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Improving Safety

Aiming for a Society with No Traffic Accidents



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Improving Safety

Improving Safety

Toward a Safer Automobile Society

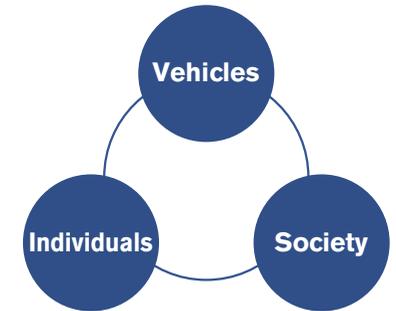
Nissan's goal is to create cars that offer benefits to all members of our mobile society—not just drivers, but pedestrians and passengers in other vehicles as well—while providing a rich and enjoyable driving experience. We are making every effort to improve the safety of our vehicles, such as by developing and improving safety-related technologies that help drivers avoid the risk of accidents that can occur in real-world situations and that help minimize injuries when an accident is unavoidable. We also take part in educational activities to help raise drivers' safety consciousness and in the improvement of the driving environment as a whole through Intelligent Transport Systems. As an automaker, Nissan is carrying out a wide range of efforts to help achieve a safer automobile society.

WORKING TO REDUCE RISK

Applying Safety Technologies in the Real World

Statistics show that each year around 1 million lives are lost in traffic accidents around the world. In 2007 there were 5,744 accident deaths in Japan. This was the first time since 1953 that the number of annual fatalities fell below 6,000, and steps are needed to ensure that this downward trend continues.

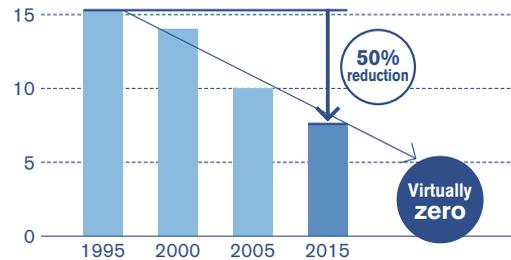
Nissan takes "real-world safety" as a key concept in its activities. We have set the goal of reducing the number of fatalities and serious injuries involving Nissan vehicles to half of the 1995 figures by 2015. In pursuit of this goal we focus our efforts on the manufacture of safe automobiles. According to statistics from the Institute for Traffic Accident Research and Data Analysis, we are making steady progress: in 2006 the number of fatalities and injuries per 10,000 Nissan vehicles in Japan was down by 41% from 1995.



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Japan

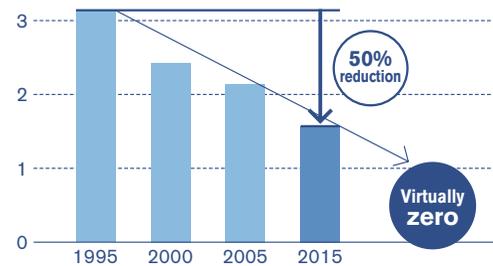
Fatal and Serious Injuries per 10,000 Nissan Vehicles



Source: Institute for Traffic Accident Research and Data Analysis

USA

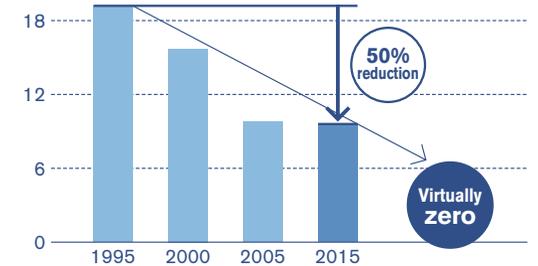
Fatalities per 10,000 Nissan Vehicles



Source: Fatality Analysis Reporting System

Europe (U.K.)

Fatal and Serious Injuries per 10,000 Nissan Vehicles



Source: STATS19 data, U.K. Department for Transport

We carry out data collection on traffic accidents on a global basis, analyzing it scientifically to identify the real-world causes of and trends in accidents. Through a wide range of experiments we seek to clarify the circumstances surrounding accidents and then put our knowledge to use in developing and enhancing our safety-related technologies. At Nissan, our ultimate desire is “to reduce fatalities and serious injuries in accidents to practically zero,” achieving a safer automobile society in the future.

