

LEAF -Electric Vehicles in the Real World

Building Resilient Communities - Friday 11th November 2016

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Where people come for the deals and stay for the service





TODAYS AGENDA



Why Drive Electric?



How far can you go?



Where can you charge?



EV Driver Commitment



Any Questions



LEAF Experience



WHERE IT ALL STARTED



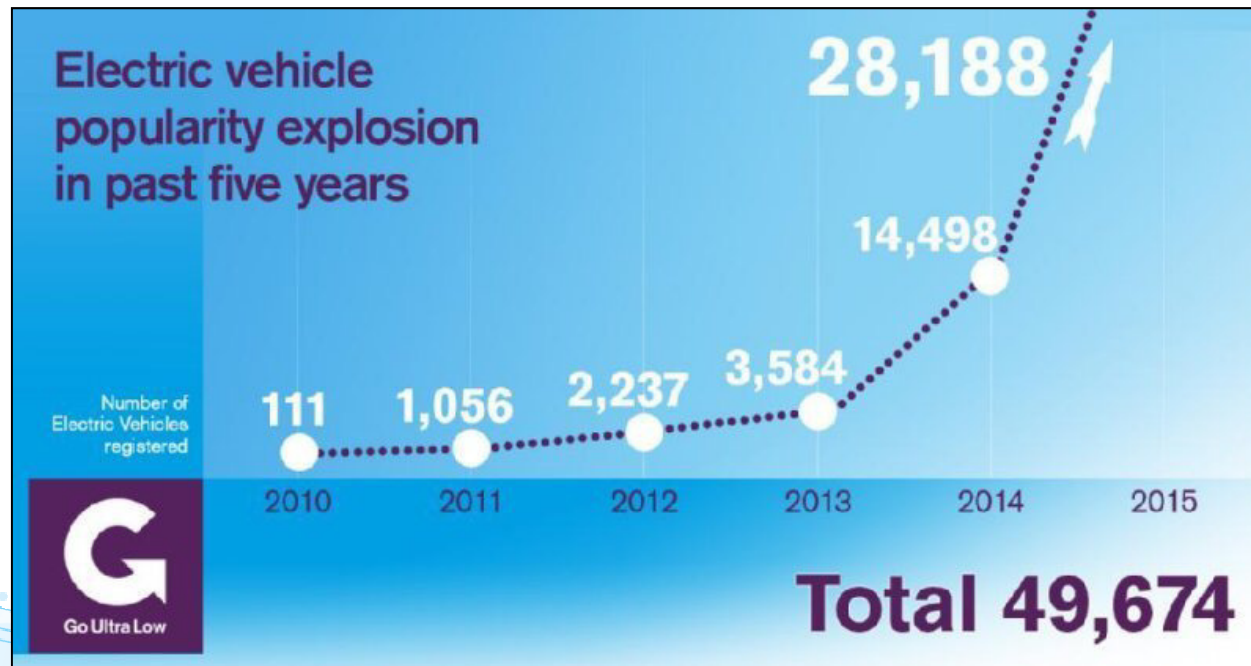
The LEAF is the latest chapter for Nissan in a history that spans decades of research and development. The story stretches back to the 1970s, when we revealed our first battery-powered car.

We continued developing electric cars throughout the 1970s and 1980s, and in the 1990s adopted the lithium-ion battery – the precursor to the third-generation batteries that drive today's LEAF.

When it comes to electric cars, nobody can rival Nissan's leadership and expertise.



