

# With Society



## Working for Future Generations

**Nissan aims to ensure its long-term sustainability as a company while achieving profitable growth in the present. At the same time, we are committed to fulfilling our social responsibility by contributing to the sustainability of society. Nissan has always placed great importance on its activities as a corporate citizen. In the pursuit of the Nissan corporate vision, Enriching People's Lives, we give the greatest consideration to ways to bring benefits back to society as a whole while we carry out activities with lasting positive effects as a good corporate citizen.**

### Corporate Citizenship Our focus on contributions to society

As a corporate citizen, Nissan carries out a range of activities to ensure sustainability for future generations. These fall in three key areas: we support education, particularly of young people, we support environmental conservation enabling our company to function as a harmonious part of society, and we offer assistance for disaster reconstruction and other humanitarian support targeting social issues. Nissan believes that its activities in all these areas represent an investment in the future.

Nissan is a global corporation with a single vision shared among all of its offices around the world—to contribute to

the sustainability of society. At the same time, Nissan employees in all countries and regions carry out activities in response to the specific needs of the societies where they are, which can vary considerably. Each Nissan office contributes to the economic life of its surrounding community by creating investment and employment. Beyond this, we aim to build stronger partnerships with local communities through our social contributions.

Nissan also deals with fundamental issues that go beyond community or country, addressing them on a global level. We are constantly exploring ways for our company to contribute to society while maintaining a balance between global thinking and local action. Nissan is now strengthening its worldwide collaboration to help it strike this balance: our Global Headquarters is collecting information on the activities in every region and making sure that information is shared as broadly as possible within the organization.

Corporations can make contributions to society in limitless ways. Nissan places particular importance on activities in three areas. First, we foster a spirit of voluntary participation on the part of the employees, encouraging them to take active part in the management of Nissan's social programs and supporting their participation in a range of social activities outside the company. We believe that fostering a sense of corporate citizenship among our



### Corporate Citizenship Structure





The World Food Program uses 12 donated Nissan vehicles in its Indonesian operations, carrying essential supplies and food to disaster-stricken areas.



A Nissan Urvan houses this mobile library, helping children in southern Thailand overcome the trauma they experienced in the December 2004 tsunami.

employees is the best way to increase Nissan's ability to make meaningful contributions to society.

Second, we develop the kind of activities that take full advantage of our company's strengths and special characteristics. By making full use of all the resources we have cultivated—our technical and business expertise and other assets, for example—rather than just giving financial support, we believe that we can craft activities with a more lasting impact.

Finally, we look for chances to work together with people from nonprofit and nongovernmental organizations. Our hope is that the expertise and knowledge these specialists can provide will boost the effectiveness of Nissan's social contributions.

**On-the-Scene Support**  
Disaster aid and reconstruction efforts

Another way that Nissan serves society is through its provision of assistance to the victims of large-scale natural disasters. While rapid relief is vital in the immediate aftermath of a disaster, we do not overlook the importance of long-term reconstruction assistance. Nissan believes it is essential to get as accurate a picture as possible of the situation in areas affected by disaster and then to provide the support that is truly required.

● Breakdown of Nissan's Quake and Tsunami Aid

Country	Name of project	Name of organization
Asian region	Initial assistance donation	Japanese Red Cross Society
Asian region	Initial assistance donation	Japan Platform
India	Construction of facilities for children	World Vision Japan
Thailand	Mobile libraries project	Shanti Volunteer Association
Indonesia	Donation of 12 vehicles	United Nations World Food Program
Sri Lanka	Psychosocial support program for children	CARE International Japan
Asian region	Donation for reconstruction activities	United Nations High Commissioner for Refugees

In December 2004 a massive earthquake rocked Sumatra and sent a destructive tsunami across the Indian Ocean. Nissan immediately began planning its relief efforts at its Global Headquarters in Tokyo. Initial emergency response formed part of our support, but we focused mainly on assisting the long-term reconstruction of the stricken region. To help the company respond more accurately to the needs on the ground, Nissan employees visited damaged areas and collected information from relief organizations working in the field.

Nissan's Global Headquarters also decided to donate funds after the powerful October 2005 earthquake that struck Pakistan. We made our donation through the Japan Platform, an emergency relief organization comprising NGOs and public- and private-sector actors. This funding supported the distribution of essential supplies and the construction of emergency housing.

