

NISSAN LEAF

10 insights from a decade of the Nissan LEAF

As a pioneer in electric vehicles (EV), Nissan has been at the centre of EV development for over 70 years. Since reinventing the EV in 2010 with the Nissan LEAF as the first mass-market vehicle of its kind, electric mobility has developed even further, with LEAF at the heart of the EVolution. Drawing upon its heritage and expertise in EVs, Nissan shares 10 fascinating insights after a decade of the Nissan LEAF.



1

LEAF achieved a number of 'firsts'



As the world's first mass-market EV, LEAF has secured unprecedented achievements. In 2011, it was the first-ever EV to win the European Car of the Year award in the 47-year history of the prize.

2

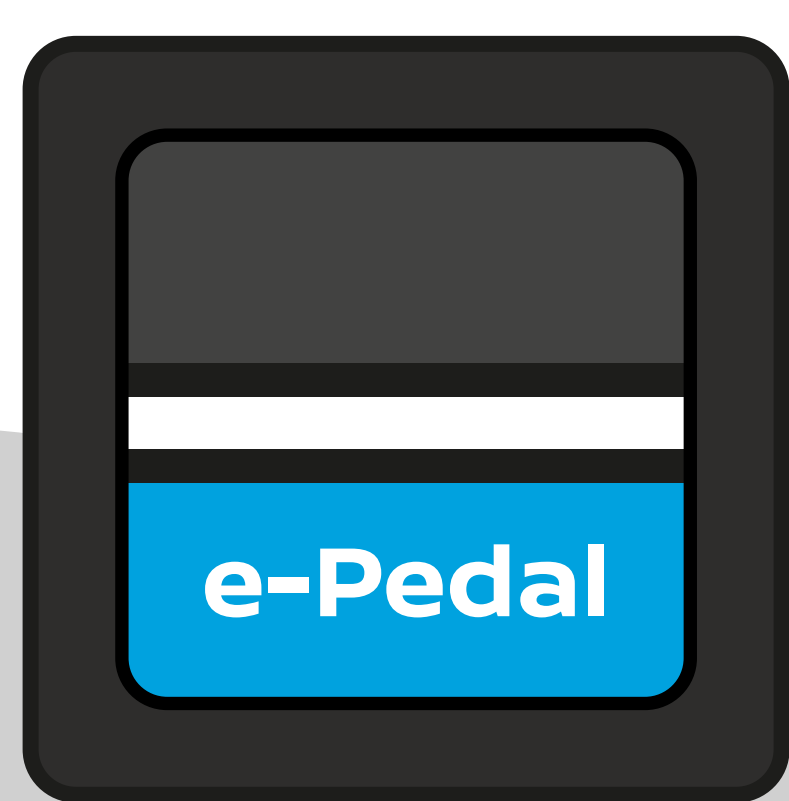
LEAF's power has more than doubled



On average, LEAF's battery capacity and range have increased by 160% and 120% respectively.ⁱ These increases have ultimately boosted customers' confidence on the road. Today, LEAF offers more than double the original power, enhancing the electrified driving experience.