Developing Technologies Based on the “Safety Shield”

Nissan develops its safety technologies based on the unique “Safety Shield” concept, defining an accident in terms of six phases, from “risk has not yet appeared” up through “post-crash.” Our approach to safety technologies is based on the idea that cars should help protect people.

Our development efforts are guided from the perspective of people, who are at the center of the driving experience. We work to support the operations of the driver, making use of a number of barriers that help protect against the risk factors arising in different situations and trying to keep as far from dangerous conditions as possible. When a collision becomes unavoidable, the car’s systems themselves go into action, and Nissan technologies work to help reduce injuries.



<http://www.nissan-global.com/EN/SAFETY/>

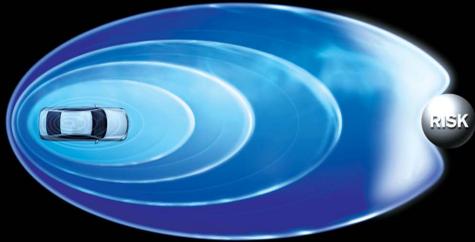
Please see our website for more information on our safety activities.



SAFETY SHIELD

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Risk has not yet appeared <ul style="list-style-type: none"> Distance Control Assist System Navigation-enabled Intelligent Cruise Control with full-speed range following capability Adaptive Front Lighting System (AFS) • Around View Monitor 	Helps the driver to maintain comfortable driving
Risk has appeared <ul style="list-style-type: none"> Lane Departure Prevention • Lane Departure Warning • 4-Wheel Active Steer 	Helps the driver to recover from dangerous condition to safe driving
Crash may occur <ul style="list-style-type: none"> Anti-lock Braking System (ABS) • Brake Assist • Vehicle Dynamic Control (VDC) 	
Crash is unavoidable <ul style="list-style-type: none"> Intelligent Brake Assist • Front Pre-Crash Seatbelts 	
Crash <ul style="list-style-type: none"> Zone Body construction • SRS Airbag Systems • Front-seat Active Head Restraints Pop-up Engine Hood 	Helps minimize injuries when a collision is unavoidable
Post-crash <ul style="list-style-type: none"> HELPNET (Emergency call service) 	



NISSAN'S ADVANCED TECHNOLOGIES

Helping Drivers Reduce Workload

The Around View Monitor

Our Around View Monitor system takes images from four cameras installed at the front, back and sides of the vehicle and puts them together as a complete overhead view on the car's navigation monitor. This system, a world first, allows the driver to view the vehicle in relation to a parking space, making tasks like parallel parking or entering a garage more convenient.

In Japan, the Elgrand released in October 2007 was our first model to feature the Around View Monitor system. The Infiniti EX35 launched in December 2007 was the first model to carry the system in North America.

Using the system to enter a parking space



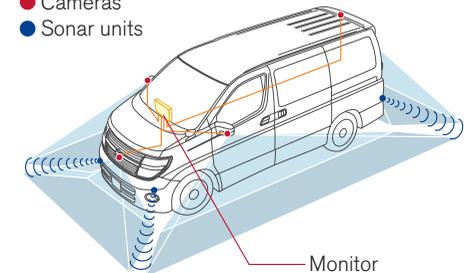
Parallel parking with the Around View Monitor



<http://www.nissan-global.com/EN/SAFETY/INTRODUCTION/COMFORTABLE/>

See our website for more information on systems including our Intelligent Cruise Control with low-speed following capability and Adaptive Front-Lighting System (AFS).