Nissan provides emergency relief through its regional headquarters and local offices in addition to efforts coordinated from Tokyo. Our goal is to target aid effectively, channeling support through the office best situated to assist the recipients of our aid. Depending on the scale and location of the disaster, local employees may take responsibility for carrying out activities and raising money for relief operations.



Matching gifts to Hurricane Katrina relief efforts, USA

## Working for Society in North America

### Katrina Disaster Relief Helping victims of the hurricane

Immediately after Hurricane Katrina struck the United States Gulf Coast in late August 2005, Nissan North America leapt into action, taking part in relief activities to help victims of the storm. In the weeks following the disaster, it provided donations and equipment to help people in damaged areas cope with the storm's aftermath.

One key part of NNA's relief efforts was to provide the Mississippi Emergency Management Agency with a fleet of 50 Titans, our full-size pickups, and Armadas, full-size SUVs. We leased these vehicles at a nominal cost of \$1, and MEMA put them right to work carrying people and needed goods around the disaster area. We also provided 200 electric generators to Nissan employees in Canton, Mississippi, whose power was knocked out during the hurricane.

NNA moved swiftly to establish a donation program for the American Red Cross in which the company matched every dollar donated by employees. Thanks to this company backing our employees were able to donate a total of \$500,000 to help the storm's victims.

The weeks following the disaster also saw the creation of the Nissan Disaster Relief Fund, a nonprofit charitable operation. Contributions to the fund are to provide assistance to Nissan employees and their families as they recover from natural disasters.

About three weeks after Katrina struck, NNA presented the Salvation Army in Dallas, Texas with a check for more than \$27,000. This money was joined by a truckload of goods donated by Nissan employees. These material and financial donations aided storm victims who had been temporarily relocated to Texas from battered coastal areas.

The aid shipment included drinking water, canned goods, baby food, diapers, new clothing and luggage—a full

range of items donated by Nissan employees working at locations across the country, from the offices in Dallas to facilities as far away as Tennessee and Southern California. Employees at those offices also raised thousands of dollars to help the victims.

In another program the Nissan Motor Acceptance Corporation, along with the American Financial Services Association Education Fund, prepared and distributed brochures giving storm victims information on how to get back on their feet financially. Titled "When Natural Disaster Strikes," the publication was made available at Salvation Army shelters throughout Texas.

### Partnerships with Communities Ties with nongovernmental organizations

#### Habitat helps out

As part of NNA's assistance for victims of Katrina, the company provided financial and material aid to Habitat for Humanity. This organization, dedicated to combating poverty by building affordable housing for the needy, has constructed more than 200,000 homes to date all over the world. Its members have been busy building houses for storm victims in the hurricane's aftermath.

As a New Year's gift, NNA donated 50 full-size Titan trucks to Habitat for Humanity to help in the organization's operations in the Gulf Coast region. The retail value of these trucks, built at Nissan's Canton plant, is more than \$1 million. Some of the Titans replaced Habitat for Humanity vehicles lost in the storm. These trucks have served as valuable tools in the post-hurricane rebuilding effort.

In the summer of 2005 Nissan's Canton facility became the largest corporate contributor to Mississippi's Madison County Habitat for Humanity, giving the group a \$10,000 donation. In October that year, Nissan employees in Canton joined Habitat workers to build two new homes in their local community.





Habitat support benefits community, USA



Charity walking program with MADD to stop drunk driving, USA

### MADD: Strides for Change

In September 2005, NNA partnered with Mothers Against Drunk Driving (MADD) to sponsor Strides for Change 5K. This noncompetitive walking program seeks to raise funds and boost awareness to stop drunk driving, support victims of drunk driving and prevent underage drinking. By the end of the year the event had traveled to 10 cities across the United States, raising a total of more than \$1.1 million through the participation of over 10,000 walkers.

The idea behind Strides for Change, first launched in 2004, is to link up MADD with individuals and corporations, allowing them all to work together to keep communities safe. Participants form teams of 10 or more walkers, raising pledges of at least \$100 each. In addition to the walks that took place in each city, the 2005 program featured a health and safety fair and a kids' zone with instructional activities for children. Nissan also sponsored car-seat safety

demonstrations and handed out cards displaying automobile safety information.