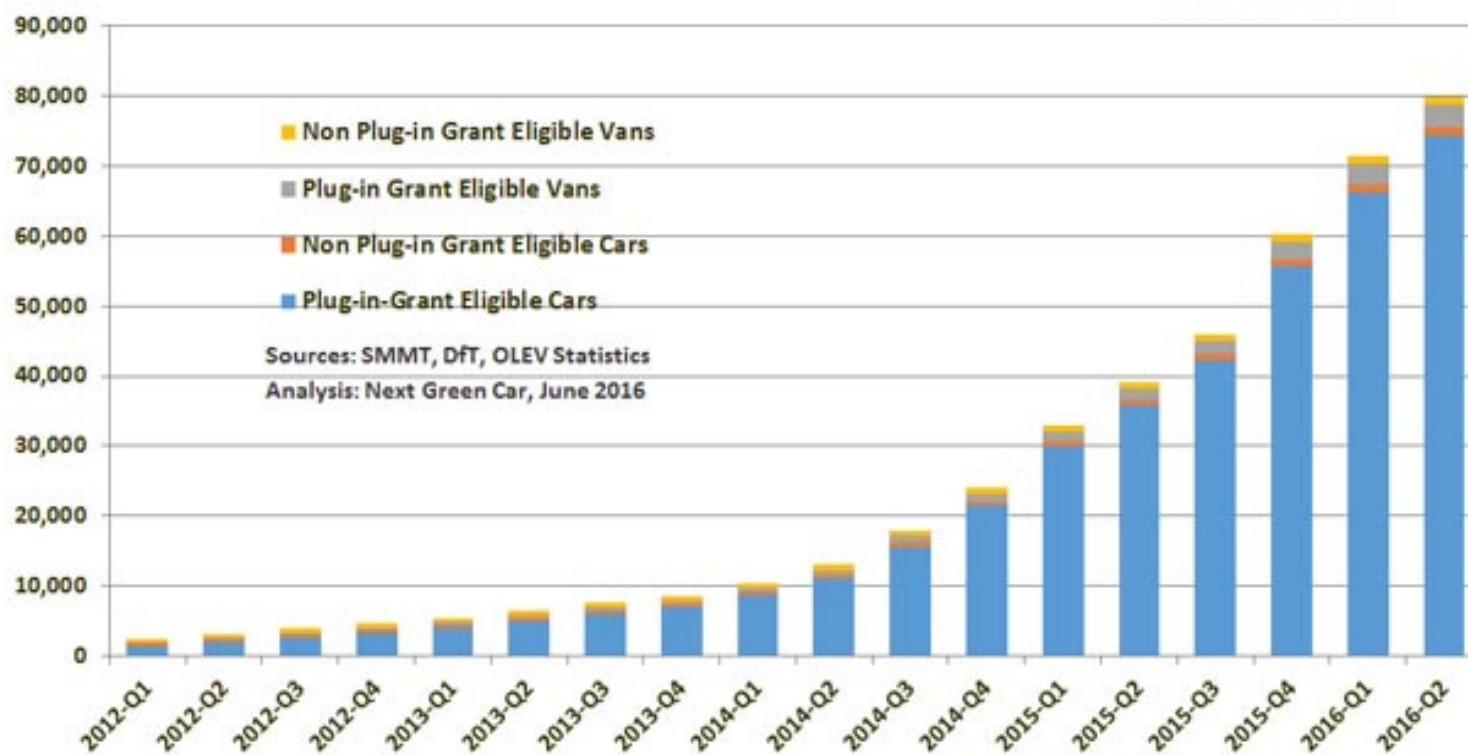
ELECTRIC VEHICLE EXPLOSION





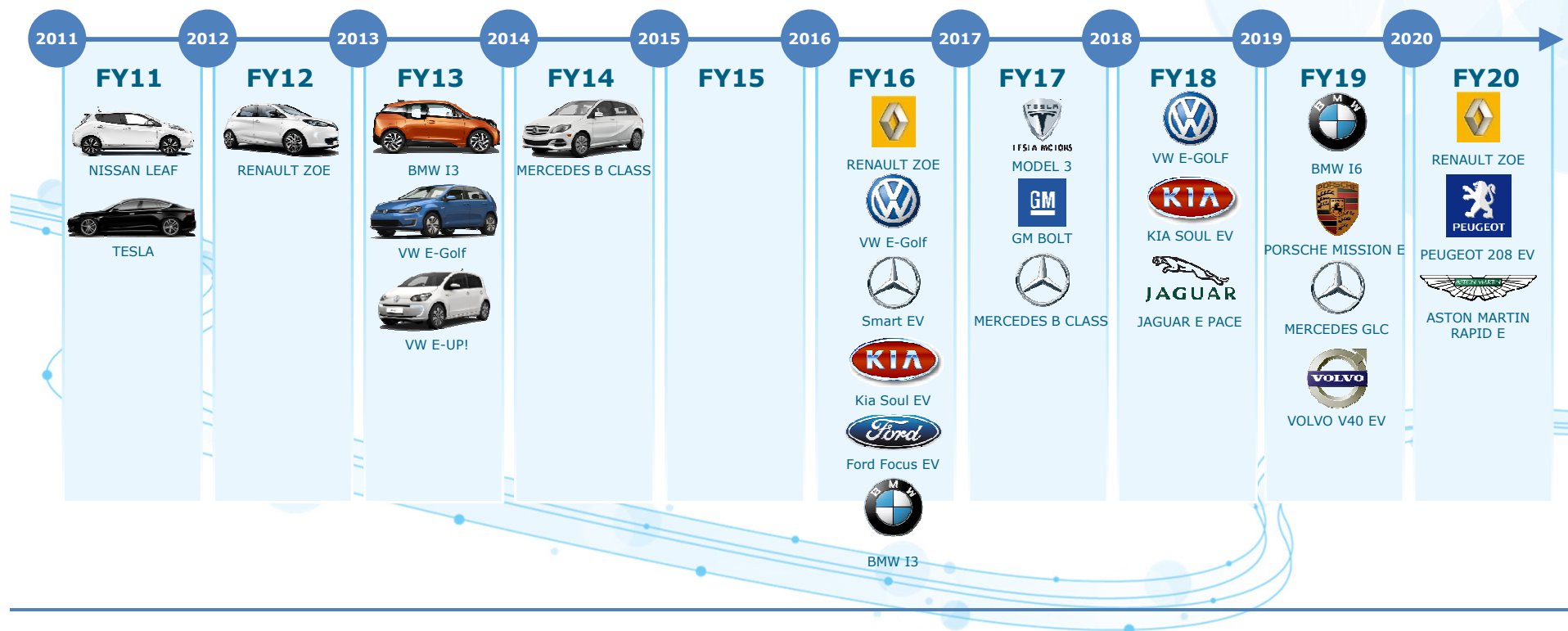
ELECTRIC VEHICLE EXPLOSION

