



Nissan makes 100% electric mobility a mass market reality

- A feat in electric vehicle engineering, registration of Nissan LEAF models has now reached 100,000 units in Europe
- Over 37,000 new Nissan LEAF cars ordered in Europe in less than 8 months
- One new Nissan LEAF car sold every 10 minutes across Europe

Paris (June 4, 2018) – Nissan is celebrating the 100,000th delivery of the LEAF car this month in Europe, in a move hailed as a victory for electric mobility. Globally, over 320,000 Nissan LEAF have been sold, making it the most sold EV in the world.

Susana de Mena, of Madrid, milestone buyer of the 100,000th LEAF said, "I've spent 2 years trying to find an electric car. I knew it would be a Nissan!

When I saw there was a brand-new model of the LEAF, there were no doubts in my mind it would be the perfect fit. My husband and I agreed that the quality, price and specification made it second-to-none.

We are very conscious that we must respect and protect the environment, so we knew we'd want to go 100% electric. On top of this, an electric car lets us get to the very centre of Madrid when ordinary vehicles can sometimes be restricted due to pollution issues."

Combining sales of the new Nissan LEAF and previous LEAF models, the 100,000 customers across Europe have helped propel the Nissan LEAF to the position of best-selling EV in the world.

With now more than 37,000 new LEAF ordered in Europe, one new Nissan LEAF is sold every 10 minutes in Europe to customers looking to switch to innovative and zero-emission technology.

The new Nissan LEAF is the first Nissan model in Europe to feature Nissan's ProPILOT and ProPILOT Park technologies. The new Nissan LEAF is also equipped with e-Pedal, which allows drivers to start, accelerate, decelerate and stop – simply by increasing or decreasing the pressure applied to the pedal.

Gareth Dunsmore, Electric Vehicle Director, Nissan Europe, explained, "For us it's no surprise that the Nissan LEAF is the world's best-selling electric vehicle. We have been developing our electric vehicle mass-market offering for longer than any other brand and are proud to bring an affordable, visionary car to customers across Europe. In less than 10 years, we managed to make electric vehicle a mass market reality. This milestone proves once again that our Nissan Intelligent Mobility vision is embraced by our customers who believe in a more confident, more exciting, and more connected future."

European Nissan LEAF customers have now driven over 2 billion kilometres and saved over 300,000 tonnes of CO₂. They also boast a 92% customer satisfaction rate – more than any other Nissan model.

Much more than just a 100% electric vehicle, the LEAF is a whole new driving experience, designed to move people with greater exhilaration, confidence and connection to the world around them. The LEAF is the embodiment of Nissan Intelligent Mobility, helping to pioneer a future which brings together intelligent power, intelligent drive and intelligent integration. For more information, visit <https://www.nissan.co.uk/vehicles/new-vehicles/leaf/intelligent-mobility.html>

ABOUT NISSAN IN EUROPE

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 17,000 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last year Nissan plants in the UK, Spain and Russia produced more than 640,000 vehicles including award-winning crossovers, commercial vehicles and the Nissan LEAF, the world's most popular electric vehicle. Nissan's Intelligent Mobility vision is designed to guide Nissan's product and technology pipeline and this 360 degree approach to the future of mobility will anchor critical company decisions around how cars are powered, how cars are driven, and how cars integrate into society. Nissan is positioned to become the most desirable Asian brand in Europe.

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