3

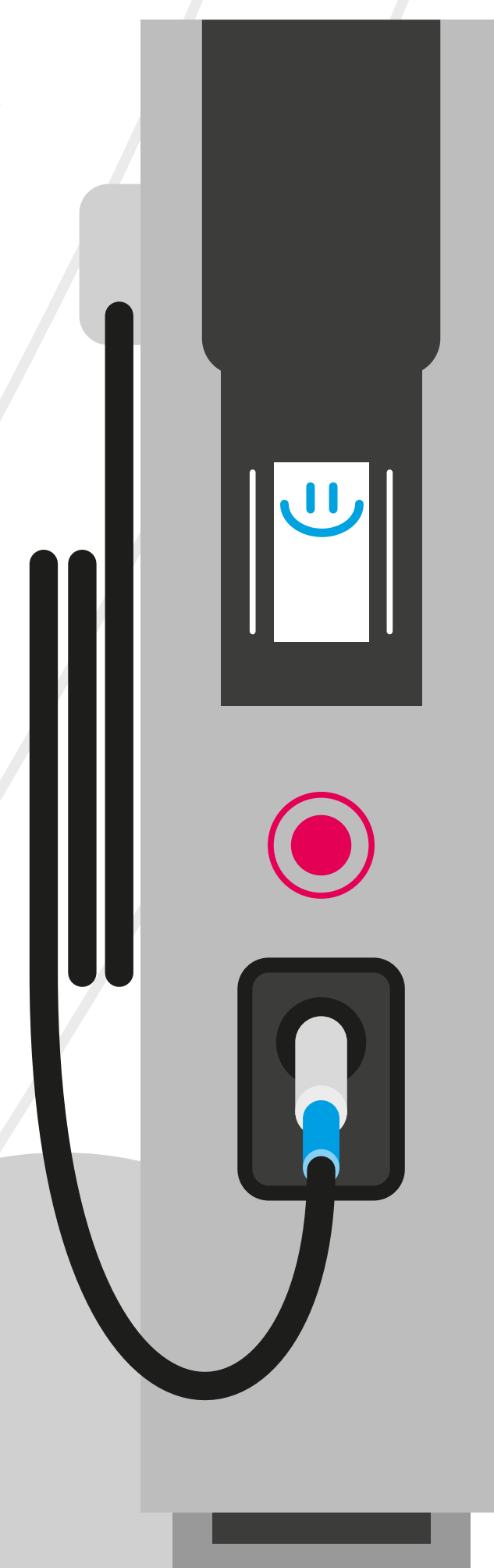
LEAF is about all new technologies



LEAF introduced unprecedented technologies that helped drivers optimise efficiency, including the innovative e-Pedal for one-pedal driving, regenerative braking and Eco-Mode. LEAF paved the way for future Nissan EVs, such as the new Nissan Ariya all-electric coupé crossover.

4

Since LEAF's arrival, public charging infrastructure is growing fast



213K

The number of public charging points increased hugely over LEAF's life, from 2,379 in the EU in 2011, to 213,367 today.ⁱⁱ Nissan supports this infrastructure growth across Europe, having helped expand 20 of the EU's charging point 'corridors'.

5

LEAF customers are happy drivers

92% of European LEAF drivers would recommend driving an EV to friends and family.ⁱⁱⁱ With expert support offered by Nissan and at dealerships, customers continue to feel satisfied and happy about owning and living with a LEAF.