Cumulative electric vehicle registrations (UK) 2011-2016 **next greencar™**





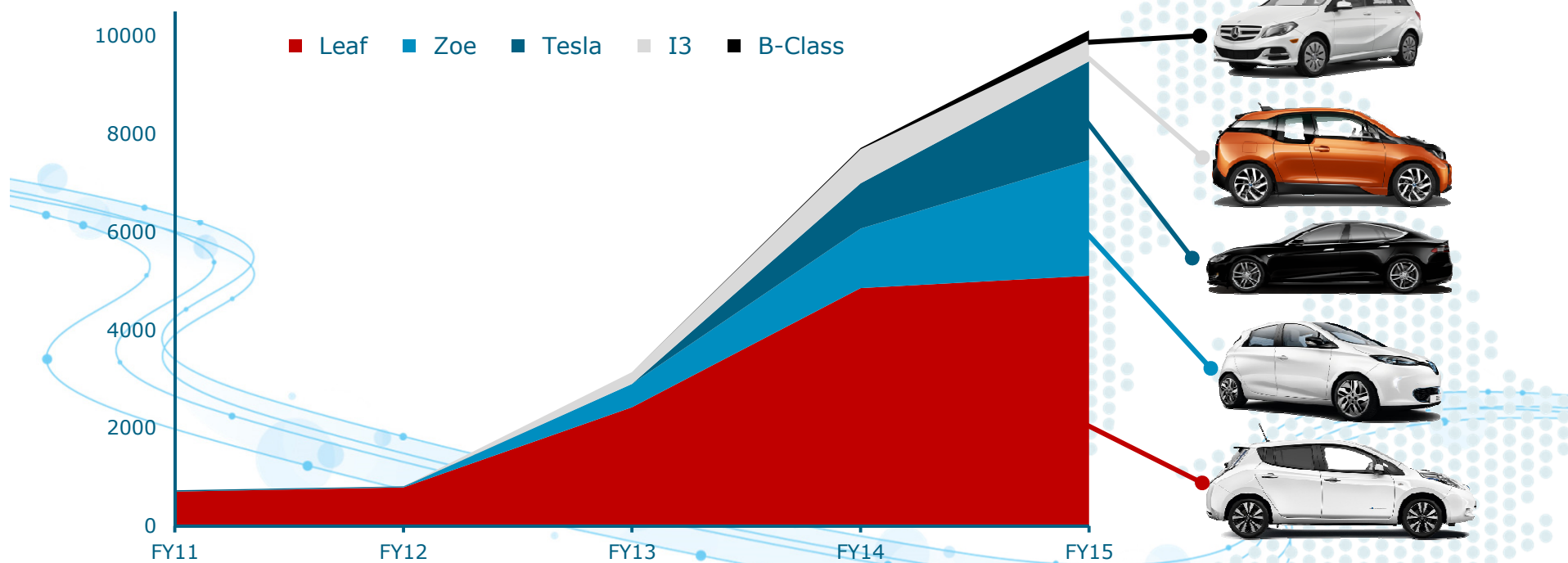
LEAF COMPETITION EVOLUTION