- Cameras
- Sonar units

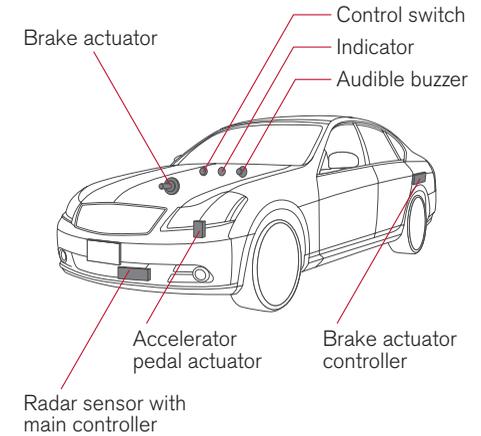


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The Distance Control Assist and Intelligent Cruise Control Systems

Another world-first Nissan technology is our Distance Control Assist System, which helps the driver maintain a safe distance from the vehicle in front. The system features a radar sensor that measures the distance to the car in front on the road and supports the driver's braking and pedal operations, responding to the distance and relative speed between the vehicles. When the vehicle approaches the car in front and the driver releases the accelerator, for instance, the system gradually applies the brakes to reduce speed. When the system judges that braking is needed it informs the driver with sound and visual alerts, lifting the accelerator pedal to assist the driver in switching to the brakes.

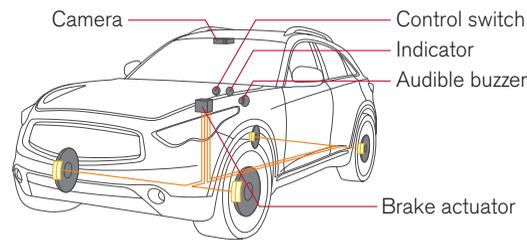
The Fuga, released in the Japanese market in December 2007, is the world's first car to make full use of the Distance Control Assist System in concert with information from the navigation system. The Intelligent Cruise Control installed in this model can automatically reduce speed in response to the radius of an upcoming curve, returning to the speed set by the driver when the vehicle returns to a straight section of the road.



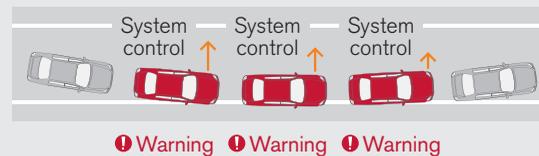
Helps the Driver Recover from Dangerous Conditions to Safe Driving

Lane Departure Prevention

This technology helps the driver avoid crossing lane divider lines unintentionally. A camera installed behind the windshield gauges the relative distance between the car and the lane markers of the upcoming section of road. When the system calculates the possibility that the car will leave its lane, it alerts the driver with a buzzer and a visual warning on the instrument panel and generates a force to aid the driver's efforts to return to the center of the lane.



The Lane Departure Prevention system in operation



<http://www.nissan-global.com/EN/SAFETY/INTRODUCTION/RECOVER/>

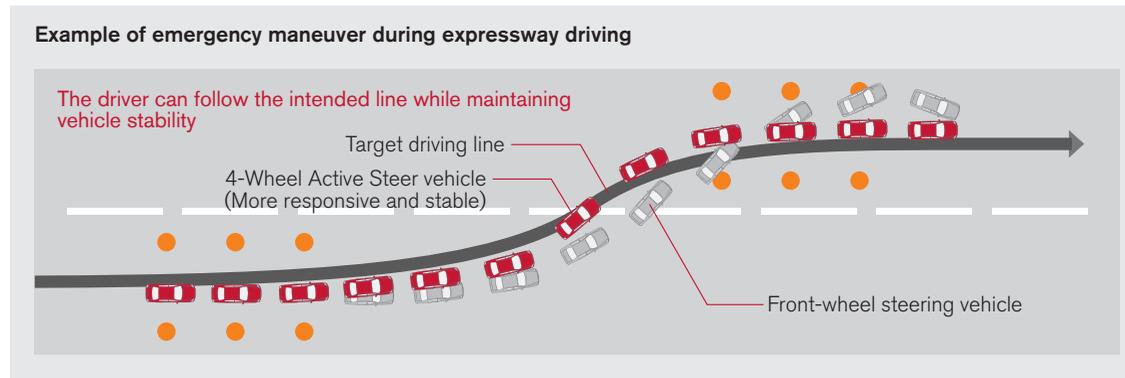
Our website has additional information on our safety systems.

