



## New Nissan LEAF wins first international award

**NEW YORK** (Nov. 9, 2017) – The new [Nissan LEAF](#) has taken top honours at the CES (Consumer Electronics Show) annual CES Unveiled ceremony, presented by the Consumer Technology Association.

With the announcement of the Best of Innovation award winners for 2018, before a crowd of tech industry experts in New York, the all-new, zero-emission Nissan LEAF won its first major international award. Nissan is aiming for many more to come.

As confirmation of Nissan's leading investment in innovation, the Nissan LEAF 100% electric vehicle with ProPILOT (known as ProPILOT Assist in North America) and e-Pedal technologies took the following honours:

- CES Best of Innovation award winner for Vehicle Intelligence and Self-Driving Technology
- CES honoree for Tech for a Better World

Each year, the Consumer Technology Association announces its CES Best of Innovation award winners as part of the buildup to the January CES in Las Vegas. Nissan and the association will put on a special display of the new Nissan LEAF at the 2018 show.

"It is a great honour to have this early and important recognition for the new Nissan LEAF," said Daniele Schillaci, Nissan's executive vice president for global marketing and sales, zero-emission vehicles and the battery business, and chairman of the management committee for the Japan/A&O region.

"This award recognises products and technologies that benefit people and the planet, so it is fitting that the new LEAF has been honoured. It is more than just a car. It is the icon of Nissan Intelligent Mobility, our vision to move people to a better world."

The new Nissan LEAF brings a compelling package of everyday-useful innovations and technologies to more people worldwide than any electric vehicle has done before. The car is helping make the world a better place not only through innovation, but also through accessibility to more people. Additional capabilities such as vehicle-to-home and vehicle-to-grid integration (availability depending on market) help owners know they can waste less and give back more.

The new Nissan LEAF is on sale in Japan and will be arriving at Nissan dealers in the U.S. and Canada over the next two months.

In Western Europe production starts in December 2017 and goes on sale from February 2018.

**-ENDS-**

**About Nissan Motor Co., Ltd.** Nissan is a global full-line vehicle manufacturer that sells more than 60 models under the Nissan, INFINITI and Datsun brands. In fiscal year 2017, the company sold 5.77 million vehicles globally, generating revenue of 11.9 trillion yen. On April 1, 2017, the company embarked on *Nissan M.O.V.E. to 2022*, a six-year plan targeting a 30% increase in annualized revenues to 16.5 trillion yen by the end of fiscal 2022, along with cumulative free cash flow of 2.5 trillion yen. As part of *Nissan M.O.V.E. to 2022*, the company plans to extend its leadership in electric vehicles, symbolized by the world's best-selling all-electric vehicle in history, the Nissan LEAF. Nissan's global headquarters in Yokohama, Japan, manages operations in six regions: Asia & Oceania; Africa, the Middle East & India; China; Europe; Latin America; and North America. Nissan has a global workforce of 247,500 and has been partnered with French manufacturer Renault since 1999. In 2016, Nissan acquired a 34% stake in Mitsubishi Motors. Renault-Nissan-Mitsubishi is today the world's largest automotive partnership, with combined sales of more than 10.6 million vehicles in calendar year 2017.

For more information about our products, services and commitment to sustainable mobility, visit [nissan-global.com](http://nissan-global.com). You can also follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) and see all our latest videos on [YouTube](#).

### About Nissan in the UK

- Nissan Sunderland Plant produces the Nissan Qashqai, Juke, Infiniti Q30 and the 100% electric Nissan LEAF
- Production of lithium-ion batteries for electric vehicles began in 2012
- Total plant volume since 1986 stands at more than 9 million units with 80 per cent of production exported to over 100 markets worldwide
- Total investment made and announced since then is over £4.0 billion
- 507,436 units were produced at Sunderland plant in 2016
- Employment in Nissan's UK design studio (Paddington, London), technical centre (Cranfield Bedfordshire), manufacturing plant (Sunderland, Tyne and Wear) and sales and marketing operations (Maple Cross, Hertfordshire) now totals more than 8,000.
- A further 28,000 jobs in Nissan's UK supply chain and 4,000 in its UK dealer network takes the total British jobs supported by Nissan to more than 40,000

### 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 660,000 vehicles including award-winning crossovers, commercial vehicles and the Nissan LEAF, the world's most popular electric vehicle. Pursuing a goal of zero emissions and zero fatalities on the road, Nissan is leading the field with its vision of Intelligent Mobility. Designed to guide Nissan's product and technology pipeline, 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.

<http://www.newsroom.nissan-europe.com>

For further details please contact.

**Jackson David**  
Tel01923 899933  
[david.jackson@nissan.co.uk](mailto:david.jackson@nissan.co.uk)

**Vizor Dominic**  
Tel01923 899938  
[dominic.vizor@nissan.co.uk](mailto:dominic.vizor@nissan.co.uk)

**Bayntun Martin**  
Tel01923 899932  
[martin.bayntun@nissan.co.uk](mailto:martin.bayntun@nissan.co.uk)

<https://newsroom.nissan-europe.com/uk>