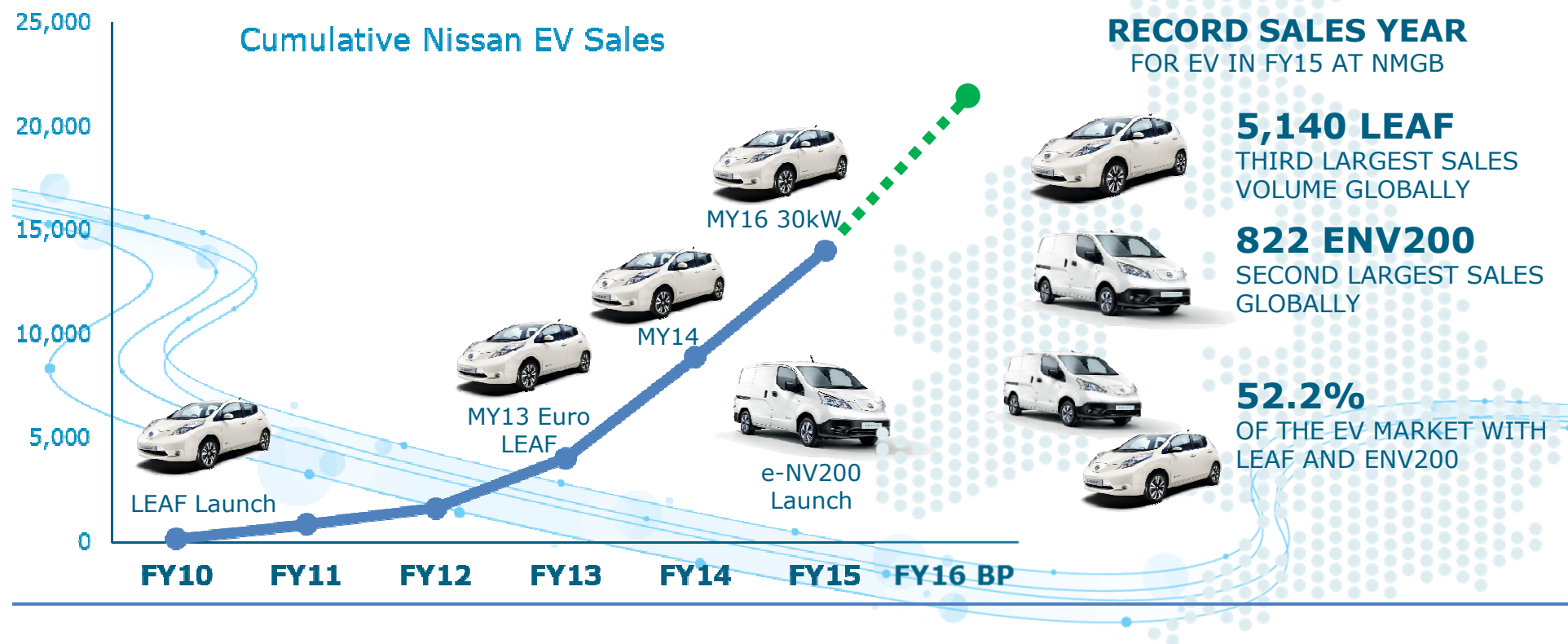
LEAF COMPETITORS

SURGE OF NEW ENTRANTS DRIVE UP PURE EV VOLUME





NISSAN EV SALES





WHY DRIVE ELECTRIC?