4-Wheel Active Steer

This steering system can control the steering angles of all four wheels independently in response to the driving environment. Nissan took the Rear Active Steer system installed in the Fuga, building on it to add the active steering function to the front wheels as well. The 4-Wheel Active Steer system helps improve steering stability and responsiveness at high speeds and helps reduce the physical burden on the driver of making turns at low speeds. For example, when steering to avoid an emergency situation on an expressway, the system can help the car travel with more stability and

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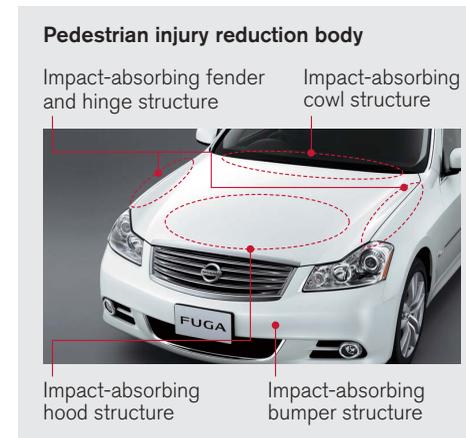
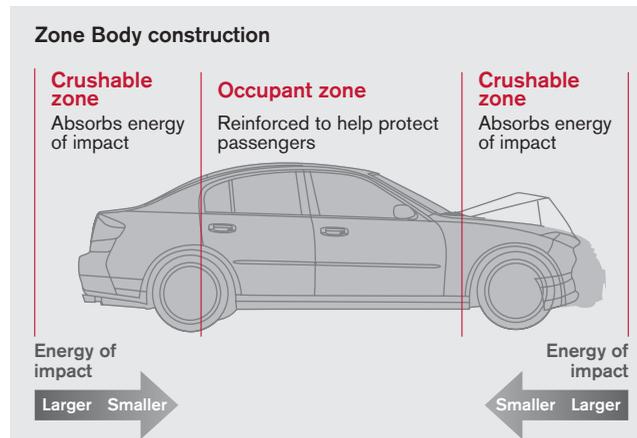
precision in the direction chosen by the driver. It also helps to reduce the driver's steering workload by varying the steering gear ratio according to the vehicle speed. In parking operations, the workload can be reduced by about 30% compared with the effort required to park a typical vehicle.



Helps Reduce Injuries When a Collision Is Unavoidable

The crash-compatible Zone Body

Nissan's Zone Body construction technique creates separate zones in a car: the crushable zones, which include impact-absorbing body structures, and the occupant zone, a high-strength cabin that helps to protect the car's driver and passengers. At Nissan we ensure that our body structures conform to safety regulations in each market where our vehicles are sold; we also carry out constant revision of our internal standards based on analysis of actual crash data. We give thought to pedestrian safety as well in our designs, making use of component structures that absorb impact energy by deforming or breaking free when there is a vehicle-pedestrian collision.



<http://www.nissan-global.com/EN/SAFETY/INTRODUCTION/UNAVOIDABLE/>

For detailed information on technologies including our Intelligent Brake Assist, brake-operated pre-crash seatbelt system, SRS curtain airbags and Active Head Restraints, please see our website.

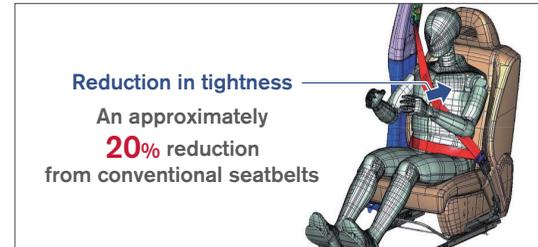
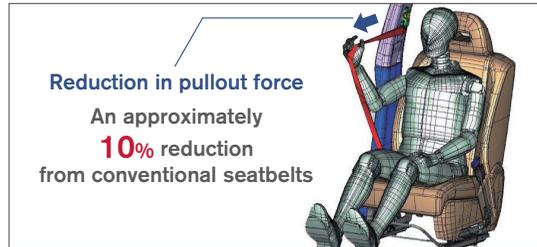
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Pop-up Engine Hood

The concept of the pop-up hood is to help minimize serious head injury in case of a car-pedestrian collision. The engine hood is designed to pop up during a front collision with a pedestrian to help create a protective buffer space between the hood and the engine components underneath, thereby helping to reduce head impact injuries. The new technology debuted on the Skyline coupe, released in October 2007.

