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NISSAN – EV Workplace Outreach

February 2015

Zero Emission

US DOE Workplace Charging Initiative

U.S. DEPARTMENT OF ENERGY
Energy Efficiency & Renewable Energy

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Nissan
was among the first
to answer the
Department of Energy
Workplace Charging Challenge

EVs could reduce U.S. dependence on Foreign Oil by over **80%**

and Greenhouse Gas Emissions by more than **60%**

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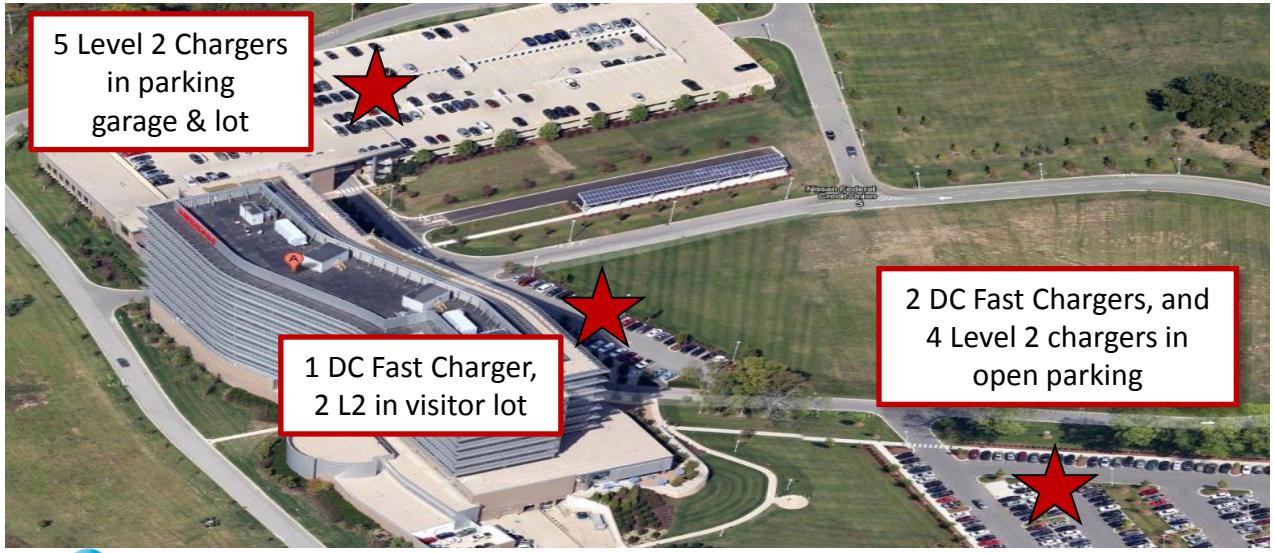
Source: http://energy.gov/eere/vehicles/vehicle-technologies-office-ev-everywhere-grand-challenge

EV Charging at Nissan North America

Walking the Talk



Charging Locations:

- Franklin, TN
- Smyrna, TN
- Farmington Hills, MI
- Irving, TX
- San Diego, CA
- Silicon Valley, CA
- Irvine, CA

LEAFs in our fleet used for security patrol, car share, airport drop offs, etc.

Nissan - EV Workplace Program

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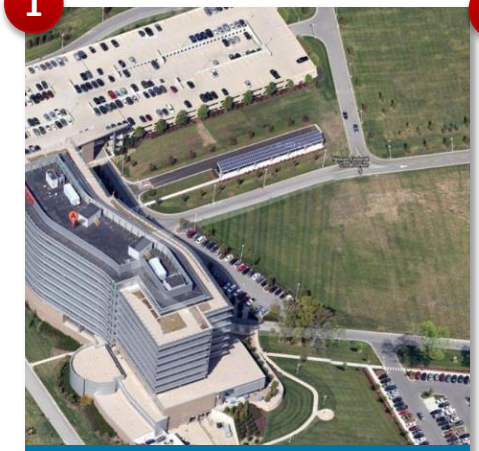
1