100% Electric means Zero Emissions whilst driving



Zero Emission



Zero Road Tax



**Zero London
Congestion Charge**



Business Benefits of switching to EV



Tax



Financial



Sustainability



Reputation

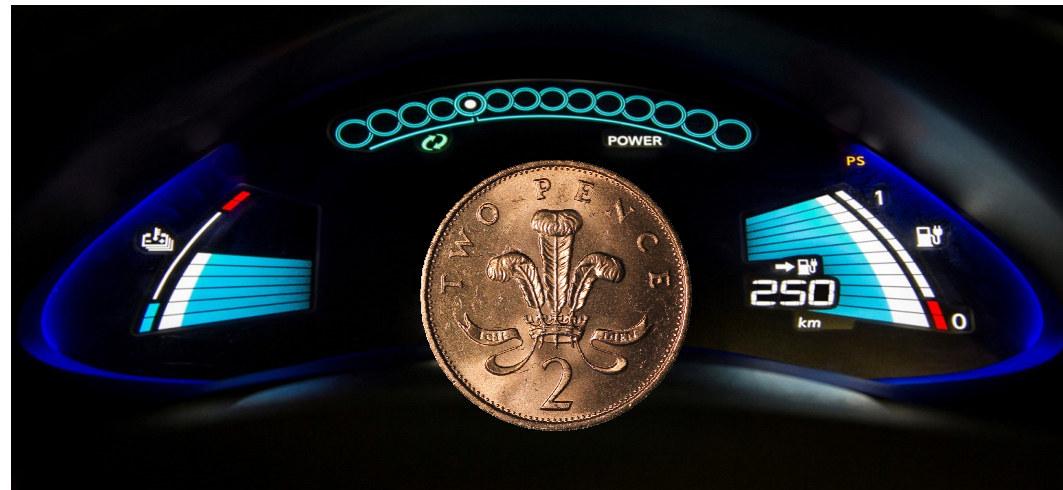


Sales



WHY DRIVE ELECTRIC?

**Breakthrough in running costs:
“Fuel” costs from 2p per mile**



**Combustion Engines Typically 12p – 18p
Save ££££ per year verses a petrol or diesel**



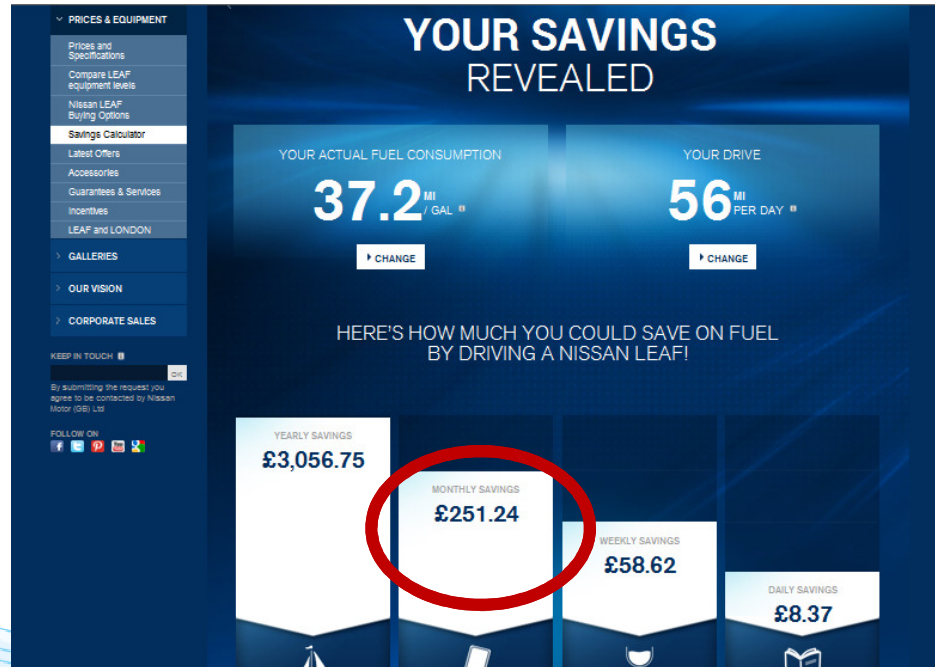
HOW MUCH IS A FULL TANK OF FUEL?



HOW MANY MILES ON A FULL TANK?



HOW MUCH WOULD YOU SAVE?





WHATS YOUR DAILY MILEAGE?