Low-friction seatbelts

The seatbelt is key to increasing the effectiveness of other safety devices, such as our Supplemental Restraint System (SRS) airbags. Nissan has made active efforts to promote the wearing of seatbelts. Our low-friction seatbelt technology uses softer webbing to help reduce friction by around 10% when the belt is pulled out. As a result our seatbelts require less force to extend and their wearers feel less pressure when they are properly strapped in. This increased comfort can help promote seatbelt use among car occupants.



PART OF AN AUTOMOBILE SOCIETY

Cooperation Toward a Safer Automobile Society

In order to help realize a safer automobile society, Nissan is working to develop a wide range of technologies aimed at improving automotive safety. Working together with government agencies, universities and other companies, we are carrying out experimental projects involving ITS, or Intelligent Transport Systems, to help drivers deal with safety issues that go beyond a single vehicle, such as difficult-to-see pedestrians and other cars suddenly entering the road. We also take part in traffic safety activities to increase awareness among both drivers and pedestrians. We hope one day to reduce the number of fatalities and serious injuries resulting from automobile accidents to practically zero.

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The ITS Project in Japan

In October 2006, Nissan launched the ITS Project in Japan's Kanagawa Prefecture. This project seeks to use Intelligent Transport Systems to create integrated networks of people, roads and vehicles, thereby helping to reduce traffic accidents and ease road congestion. The ITS Project connects cars with a data infrastructure that includes roadside sensors. It gathers information on other vehicles in the area and the surrounding traffic environment, analyzing this data to help reduce offset collisions and accidents involving pedestrians. In this system we also collect data from Nissan vehicles equipped with our Carwings route-suggestion system and from taxis, using advanced computer analysis to produce detailed traffic information and provide drivers with quicker, better-defined routes to their destinations. This research is notable for the involvement of actual customers in the field, who evaluate our systems through real-world use. More than 2,000 members of the community are taking part in the ITS Project.

Improving Safety Through ITS

Nissan is carrying out other experimental activities to support the development of the ITS Project. In March 2007 we began testing at our Technical Center in Atsugi, Kanagawa Prefecture, of a system featuring synchronized data communication between traffic signals and vehicles. Through this experiment Nissan is looking for ways to help reduce accidents involving pedestrians by using signals that give priority to pedestrian crossings. We are also trying to help reduce offset collisions at intersections with an onboard system that alerts drivers to upcoming traffic lights.

We are furthermore developing a system that aims to cut down on incidents that are difficult for the driver alone to avoid, such as those where an unseen pedestrian suddenly cuts across the road. This system involves data communication from the cellular phones carried by people on foot, forming a network including them as well as cars and drivers.

To help reduce accidents on icy roads in cold regions, Nissan is working on a system that shares information on locations that are particularly prone to skidding-type accidents. For five months beginning in November 2007, we worked with the Hokkaido Prefectural Police and carried out testing involving drivers in and around Sapporo using our Carwings system. When cars activated their antilock brake system (ABS) on icy sections of the roads, this was relayed to our center. We then sent the data via Carwings to display those slippery locations on the navigation map and issue audible alerts about them. Again in collaboration with the Hokkaido Prefectural Police, we similarly shared information on other locations where traffic accidents occurred in winter conditions.

Based on the Advanced Safety Vehicle (ASV) Promotion Project of Japan's Ministry of Land, Infrastructure, Transport and Tourism, Nissan has made use of vehicle-to-vehicle communication



Nissan is testing a system that alerts drivers to the presence of pedestrians via signals from their cellular phones.

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technologies to develop its fourth-generation ASV, the Nissan ASV-4. This concept vehicle uses a warning system that communicates with other cars on the roads, helping the driver to act quickly to avoid offset collisions and other accidents where the other vehicle is hard to see.

