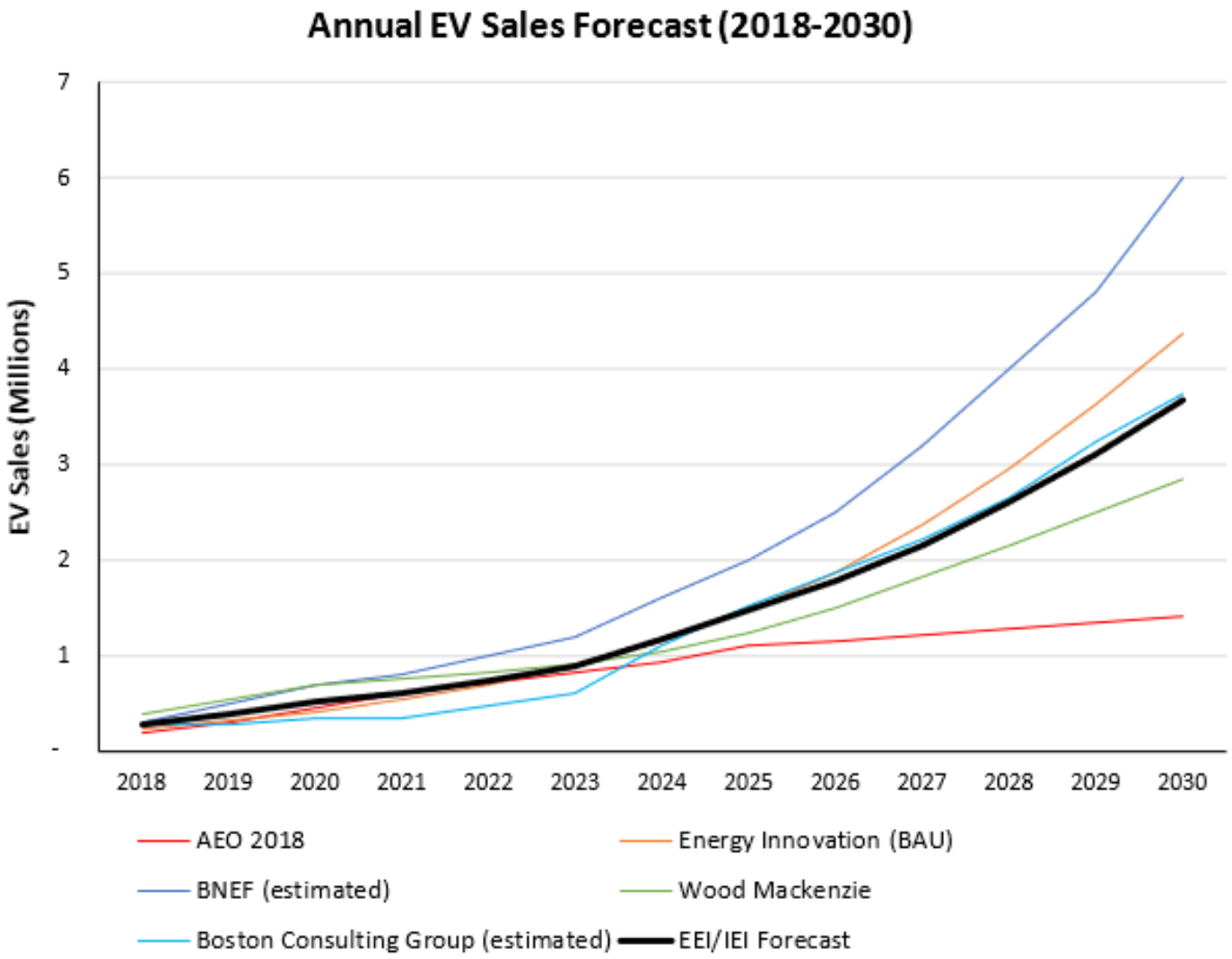
2019 NISSAN LEAF PLUS

Clean Fuels Ohio

EV ANNUAL SALES FORECAST

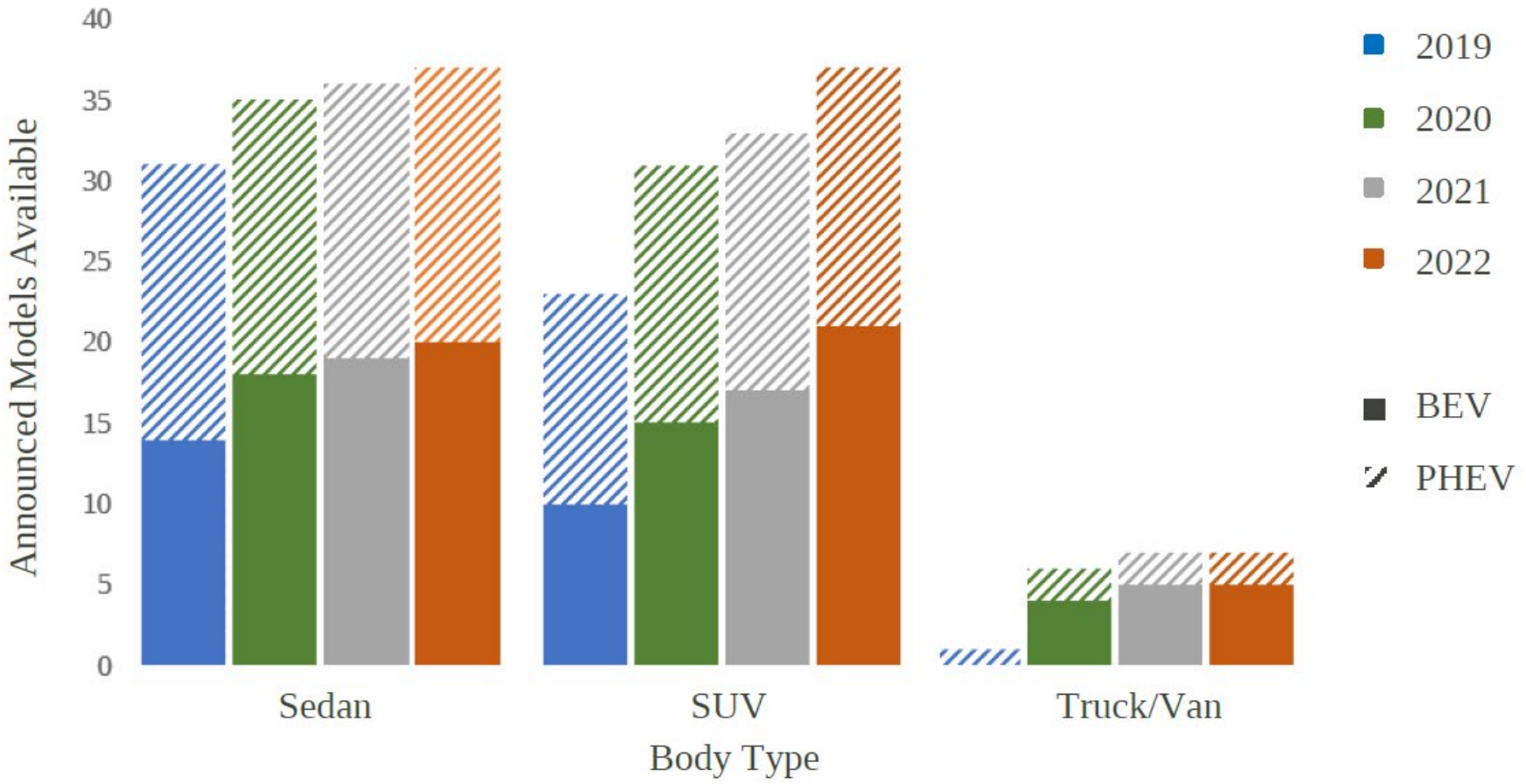


Based on the investments in EVs and decreasing battery costs, U.S. EV sales are projected to be in the millions and up to **25% of the market by 2030**.

Clean Fuels Ohio

EV MARKET OVERVIEW

Figure 4 Cumulative Announced U.S. BEV and PHEV Models 2019-2022 by Body Type



The number of PHEV and BEV models available is projected to increase across a variety of vehicle types.