UK Daily Average – 26 miles

98% of people drive less than 100 per day



WHERE DO I CHARGE? HOME CHARGING

- Chargermaster/POD-Point home charging units are available FREE with your LEAF



- **99% of LEAF owners charge at home, 90% of the time**



WHAT IF I WANT TO TRAVEL FURTHER? PUBLIC CHARGING

pod POINT
Charging your Electric Car



- Thousands of **Standard charge points** available throughout the UK
- Destination charging

▪ **Rapid Chargers**

- 0-80% charge in 30 minutes
- Enables longer journeys in the LEAF
- No cable necessary – tethered to the charger





HOW LONG DOES IT TAKE TO CHARGE?

**3 Pin Plug or 3kw Street
Charger (10 amp)**

**12/15 hours
0-100% charge**

**Home/Public Wallbox
(16 amp)**

**8/10 hours
0-100% charge**

**Home Wallbox or 7kw Street
Charger
(32 amp)**

**4/6 hours (With Optional
6.6KW On-Board Charger)
0-100% charge**

**CHAdEMO Rapid Charger
50kw**

**30 minutes
0-80% charge**





RAPID CHARGING: THE ELECTRIC HIGHWAY



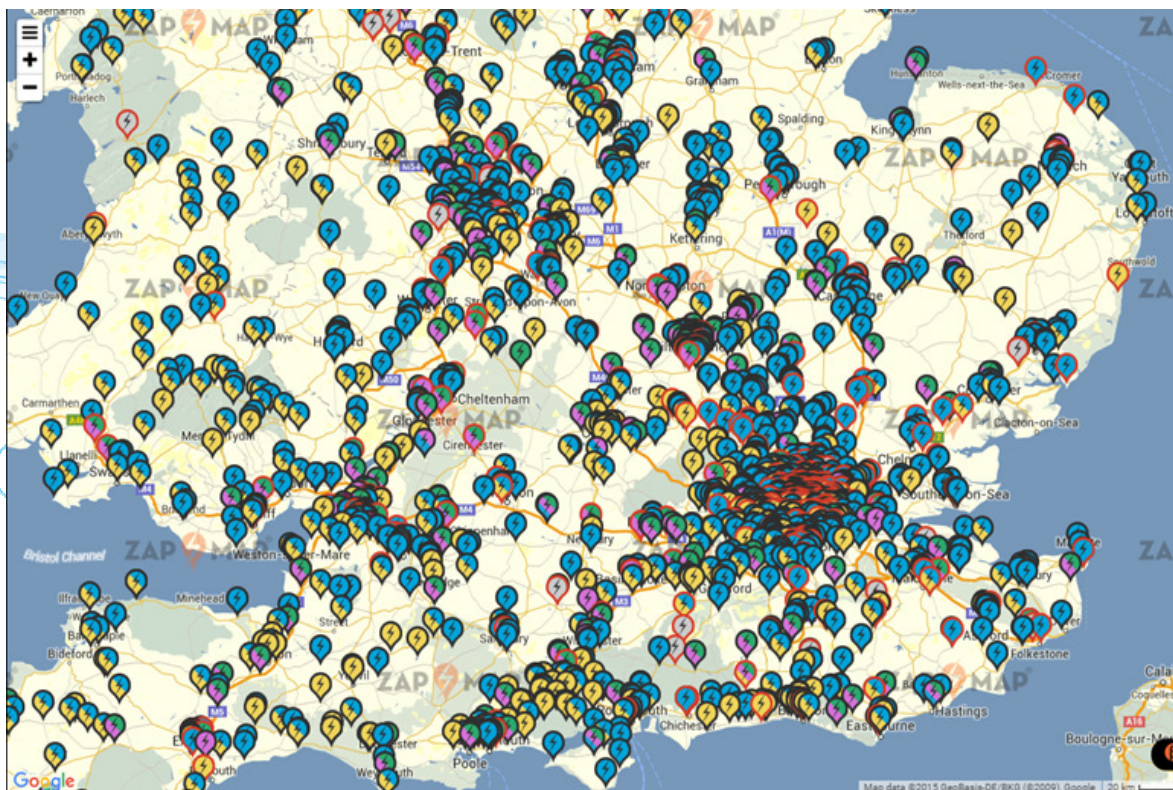
- Ideally located for longer journeys
- 100% coverage by Sept 2016
- Also available at most Nissan dealerships





WHERE CAN I CHARGE?