MADD, a high-profile organization that works to stop drunk driving, has some 600 local affiliates and more than 2 million members. NNA is a proud national sponsor of the organization. Nissan realizes the importance of making drivers aware of the consequences of their decisions, seeing driver education as part of its broader efforts to achieve a safe environment for driving.

Each year, drunk drivers cause 17,000 deaths in the United States and injure more than 500,000. Many of the victims are children. In 2004, MADD provided support to more than 31,000 victims and survivors whose lives have been devastated by the consequences of drunk driving. Nissan continues to support MADD's activities, and has signed on as a partner for the 2006 Strides for Change program.

With Society

## Messages for Our Stakeholders



**Fred Standish**  
General Manager  
Corporate Communications  
Nissan North America Inc. (USA)

### Helping Storm Victims with Immediate and Long-term Recovery

Nissan North America has a long commitment of helping those in need. That commitment was demonstrated last fall within hours after hurricanes Katrina and Rita roared ashore along the Gulf of Mexico coast. Nissan and its employees nationwide recognized needs and moved quickly to address them on all levels. Vehicles were donated to relief efforts, \$500,000 in cash was given to the American Red Cross, a nonprofit disaster relief fund was established and employees at all U.S. facilities donated clothing and other urgently needed supplies for storm victims. Five months after the

storms hit, our outreach shifted from relief and recovery to rebuilding with the donation of 50 Titan full-size pickups to Habitat for Humanity to help in this NGO's construction of critically needed homes. These programs clearly demonstrate our commitment to enriching people's lives.



The Joyful Storybook and Picture Book Exhibition, Japan



Nissan Design Offsite Internships, Japan

## Activities in Japan

### Fostering Future Leaders

Nissan's work with children

#### The Nissan Children's Storybook and Picture Book Grand Prix

Today's children will be the leaders of tomorrow. To help them develop the creative minds they will need, we are promoting several programs bursting with their dreams and imagination. Since 1984 Nissan Motor Co., Ltd. has presented the Nissan Children's Storybook and Picture Book Grand Prix to amateur authors, working together with the International Institute for Children's Literature, Osaka. The grand-prize winners are published, sold in bookstores and donated to kindergartens near Nissan offices and public libraries nationwide. Approximately 3,000 entries were received from all over Japan for the twenty-second annual event, held in fiscal 2005.

The Joyful Storybook and Picture Book Exhibition has been held every year since 1992 at the National Children's Castle in Tokyo, giving children a chance to enjoy themselves and spurring their imagination. Young people attending the exhibition experience the worlds of the storybooks and picture books on display. They also get the chance to flex their own creative muscle, taking part in handicraft workshops together with volunteers from Nissan.

#### The Nissan-NPO Learning Scholarship Program

Nissan Motor Co., Ltd. established this program in 1998 in partnership with several nonprofit groups. This internship program helps undergraduate and graduate students acquire NPO work experience by providing scholarships commensurate with their activities. We hope to see these students gain new creativity, insight and capacity for action through their NPO experiences.

In fiscal 2005 we received 88 applications from Japan and overseas. Following the selection process, 19 applicants were granted scholarships. They went to work

for 19 NPOs active in fields including the environment, international exchange, culture and the arts and social welfare.

#### Nissan Design Offsite Internships

In June 2006 Nissan Motor Co., Ltd. will launch this new program to share automotive design expertise with students aiming to enter the field. The instruction facility, located in Tokyo's Naka-Meguro district, is fully equipped with the same systems and materials as Nissan's own design labs. Around 40 students a year are expected to learn from the instructors, all currently active on the front lines of design at Nissan. Through this program Nissan hopes to communicate the thrill of product creation to the students. We see this activity—passing our automotive design know-how on to young people—as a corporate citizenship activity in line with Nissan's character, and we intend to continue this program over the long term.

## Environmental Protection

Promoting deeper understanding

#### Hands-on opportunities for students

From September to November 2005, Nissan employees took part in special elementary-school classes on the environment and safety near the Nissan Technical Center in Atsugi, Kanagawa. These employees instructed fifth graders on the future shape of the automobile society, as well as environmental issues. The students got hands-on experience with alternative-fuel vehicles and went on field trips to an assembly plant and research and development facilities. To provide the most enjoyable, real-life learning experience possible, the Nissan volunteers worked with the supervising teachers to develop each of the five courses of study in this program. This was a valuable opportunity for participating Nissan employees to use their expertise in the automobile industry to contribute to society as corporate citizens on an individual level.