Management Kick-off Meeting

- Set goals
- Assess current & future charging needs
- Establish program timeline

2

LEAF Promotion

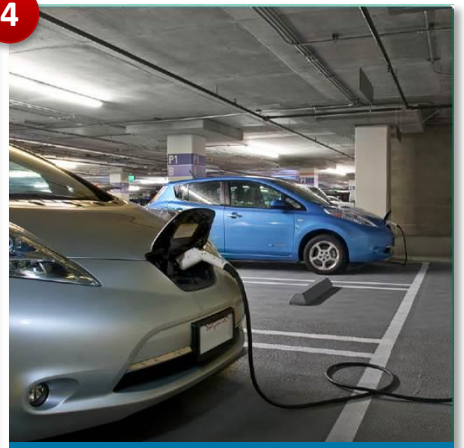
- Ride & Drive
- Educational Seminars
- Posting of LEAF on perks page

3

Infrastructure

- Perform site assessments
- Determine level of Nissan funding
- Order & Install chargers

4



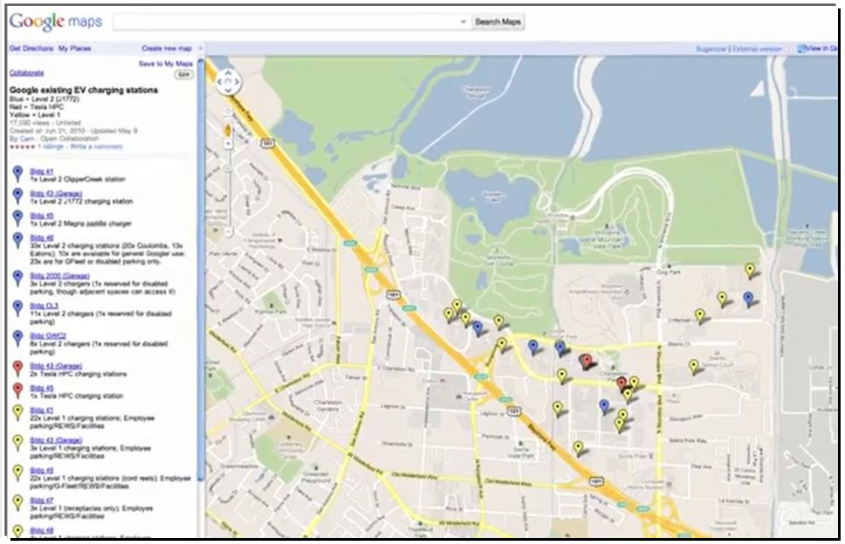
Track & Evaluate

- Measure electric miles
- Track PEV adoption
- Continue promotional events

EV Mania at Google

Nissan's partnership at work

- Annual Electric Vehicle Event on Campus with Googlers resulting in **400+ ride & drives**
- Google has over **400 LEAF drivers,** reducing CO_2 emissions by **3,600 Tons,** equivalent of planting **One Million Trees** annually
- Sustainable commuting strategy driven by Green Business Operations & Transportation Team
- Largest corporate EV charging infrastructure in the United States with 600+ charging stations
- Free charging to employees, $5,000 toward an EV purchase, PEV ride sharing (Gfleet), and opportunities for demonstrations at annual EV events



Nissan LEAF Fleet
Increasing Interest

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The 100% Electric. No Gas.
Nissan LEAF®

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Utility Fleet & Workplace Program

- Nissan's team of LEAF experts is ready to assist your company with all of its EV needs.
- We work with facilities and management teams to implement employee charging programs, including ride & drives, funding for chargers, and sharing of best practices.
- Electrifying your fleet is a complex task and our LEAF experts have the tools to help your company develop plans to maximize savings and Zero Emission driving!