NISSAN | GLOBAL EV LEADER

NISSAN INTELLIGENT MOBILITY

World's Best-Selling Electric Vehicle

Over 400,000 units sold worldwide since launch in 2010
(as of March 2019)

World Green Car
(by World Cars awards)

2018 Kelley Blue Book
Nissan 5-Year Cost to Own Award

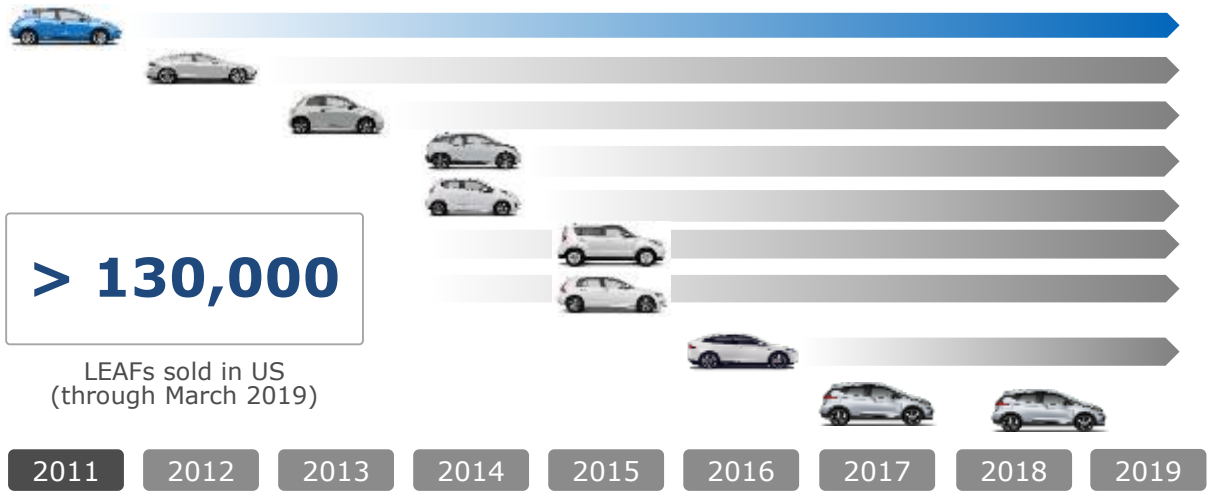
CES 2018 Best of Innovation Award

Industry Firsts

FIRST Battery EV sold nationwide

FIRST affordable EV with over 100-mile EPA driving range

MOST units in operation (UIO) of any Battery EV in the US and worldwide



Why drive electric?

- Lower maintenance and repair costs
- Lower fuel costs
- Total Cost of Ownership savings
- Zero tailpipe emissions
- Enhanced brand awareness/leadership
- Increased performance and reliability

How do fleets use electric vehicles?

- Undercover police work
- Traffic management

- Deliveries
- Housing inspections
- Zoning inspections
- Juvenile justice
- Administration

- Shared pool cars
- IT services
- Airport shuttle
- Parking enforcement
- Security
- Fire marshal inspections

ONE LEAF, TWO CHOICES

Nissan LEAF:
The icon of Nissan Intelligent Mobility

		"LEAF" (40kWh)	"LEAF PLUS" More Range, More Power (62kWh)
Version specific	Main usage	• Regular city driving, shorter commutes	• Longer commuting distances sometimes using highway
	Reasons to choose	• Affordable access point to a 100% electric car with all of the benefits of Nissan Intelligent Mobility • No compromise on available technology and features • Range you need for your daily life with quick charger back-up	• Longer range and more power on the highway • More daily trips on one charge • Charge less
	Charging frequency	• Twice a week for the 'average' driver*	• Once a week / ten days for the 'average' driver*