Stag beetles from the Tochigi plant grounds delight collectors, Japan



Baseball training helps youngsters pursue their dreams, Japan

### The Nissan Science Foundation

This foundation was established in 1974 with the goal of contributing to Japanese academic endeavors and the improvement of culture. In its more than three decades the NSF has made about 1,700 research grants, predominantly in the natural sciences, with an accumulative value of some ¥5.7 billion. Since 1993 we have supplemented the foundation's activities with the annual Nissan Science Prize, awarded to promising young researchers.

In fiscal 2006 the NSF will implement two new education programs to foster leaders for the next generation—an international exchange program to promote deeper thinking about societal sustainability and a leadership program to help develop innovative engineers.

**Building Better Partnerships**  
Creating close ties with communities

### Nissan's local approach

Nissan production, research and other facilities place high priority on continuous, open communication with the communities in which they are located. Each of our offices

arranges a variety of special events and other activities in cooperation with the local community, giving full consideration to the optimal contributions Nissan can make.

For instance, our plant in the town of Kaminokawa, Tochigi Prefecture, supplies local childcare centers and welfare facilities with seasonal gifts straight from nature throughout the year. In spring the plant's grounds produce delicious bamboo shoots, and stag beetles—a popular target for young collectors—can be found on our trees in the summer. We share a healthy crop of chestnuts in the fall. In the winter plant employees create hand-made Christmas decorations from natural materials. We have been doing this since 2003, when the employees suggested this as a way to share the wonders of nature found in the facility grounds.

In February 2006 Nissan's corporate baseball team held a training camp for 150 local youngsters at the Kushima City baseball field in Miyazaki Prefecture. This program started as a way to thank the local community for its support. Held during the spring training season, this program was a wonderful opportunity for Nissan to increase its communication with local sports organizations, as well as junior high school baseball clubs and their coaches.

## Messages for Our Stakeholders



**Masako Fujita**  
General Manager  
Global Communications, CSR and  
IR Division  
Nissan Motor Co., Ltd. (Japan)

### A Long-Term Commitment to Community Activities

Nissan is active as a corporate citizen around the world, believing that giving back to society the values it has created through corporate activity is an important management responsibility.

Nissan contributes in a lot of different ways. We undertake programs both in partnership with other organizations and on our own; our plants and offices organize community activities with local residents; and individual employees donate their time as volunteers. While most activities are in the fields of education, the environment and humanitarian assistance, we give emphasis to projects with clearly defined goals and those that are likely to lead to tangible results.

We also try to make full use of our assets as an automaker, and to encourage the participation of individual employees. Nissan workers, for instance, have visited classrooms to discuss environmental issues with schoolchildren, and have rushed to disaster-stricken areas to help formulate effective assistance plans. In the future, we hope to create arrangements that will further facilitate employee participation in such activities.

Under its vision of Enriching People's Lives, Nissan has a long-term commitment to achieving a sustainable society.





Sharing the driving experience with the blind, U.K.



Murano donation to the University Technology Institute of Mantes, France

## European Programs

### Contributing as an Automaker Putting vehicles to work for society

#### A Christmas gift

To celebrate Christmas 2005, Nissan Europe S.A.S. decided to make a meaningful humanitarian contribution. The company's usual custom was to send out Christmas cards, but last year we donated the entire budget for cards and postage to a charity program run by CARE France to help abandoned children in Romania. Nissan Europe also donated two Primaster minibuses to transport children in the program to medical facilities.

#### Marking milestones

In June 2005 Nissan donated the 4 millionth car to roll off the lines at our Sunderland plant in the United Kingdom to a nongovernmental organization, the National Society for the Prevention of Cruelty to Children. To commemorate another milestone, the sale of the 10 millionth Nissan vehicle in Europe, in August last year we donated a Micra to Fundação do Gil, a Portuguese nongovernmental organization that provides support to children undergoing long-term stays at hospitals and other facilities.

#### Muranos for education

As part of efforts to promote technology education, Nissan Europe presented the University Technology Institute of Mantes en Yvelines, France, with two Muranos in June 2005. These vehicles, preproduction models from the Pan European Test Drive held in Nice, were disassembled and analyzed by students in mechanics courses at the university. The instructors and students were grateful for this support from Nissan, which intends to continue building ties with the school, such as by dispatching speakers to participate in technical courses.