92%

6

Once you drive a LEAF you don't lose the spark

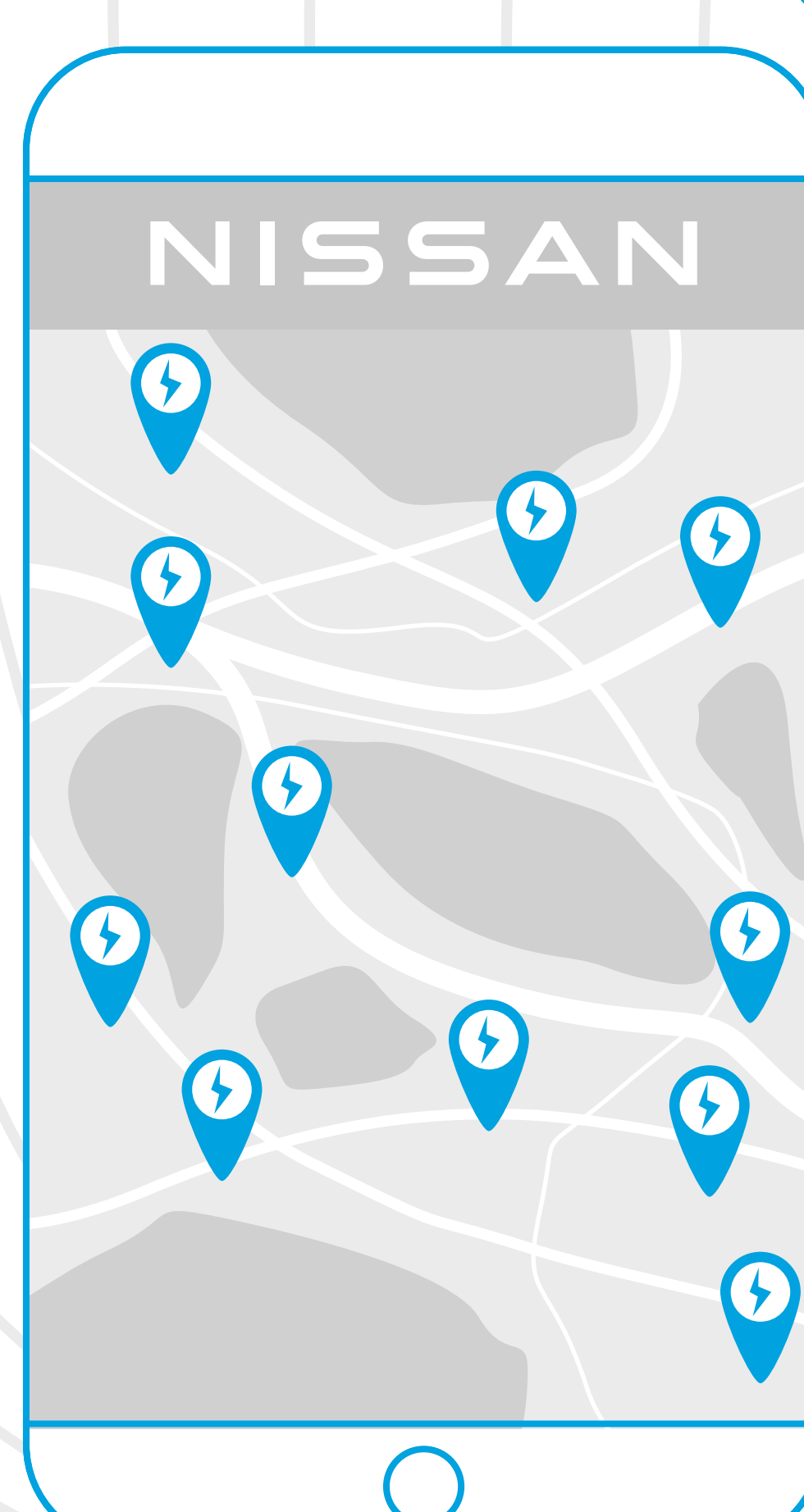
As a result of all-round satisfaction with their electrified experience, 74% of LEAF owners say they are likely to purchase another EV in the future.

74%

7

Electric mobility created new services for customers

As LEAF developed, so did a wider customer experience. This included the development of the Nissan Charge app that allows EV owners to monitor price and availability of charging points in real-time – including those at Nissan dealerships.