Technology to Combat Drunk Driving

Traffic accidents caused by drunk driving are a global issue that grows more serious each year. To help do away with this problem, Nissan is actively developing functions for its vehicles that urge drivers not to get behind the wheel when they have been drinking, as well as technologies that measure the presence of alcohol in the body and prevent driving under its influence.

Nissan's drunk-driving prevention concept car is outfitted with a number of detection and warning functions: the car evaluates the driver's condition and delivers necessary alerts when there is a possibility that the driver is driving under the influence of alcohol.

A sensor is built into the transmission shift knob to detect alcohol in perspiration from the driver's hand. Depending on the level of alcohol, the system may respond by issuing voice and visual alerts through the car's navigation system, or may automatically lock the transmission to prevent driving. Odor sensors located around the vehicle's cabin can also detect the presence of alcohol, triggering warnings to the driver.

The concept car features a camera in the instrument panel that monitors the driver's facial movements. When it detects excessive eye-blinking or other signs of intoxication, the system issues audible and visual alerts via the navigation system and automatically tightens the seatbelt to gain the driver's immediate attention.

With the information gained through this concept car project, Nissan is working on the development and testing of a range of alcohol-detection methods and warning systems for potential use in its vehicles.

Other Efforts to Fight Drunk Driving

Nissan is actively involved in numerous projects targeting drunk driving. One of these is evaluating a device that can measure the alcohol level of the driver's breath and prevent the engine from starting when it is above the legal limit. From August 2007 through January 2008, working with the city of Kita-Kyushu, Fukuoka Prefecture, the Tochigi prefectural government, the town of Kaminokawa in Tochigi and the city of Atsugi in Kanagawa Prefecture, we began monitor testing to gauge the usability and reliability of this device, installing it in vehicles used for daily business activities.



The driver's seat features an alcohol odor detection device.



The Carwings system displays messages to urge safe driving.

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Together with the School of Health Sciences at the University of Occupational and Environmental Health in Kita-Kyushu, Nissan is also carrying out joint research on the physiological, psychological and behavioral effects of alcohol on the human body. Through this research we are shedding new light on how errors are made in perception, judgment and device operation. Using the results of this study, we are developing sensing technology to help detect drunk driving quickly and accurately.

As a message to remind drivers not to drive when they have been drinking, we have added a function to our Carwings navigation system in Japan that displays a warning for five seconds whenever the engine is started between 5:30 in the evening and 5:00 the next morning. During the other hours, too, various messages are displayed that urge safe driving.

Our Hello Safety Campaign

In Japan Nissan carries out its Hello Safety Campaign three times each year, as part of traffic safety awareness programs held each spring and fall and during students' summer vacation. In fiscal 2007 we added to our traditional programs for children and senior citizens, expanding the campaign to include three key topics: eradicating drunk driving; traffic safety education aimed at boosting awareness of the dangers in our daily lives and fostering our ability to avoid them; and the proper usage of seatbelts and child seats. As part of Hello Safety events at 1,400 locations across the country, parents promise their children they will not drive while drunk; we have provided the Japan Traffic Safety Association with 140,000 "promise coasters" to distribute to parents as reminders of their vows.

In response to recent drops in the percentage of passengers buckling up in the rear seats of cars, Nissan produced 75,000 stickers to attach to seatbelt buckles as a way to remind people to use the belts, distributing the stickers in six of Japan's prefectures. We also provided the Cabinet Office, which sponsors fairs to promote traffic safety, with 12,000 personal anti-crime alarms with reflective straps to help make pedestrians more visible during dusk and nighttime hours, helping to keep children safer on their way home from school. We implemented a special campaign to boost awareness of the practice of turning on headlights earlier in the dusk hours, and we are engaged in educational activities with other associations to help improve pedestrian visibility in general.



Nissan distributed promotional goods to urge drivers to turn on their headlights in the early-evening dusk.