LEAF = NISSAN INTELLIGENT MOBILITY

NISSAN INTELLIGENT MOBILITY

Intelligent Power

Zero Emission

100% electric

E-pedal

2 options for range & power

INTELLIGENT POWER

FEEL MORE EXCITED

Efficiency & Electrification

Intelligent Driving

ProPILOT Assist

Around View Monitor

INTELLIGENT DRIVING

FEEL MORE CONFIDENT

Safety, Driver-Assist & Autonomous Technologies

Intelligent Integration

Apple CarPlay™

android auto

amazon alexa

NissanConnect EV app (& wearables)

Apple CarPlay & Android Auto

INTELLIGENT INTEGRATION

FEEL MORE CONNECTED

Car Designed Around You & Improved Mobility For Everyone

NISSAN

CHARGING

- **Level 1/Level 2 cord set (Standard on LEAF plus)**
- **Supports both 240V and 120V outlets**
- **No equipment hardwiring needed for 240V charging**

LEAF PLUS CHARGING TIMES

LEAF (40kWh)

240-V HOME CHARGING
7.5 HOURS
= FULL CHARGE

50 kW QUICK CHARGING
40 MINUTES
= 80% CHARGE

LEAF PLUS (62kWh)

240-V HOME CHARGING
11.5 HOURS
= FULL CHARGE

50 kW DC QUICK CHARGING
60 MINUTES
= 80% CHARGE

100 kW DC QUICK CHARGING
45 MINUTES
= 80% CHARGE

Home & Public

Public Fast Chargers

Nissan LEAF – Made in America

Nissan LEAF is manufactured in Smyrna, TN

Battery Warranty: 8 years, 100,000 miles

Clean Fuels Ohio

EV ROI & LOWER LIFECYCLE COST

US DOE Vehicle Cost Calculator: https://afdc.energy.gov/calc/

	Vehicle	Price	Fuel Economy (City/Hwy)	Fuel Type
	2019 Nissan Leaf (40 kW-hr battery pack) Automatic (A1) EV	$ 23,381 Tax credit?	27/34 kWh/100m	Electric
	2019 Ford Fusion FWD 4cyl 2.5L Automatic 6-spd Gasoline	$ 22,840	21/31 mpg	Gasoline

Clear all

Fuel Prices

Gasoline

$ 2.88 /gal

Normal Daily Use

Average daily driving distance	34	miles
Days per week	5	
Weeks per year	49	
Percent highway	45	

Other Trips

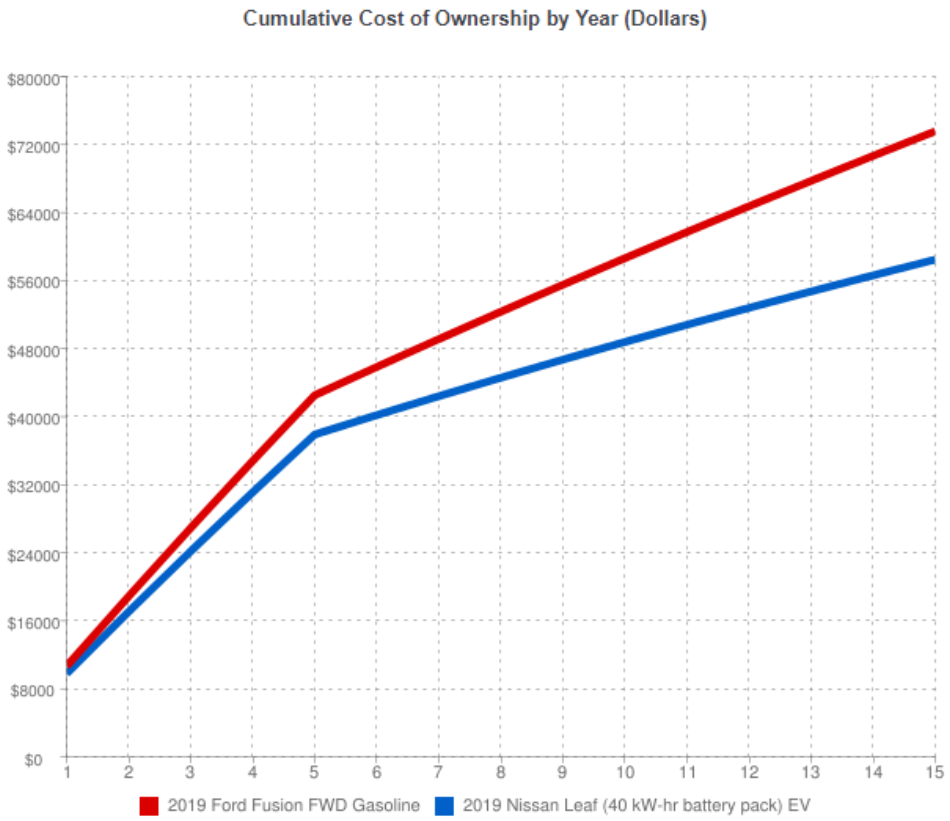
Annual mileage	3596	miles
Percent highway	80	