8

Each LEAF's life is very efficient

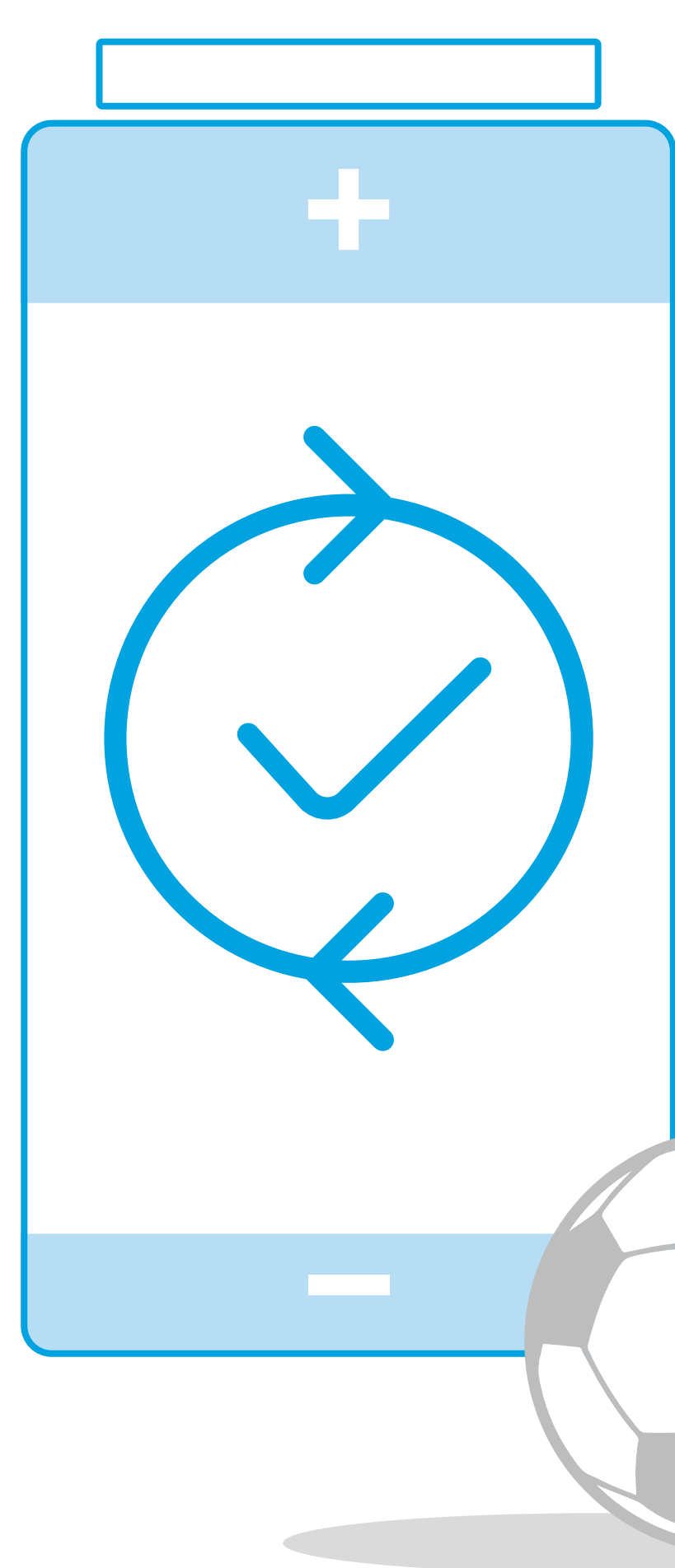
Electric cars, like Nissan LEAF, are highly efficient. From the start of production process, through the end of an EV's lifecycle, they generate up to 80% less CO₂ than equivalent combustion-engine cars.^{iv} As its technology and design is refined, the sustainability of LEAF is increasing, helping achieve a cleaner future.

10

9

LEAF batteries have more than one life

EV batteries can be repurposed and recycled. 148 batteries helped to create the world's largest energy storage system at Amsterdam's Johan Cruyff Arena in 2018.



LEAF batteries are safe and reliable

LEAF batteries have proven to be extremely durable, without any critical incidents reported to Nissan since its launch in 2010 and 180,000 units sold in Europe and counting. LEAF comes with an industry-leading, 8-year / 160,000km battery warranty – with an extremely low number of warranty claims.

#ElectrifyTheWorld

To learn more about Nissan LEAF and Nissan products on Nissan Europe consumer sites, visit www.nissan-europe.com

i From Nissan-owned data: MY11 Nissan LEAF 24kWh (tested under NEDC conditions) vs MY19 Nissan LEAF e+ 62kWh (tested under WLTP conditions)

ii European Alternative Fuels Observatory, Normal and fast charging points (2020)

iii Nissan Europe Market Intelligence, EV Infrastructure Survey 2019

iv Transport & Environment report, How clean are electric cars? (April 2020), page 11