Leased/ Purchased Nissan LEAFs	Donated Level 2 Charger	LEAF Employee Discount	Donated DC Fast Charger[1]
Every 2	✓	⊘	⊘
5+	✓	✓	⊘
10+	✓	✓	✓

[1]Donated DC Fast Charger is in lieu of Level 2 Chargers

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- LEAF Ride & Drive = LEAF fleet interest
- Employers encourage increased exposure to LEAF - car share, employee motor pool
- LEAF experience continues after Nissan event
- Employee using LEAF in daily work environment consider LEAF as next vehicle purchase

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Transform Your Fleet

The 100% Electric
Nissan LEAF®

We understand the critical decision of selecting the right vehicles for your fleet. We also understand your goals:

- Reliability and Performance
- Low Maintenance and Fuel Cost
- Savings on Total Cost of Ownership

The 100% electric Nissan LEAF does all of this, while reducing your carbon footprint. Contact your EV Business Development Manager to find out how to transform your fleet!

The LEAF Fleet Value Equation

	2015 LEAF S
MSRP[1]	$29,010
Federal Tax Credit Pass-Through[2]	Up to ($7,500)
evant State Incentive (e.g. IA EV Rebate Program)[3]	Up to ($2,500)
Retail Transaction Price[4]	$19,010

AF 5 Year Savings Vs.[5]	2014 Ford F-150	2014 Ford Focus
Fuel[6]	$11,315	$6,020
Insurance	$3,105	$2,208
Maintenance	$2,184	$1,754
Repairs	$160	$94
l Estimated Savings	$16,764	$10,076

udes tax, title, license and $850 destination charge. Dealer sets actual ersons considering the use of the federal vehicle tax credit (i.e., New ug-In Electric Drive Motor Vehicle Credit) should consult with their own ional to determine the specific amount of benefit, if any, that they may laim on their federal income tax returns. [2]The tax incentives referenced rmational purposes only and do not constitute tax or legal advice. All nsidering use of available incentives should consult with their own tax or sional to determine eligibility, specific amount of benefit available, if rther details. These tax incentives are not within Nissan's control and are hange without notice. Interested parties should confirm the accuracy of tion before relying on it to make a purchase. [4]Retail transaction price x, title, license and $850 destination charge. It assumes that full federal x incentives are given. [5]Estimated savings based on Edmunds.com's Total Cost of Ownership® estimates of fuel, insurance, maintenance and repairs costs during the first five years of ownership, assuming 15,000 miles per driven per year, for the 2014 Nissan Leaf S 4dr Hatchback (electric DD), 2014 Ford F-150 XL 2dr Regular Cab 6.5 ft. SB (3.7L 6cyl 6A) and 2014 Ford Focus Titanium 4dr Hatchback (2.0L 4cyl 6AM) as of July 3, 2014, for ZIP Code 37221. Fuel cost estimates based on 2014 EPA mileage ratings for each vehicle assuming 45% highway and 55% city driving. Insurance cost estimates are the estimated average annual insurance premium charged by a major national insurer in Tennessee to consumers for defined driver profiles and coverages specific to each vehicle's make, model, model year and body type. Actual costs and savings will vary. [6]2014 EPA Fuel Economy Estimate 126 city, 101 highway. Based on EPA formula of 33.7 kW/hour equal to one gallon of gasoline energy, EPA rated the LEAF equivalent to 126 MPG measured as gasoline fuel efficiency in city driving, and 101 MPG in highway driving. Actual mileage may vary with driving conditions - use for comparison only. 2014 EPA range of 84 miles.