Electricity Use

Select a state so we can find the electricity price and calculate the emissions from generating electricity in your area.

Ohio

Annual Driving Distance	11926 miles
City Distance	5301 miles
Highway Distance	6625 miles



	Annual Fuel Use	Annual Electricity Use	Annual Fuel/Elec Cost	Annual Operating Cost	Cost Per Mile	Annual Emissions (lbs CO2)
	0 gal	3,684 kWh	$455	$2,560	$0.21	6,131
	466 gal	0 kWh	$1,342	$3,600	$0.30	11,187
	Graph	Graph	Graph	Graph	Graph	Graph

LEAF discount program for utility customers

Employee ride and drives

Community ride and drives

Communication to customers is key:

- **Website**
- **Customer emails**
- **Social media**
- **Collaboration with municipalities and nonprofit groups**

Special Rebate Codes:
Alliant Energy B62713
MGE B62283
Minnesota Power B73191
Touchstone Energy B77520
We Energies B63680
WPS B63681
WPPI B75425
Xcel Energy B64279

2019 Nissan LEAF®

SIMPLY AMAZING

Starting MSRP: $29,990[1]

NISSAN
Innovation that excites

As shown 2019 LEAF S Plus starting at $36,550[1]

Up to $3,500 Special Nissan LEAF Rebate[2]

FOR ELIGIBLE CUSTOMERS. PROOF OF ELIGIBILITY REQUIRED.[2]

Eligible customers can receive
$3,500 rebate[2] off MSRP on 2019 LEAF
+ up to $7,500 potential federal tax incentive[3]
Up to $11,000 in Total Savings!
Additional state and local benefits may also be available![3]

OR

Eligible customers can receive
$2,500 rebate[2] off MSRP on 2019 LEAF Plus
+ up to $7,500 potential federal tax incentive[3]
Up to $10,000 in Total Savings!
Additional state and local benefits may also be available![3]

More Range, More Power, More Confidence

Join us in making a difference.

As part of our effort to accelerate electric vehicle transportation alternatives throughout the United States, Nissan North America, Inc. is offering eligible employees and customers of Alliant Energy, Madison Gas and Electric, Minnesota Power, Touchstone Energy, We Energies, Wisconsin Public Service, WPPI, and Xcel Energy a special opportunity to purchase the 100% electric Nissan LEAF®. Take advantage of these special rebate offers[2] and potential federal, state, and local benefits[3] that may be available to you!

How to get this exclusive offer:

Simply bring to your participating Nissan dealership (i) a copy of this flyer, (ii) proof of eligible residency, and (iii) your current monthly electric bill or current proof of employment with one of the aforementioned utilities.[2] Must be presented at the time of purchase. This exclusive offer expires September 30, 2019.

See your local participating Nissan Dealer for complete details: NissanUSA.com/nissandealers

We Energies

8 fleet cars

- Meter maintenance
- Engineering site visits
- Employee pool cars

SHARED MOBILITY IN MILWAUKEE

Impulse Car Share

- LEAFs located at multi unit dwelling locations
- Offered as an amenity to tenants
- Customers rent car by the minute
- Reserve, unlock and start the car with the app (keyless rental)

V2X Overview

What is "V2X?"