UK OUTLOOK: ZAP-MAP.COM



Zap Stats – 11th October 2016

**11903
UK
Connectors**

**4215
UK Locations**

**268
Added in
last 30 days**

**2140
Rapid
Chargers**



CUSTOMER COMMITMENT

YOU + NISSAN **CARE-EV**



Giving you five more great reasons
to go electric with the Nissan LEAF

- Free rapid charging
- Use of an extra car
- 24 Hour Test Drive
- Free EV roadside assistance
- Battery State of Health Guarantee

Terms & Conditions apply





BATTERY USAGE



C&C Taxis @candctaxis · Aug 18

Another 2 of our leaf are soon to hit 100k. Both with full battery bars. They have surpassed our expectations.

@NissanEV_UK #nissanworkhorse

RETWEETS
23

LIKES
21



Just licensed #sparky our very first @NissanEV_UK for the 4th year. We previously ran mondeo & never got more than 3 yrs. #nissanworkhorse



12



19



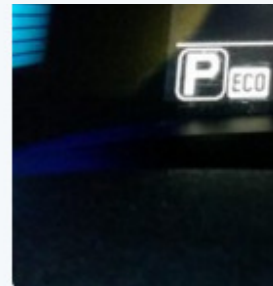
Our @NissanEV_UK #leaf has been rapid charged 3420 times & slow charged 8461 times. Nothing tests a car like a taxi the Leaf passed the test



21



29



Our 150,000 mile @NissanEV_UK #leaf works 7 days a week. It started life as a taxi July '13 so isn't quite 3yrs old yet. Pretty impressive



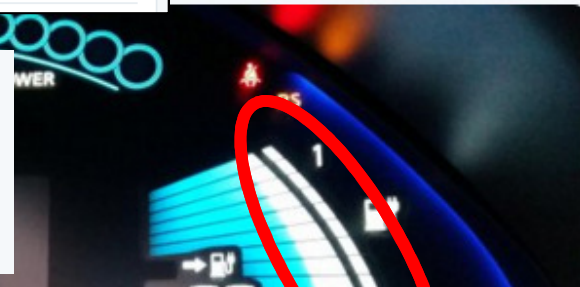
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14



UK EV Improved
CEV
for 6 months. Well





NISSAN CONNECT EV SYSTEM



STAY CONNECTED ANYTIME, ANYWHERE

The innovative NissanConnect EV system on the Acenta and Tekna links your Nissan LEAF to your smartphone, tablet or computer — so you can keep in touch wherever you are.*



LEAF – GREEN FACTS

**Acenta
seat covers made
from sugar cane**

**Dashboard
made from
50% plastic bottles**

**99% of LEAF is
Recyclable**

**Battery cells
can be
reused or recycled**



- **10 wind turbines contribute 6.6MW power**
- **19,000 PV panel 4.75MW solar farm**
- **total output of renewables to 11.35MW in Sunderland.**
- **7% of the plant's electricity requirements**
- **build the equivalent of 31,374 vehicles**



ELECTRIC VEHICLES – THE SOLUTION

Outdoor air pollution contributes towards **40,000** deaths a year in the UK

There are 1,700 road traffic fatalities a year in the UK, **96% less** than air pollution

38 UK Areas in breach of EU Air quality targets
(London has a target of 60% reduction)

Sadiq Khan to more than double size of London's clean air zone

New mayor of London calls air pollution 'our biggest environmental challenge' and plans to bring the increased ultra low emission zone into force early



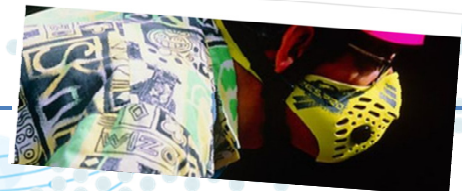
Sadiq Khan at Sir John Cass's Foundation primary school roof garden in London's air pollution. Photograph: Stefan Rousseau/PA

The new mayor of London Sadiq Khan has made an announcement, unveiling plans to substantially increase the size of London's clean air charging zone to tackle the capital's

UK air pollution 'linked to 40,000 early deaths a year'

By Michelle Roberts
Health editor, BBC News online

© 23 February 2016 | Health





IN SUMMARY



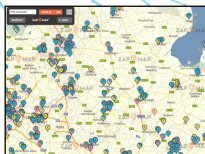
2p per mile - a 20 mile journey for 40p - 100 miles for £2



Save £Thousands per year on travel costs



Zero Emissions, contributing to clean air



Over 11,500 public charge points and growing



Incredible to Drive with great acceleration