EV Fleet City of Houston

Nissan's partnership at work

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- Initial LEAF experience Ride & Drive Event
- 27 LEAFs in Employee Motor Pool
- Accessible to all city employees
- 48% of employees use LEAF vs. Gas vehicle
- LEAF Pool experience = Employee LEAF purchases
- Eliminated departmental vehicles
- Primary users Public Works Department
- 98 – L2 & 1 – Nissan DC fast charger in central fleet garage
- Employees can reserve for trip < 60 miles
- Easy to use online reservation through ZipCar
- Nissan DC Fast Charger
- Annual savings $110,000 compared to crude-based fleet

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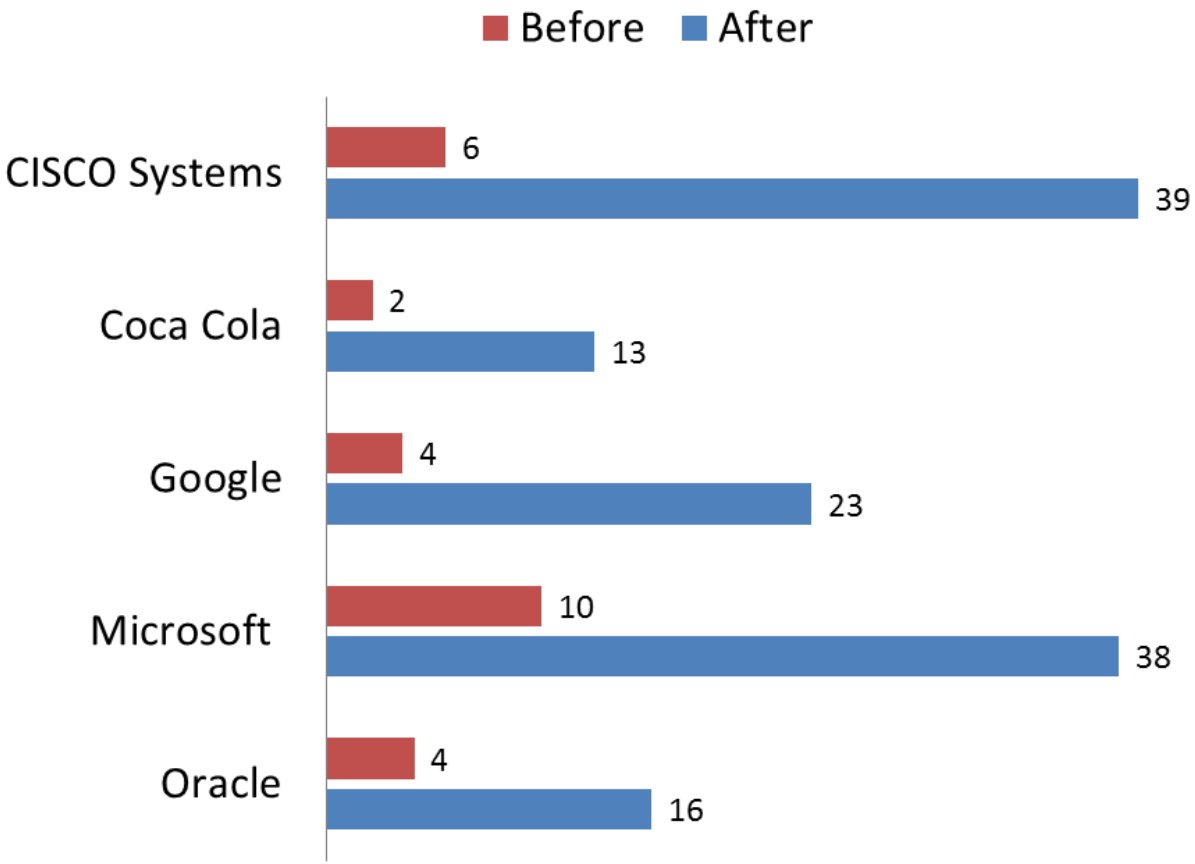
Source: City of Houston
http://www.greenhoustontx.gov/ev/

EV Workplace Outreach Works!

Average per Month Nissan LEAF Adoption
Before & After Nissan EV Workplace Initiative



Over **10,000 LEAF** sales can directly be attributed to Workplace efforts!

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