

NISSAN VISION

MOBILITY INTELLIGENCE
FOR EVERYDAY LIFE

Mobility Intelligence for Everyday Life

Since its founding, Nissan has long committed to enriching people's lives and strengthening communities through mobility. This spirit is embodied in our corporate purpose, "Enrich People's Lives". As global environmental and social challenges intensify, sustainability remains a fundamental driver of corporate purpose and long-term value creation. Society is undergoing a period of rapid transformation. Climate change, securing a stable energy supply, traffic safety, and unequal access to transportation require new and scalable mobility solutions. At the same time, customer expectations for mobility continue to rise, with increasing demand for technologies that are intuitive, practical, and seamlessly integrated into daily life.

In April 2026, Nissan introduced its long-term vision, "Mobility Intelligence for Everyday Life," defining a customer-centric strategic direction for the future. The vision that serves as a guide to realizing our purpose will advance mobility intelligence and electrification to meet varied customer needs and regional market conditions. It reflects a commitment to advancing mobility solutions that are safer, more intuitive, more accessible, designed around everyday use and deliver enhanced value and experience for our customers and society.

Mobility intelligence is positioned to transform mobility beyond transportation into a more connected and supportive experience. By combining its unique advanced vehicle control, data, and digital technologies, mobility can enhance the quality of time spent traveling while providing safe and secure mobility to a broader range of users and creating new value in the mobility experience.

Electrification remains a key pillar in addressing climate change and supporting the transition to a carbon neutral society. Through a range of electrified solutions tailored to diverse markets and infrastructure environments, environmental impacts can be reduced while supporting wider adoption of sustainable mobility.

The convergence of intelligence and electrification will enable vehicles to contribute to broader energy and data ecosystems. This integration can support renewable energy utilization, strengthen resilience across communities, and advance the development of more sustainable mobility systems for empowering people and communities.

Our efforts are measured by the experiences we create for customers and the value we bring to our communities. Trust isn't built in plans, but in how seamlessly Nissan becomes part of everyday life.

While we have a clear path ahead defined in our vision, its realization is supported by people, strategic partnerships, responsible practices across the value chain, and strong governance. Sustainability is embedded as a foundation of management, enabling mobility innovation that addresses societal challenges while creating long-term value for customers, communities, and future generations.

Executive message

Nissan's purpose has always been clear: to enrich people's lives by empowering mobility and communities. This commitment continues to guide our long-term vision of "Mobility Intelligence for Everyday Life." As expectations evolve, this purpose is not changing, but expanding, shaping our ambition to deliver mobility that is not only accessible and intelligent, but also sustainable, resilient, and responsible by design.

The environment in which we operate continues to evolve rapidly. The automotive industry is undergoing profound structural changes, driven by electrification, advances in vehicle intelligence, and shifting customer expectations. At the same time, geopolitical instability, supply chain disruptions, and rapidly evolving regulatory frameworks across markets are adding new layers of complexity and urgency. In this context, success requires disciplined execution, but also the ability to adapt quickly, manage risk, and build resilience while continuing to create long-term value.

Sustainability remains a fundamental part of this journey. It informs how we think about resilience, competitiveness and the opportunities ahead and is reflected in key frameworks such as Nissan Green Program 2030(NGP2030) and Nissan Social Program 2030(NSP2030), which help guide our priorities toward 2030, and serve as a foundation for the long-term vision.

Further, as stakeholder expectations for transparency in our business and its operations grow and disclosure requirements become more complex and dynamic, it is essential that we continue to evolve our sustainability governance, deepening executive leadership engagement and embedding sustainability more firmly into the way we lead and operate the business. In fiscal year 2025, we strengthened this foundation by integrating the Global Sustainability Steering Committee and the Global Environmental Management Committee into a unified Sustainability Committee, chaired by the CEO and composed of Executive Committee members. Under the supervision of the Board of Directors, this committee enables more comprehensive executive-level oversight of material topics such as climate change, circular economy, and human rights, ensuring that risks and opportunities are systematically assessed and managed across the business, and increasingly embedded into core strategy and execution.

While delivering the objectives of the Re:Nissan recovery plan by the end of fiscal year 2026 remains our immediate priority, we are also laying the foundations for the future through initiatives that support long-term resilience and sustainable value creation. As Chief of Strategy Acceleration, my focus is on ensuring that strategy, execution and sustainability work together to support Nissan's transformation and transform Nissan to a stronger, more resilient company that continues to create value for our stakeholders and proactively contribute to society.



A handwritten signature in black ink, reading "Manabu Sakane".

Manabu Sakane
Chief of Strategy Acceleration
Nissan Motor Co., Ltd.