#### Sharing the driving experience

Nissan Motor (GB) Ltd. hosted a "blind driving event" on behalf of Guide Dogs for the Blind, a charity that buys and trains dogs to help blind and partially sighted people lead more fulfilling lives. The fund-raising event put visually impaired people in cars with dual controls, sitting next to driving instructors who coached them along the course. Participants managed to raise £18,000—an impressive amount, considering that similar events at other venues had brought in around £6,000. Nissan provided free use of the test track, covered many of the infrastructure costs and provided a prize.

## Messages for Our Stakeholders



**Stéphanie Boerhof-Largerie**

Corporate Communications  
Nissan Europe S.A.S. (France)

#### CSR: A Global Approach with a Local Focus

Along with a global overview of CSR, it's always important to present a detailed, local picture to our stakeholders. Nissan Europe's current role is to understand the European CSR field, to identify the best practices in each country and to communicate them on a greater scale.

In the coming years we will capitalize on both this experience and Nissan's own unique diversity. We will also gather our resources in order to focus on larger European projects in addition to the local ones. Moreover, awareness of CSR is increasing throughout Europe and among

Nissan employees, who are also excited to contribute. It's very encouraging for both Nissan and society at large to see this shift in awareness.



Vehicle donation to the WFP to support recovery, Indonesia



Adbag campaign, South Africa



Relief program for young flood victims, India

## Contributing to the World

### Working with the WFP

PT Nissan Motor Indonesia donated 12 new Terrano, Serena and Frontier vehicles to the United Nations World Food Program in December 2005. Some of these cars saw immediate use in WFP operations in the tsunami-hit province of Aceh; others are helping the group's nutritional-rehabilitation projects elsewhere in the country.

The vehicles are used to distribute food in areas where roads are in poor condition. They also allow WFP staff members to monitor food deliveries, ensuring they reach needy recipients in remote locations.

These Nissan vehicles are helping the WFP reach its target of feeding 2 million Indonesians. The Terranos and Serenas are produced in Indonesia, and the Frontiers are made in Thailand.

### Supplying schoolchildren

Nissan South Africa's Adbag campaign got underway in February 2006. The program involves distributing schoolbags to more than 4,000 children in Limpopo, one of the country's poorest provinces. The most notable feature of the project is the bags themselves,

which are made from vinyl recycled from Nissan billboards. Each durable bag has its own unique, colorful pattern, and can carry up to 3 kilograms of schoolbooks. The pupils had previously been using plastic shopping bags to carry their school supplies.

The manufacturing of the bags is another philanthropic aspect of the program. This work is done by Gateway Village, an organization that provides education and work opportunities to mentally and physically disabled children and adults. Nissan supplies the vinyl to Gateway Village and then purchases the completed bags from the organization.

The Adbag program is expected to distribute more than 20,000 bags by the end of 2006.

### Aid for young flood victims

Nissan Motor India Private Ltd. provided essential items to more than 700 schoolchildren in a flood-damaged area in Mumbai in August 2005. The items, part of the Flood Relief Program, included school uniforms, bags, bed sheets, doormats and stationery.

The children were pupils at the Kalina Municipal School, located in one of the areas hit hardest by the flooding. The disaster had swept away many of their possessions and school equipment.

## Messages for Our Stakeholders



Monal Zeidan

Senior Manager  
Corporate Communications  
Nissan Middle East FZE (UAE)

### Enriching Lives Through a Commitment to Safety

Nissan made the bold and thoughtful decision to focus on corporate social responsibility (CSR) as part of its efforts to add value to the communities in which it operates. Although this was a recent move by Nissan globally, it should be seen as natural for a company that has made enriching people's lives its mission. It also complements Nissan's third mid-term business plan, appropriately named Nissan Value-Up.

As part of our quest to make a meaningful difference to the quality of people's lives via CSR, Nissan Middle East

has begun introducing new initiatives in this regard. The critical issue of child safety both inside and outside of vehicles is one such topic. Nissan Middle East will be the first automaker in the region to produce audio-visual materials on this topic for children in the form of Nissan safety cartoons in Arabic.

We are confident that this project will be highly appreciated by parents across the region as well as produce positive short and long-term results.