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Helping Protect Pedestrians Through Research in China

For more than two years starting in July 2005, Nissan carried out a joint research project on pedestrian safety with the China Automotive Technology and Research Center (CATARC). Through collection and analysis of local-level accident data that had never been surveyed in China, we aimed to identify measures to help reduce accidents and injuries, thus evaluating the appropriateness of applying the Global Technical Regulation on Pedestrian Protection in China and laying the foundation for the Chinese government's planned introduction of pedestrian safety regulations.

In January 2008 we held a conference to present the final report on this research. Representatives in attendance from China's National Development and Reform Commission and Ministry of Public Security gave high marks to the joint project and expressed deep gratitude for Nissan's cooperation in the research.

Nissan's activities in China to date have included road traffic safety seminars, Nissan Safe Driving Forums, safety education programs and events for youths and participation in planning teams working on safety-related regulations. We will continue working to help reduce the number of people harmed by traffic accidents in China.



Presenting the final pedestrian safety research report (China)

Protecting Children from Accidents

Traffic accidents are the number-one cause of child fatalities in the United States: statistics show that during 2006, six children under the age of 15 were killed every day in motor vehicle crashes in the United States. Additionally, motor vehicle accidents account for more fatalities than falls, guns, drowning, smoke/fire and poisoning/noxious substances combined.

Compounding this problem, more than 80% of child safety seats are not installed properly. As an automaker, Nissan strives to lessen these numbers; the Quest for Safety and Snug Kids programs are important parts of our continued efforts in this area.

Snug Kids is a one-of-a-kind, industry-leading online guide that provides Nissan and Infiniti customers with a list of child safety seats that fit their current-model vehicle. Found on the Nissan and Infiniti websites, the guide lists seats from a wide variety of manufacturers and also includes general tips to get the best fit in the vehicle.

Nissan developed the Quest for Safety program in 1997 to educate caregivers and parents in low-literacy communities about child seat safety. We hold free, local seminars in English and Spanish to teach parents how to correctly install child safety seats and distribute the Quest for Safety reference card, a simple, easy-to-read introduction to choosing a child safety seat.



The Snug Kids guide helps parents choose from among the many child seats available.

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Charity Walks to Fight Drunk Driving

According to the U.S. National Highway Traffic Safety Administration, 41% of fatal crashes are alcohol-related. Since 2005, Nissan North America has been the national sponsor of the annual Mothers Against Drunk Driving (MADD) Strides for Change walks. As MADD's signature event, the community-driven, noncompetitive 5K walks raise funds and awareness to stop drunk driving, support victims and prevent underage drinking.

As the national sponsor—and as part of its commitment to child passenger safety—Nissan employees certified as child passenger safety technicians conduct car-seat demonstrations and provide walk participants with Quest for Safety Reference Cards. Nissan employees also form teams around the country to walk and raise money.

By merging MADD's mission to stop drunk driving with Nissan's commitment to child passenger safety, the walks help raise public awareness and funds to support the prevention of traffic fatalities. Strides for Change attracts more than 14,000 participants and raises more than \$1.8 million annually.

As an auto manufacturer, Nissan realizes the importance of educating drivers and making them aware of the consequences of their decisions.



Taking part in a Strides for Change walk (USA)

Messages from Our Stakeholders

Working Together for Safer Roads



Glynn Birch
President
MADD National (USA)

In 2007, Nissan continued its tradition of supporting Mothers Against Drunk Driving (MADD) in our lifesaving mission by serving as a National Presenting Sponsor for our signature walk event, Strides for Change.

Thanks to this support, participants from over 30 cities walked over 90,000 miles in 2007—each step helping MADD eliminate drunk driving, serve the victims of this violent crime and prevent underage drinking. Individuals in non-walk cities or those who preferred not to attend the events could also participate by electing to be a virtual walker.

Research shows that the best defense against a drunk driver is a seatbelt, and unfortunately, children often lose their life simply because they weren't properly restrained. Nissan has devoted significant resources toward educating communities on this danger. Every Strides for Change walk site also featured child seat safety demonstrations.

Together, MADD and Nissan helped thousands of families secure their most precious cargo and advance our lifesaving mission.