V2X = *Vehicle-To-Anything*

Transportation

Power

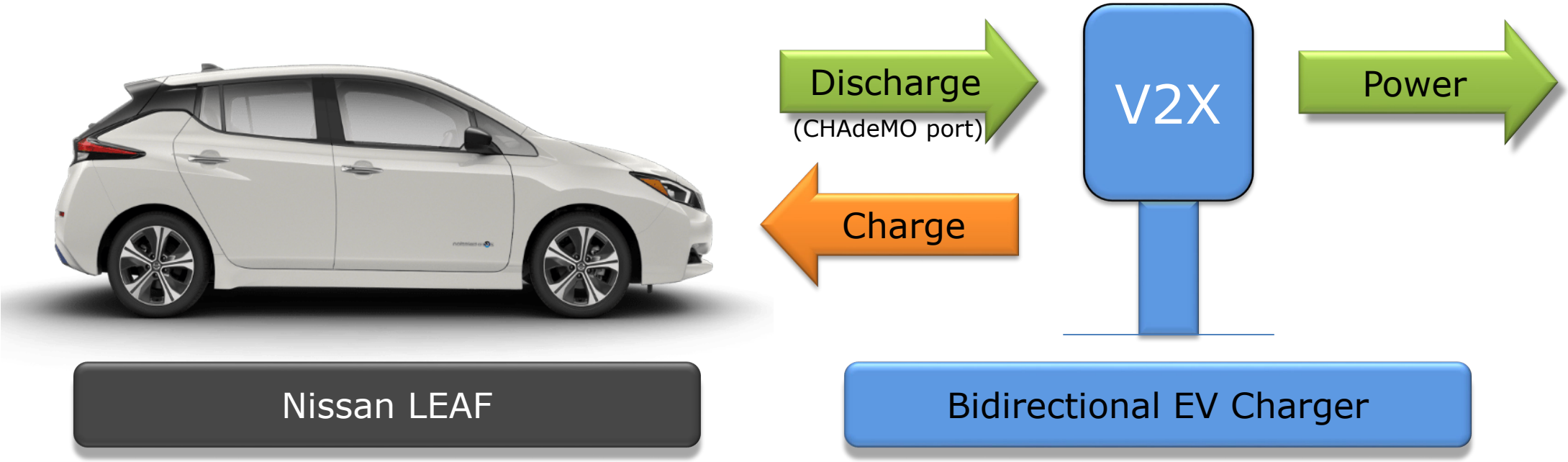
- Homes
- Buildings
- Grid
- Loads

Nissan LEAF = "Energy Source"

EVs aren't just for driving anymore!

V2X Overview

How does V2X work?



Nissan North America V2B Pilot Program

The V2B pilot is a test of both technology and business viability of demand-charge management.

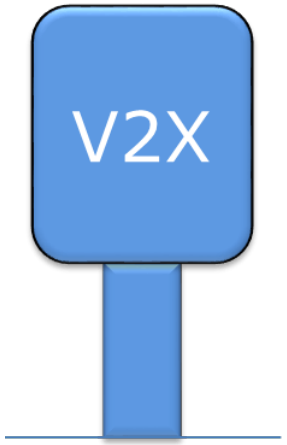
Nissan LEAF
(Transportation *and* Energy Storage)

Bidirectional Charger
(Charges and Discharges LEAF)

① Charger can either *charge* LEAF…

OR

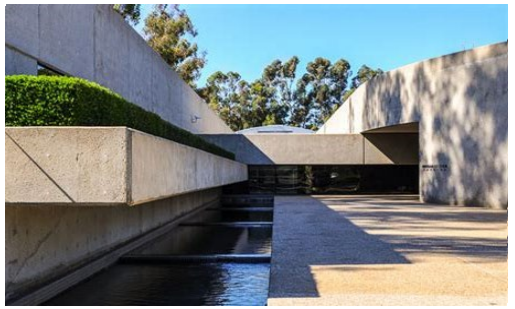
…② pull energy from LEAF.



If ②, LEAF can help power building during peak periods.

Nissan Pilot Locations (2)

Nissan North America Headquarters
Franklin, TN



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