

Fiscal 2011 Highlights

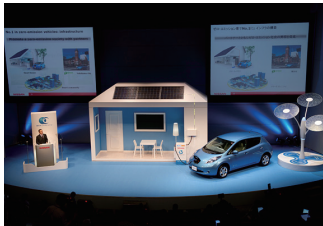
Nissan Power 88 Announced (June)

Our new mid-term business plan will see us enhance our brand power and sales power to achieve a global market share of 8% and an operating profit margin of 8% by fiscal 2016.



Nissan Green Program 2016 Announced (October)

Our latest mid-term environmental action plan, NGP2016 includes concrete goals in four areas of action and earmarks 70% of our R&D budget for environmental technologies. We also announced "Blue Citizenship" as our new CSR platform.



Comprehensive Strategy Announced for Brazil (October)

Nissan Power 88 defines enhanced production capacity in Brazil as one goal. To achieve this, we announced construction of a new plant in Rio de Janeiro in 2014, which will bring some 2,000 new jobs to the region.

Increased Production Announced for the Americas (January)

In the new year we announced construction of a new plant in Aguascalientes, Mexico. Scheduled to go online in the second half of 2013, this factory will increase our number of direct hires there by a maximum of 3,000.

Return of the Datsun Brand (March)

We announced the return of Datsun, which will join Nissan and Infiniti as our third global brand. Datsun-badged vehicles will go on sale in 2014, beginning in India, Indonesia and Russia.



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Summer Power Conservation (July–September)

We shifted our weekends to Thursday and Friday at all our plants and offices in Japan, taking part in industrywide measures to cope with summer shortages of electricity. We exceeded the power conservation target set for industry, reducing usage by 30%.

Dealing with Thai Floods (October)

Monsoon flooding near Bangkok impacted our local operations, sales outlets and supply chain. We arranged supplies of substitute parts and got production partially back online in mid-November, minimizing the impact on our operations.

Nissan EV Named Japan Car of the Year (December)

Nissan LEAF was tapped as the Car of the Year Japan 2011–2012, making it the first 100% electric vehicle (EV) to win this award.



Eco-Friendly Car Shipper Launched (January)

The *Nichioh Maru* is our new energy-efficient marine shipping vessel for finished cars and parts. The ship's top-level environmental technologies will reduce CO₂ emissions by some 4,200 tons annually, equivalent to fuel savings of up to 1,400 tons.

