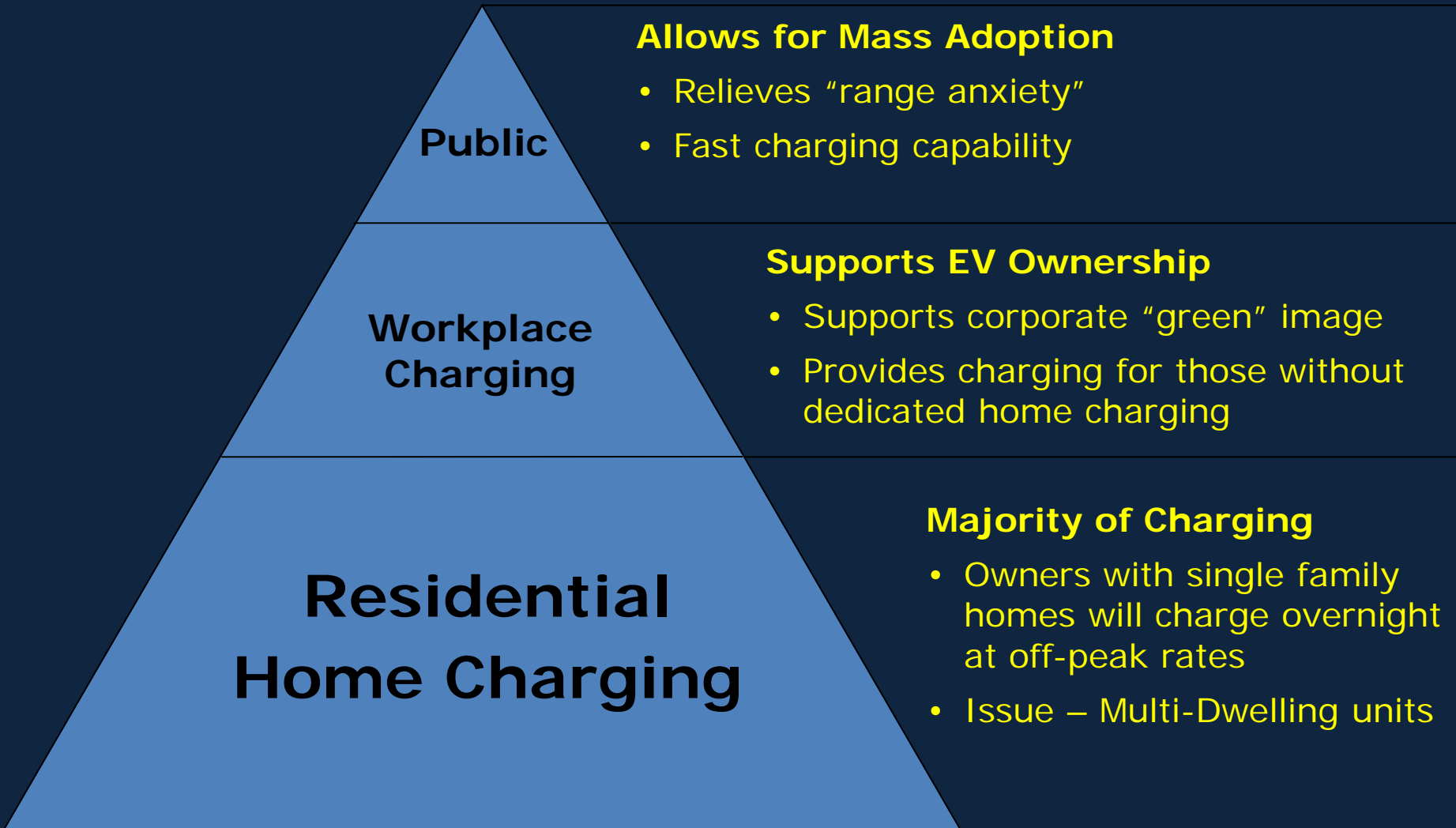
- 3 years of WORK
- 2,138 business cards collected
- 31 states
- 308 cities
- Countless presentations and calls



© What Makes a Successful Launch

- State Government Engagement
- Forecast Consumer demand
- Right car, right price
- Public Policy leadership
- Utility Cooperation
- Consumer incentives certainly help!
- Public Infrastructure = peace of mind
- SCALE

© Infrastructure Priorities



© Market Readiness

- **Develop State and Local Infrastructure/Charging Plan**
 - Location strategy
 - Quantity and type
 - Who pays / funding opportunities
 - Timing of infrastructure installation
- **Identify existing and planned incentives for EV purchase and use**
 - What incentives exist today?
 - What incentives are possible?
 - How to best communicate these incentives to the community/customer base?
- **Map out current state of permit process**
 - How can we streamline the process for residential EVSE installation?
- **Identify additional stakeholders in each market**
 - Large businesses, universities, govts, that are interested in joining effort to assist with infrastructure, employee incentives, permit process, volume, etc.