

Dispelling Myths and the Future of EV

Chris Brown – Lookers Nissan the new name for Benfield



AGENDA

A little about Nissan

The challenge of selling electric vehicles

Range fear

Where are we now?

The future of EV



NISSAN IN THE UK

500,000+ * cars



Export to 140 countries



1 in 3 UK-built vehicles are Nissan



2 vehicles built every minute

4 jobs in supply chain for every job at NMUK



£3.5bn total investment since 1984





The challenge of selling electric vehicles

Customer awareness and Workplace Promotions

Confusion about charging

People think don't own all the car you have to pay extra for the battery

If I listen to the radio will I have less range available?.

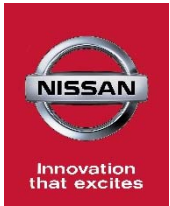
What happens if I run out of charge?

Electric cars are slow and lack performance!



Range fear

- Drivers are used to seeing over 400 available miles when they fill a tank.
- When the red light comes on your car your fuel range is usually showing 40-50 miles
- For these reasons we are trained to think we need huge mileage available to us on a daily basis. And having 50 miles available is a problem.
- The average daily UK usage is 26miles per day
- The Nissan leaf has a realistic range of 120 miles on a single charge
- With a single 30 minute rapid charge that gives you a daily range of 216 realistic miles which is more than enough to cover the average user.
- Once someone runs the battery low and gains trust in the vehicle the range fear becomes a thing of the past.

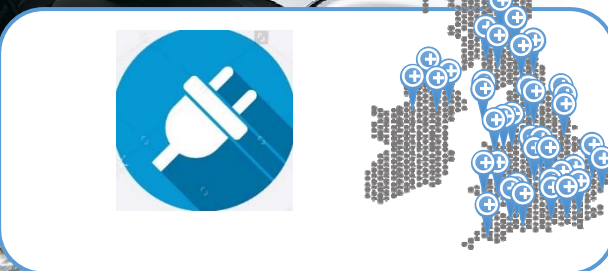


Where is Nissan now?

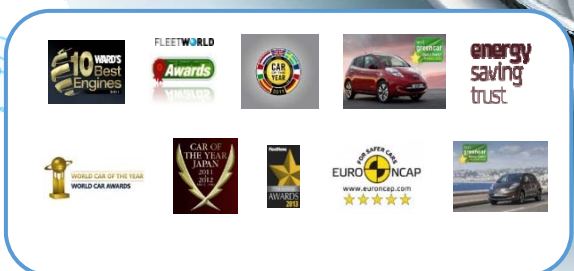
WE ARE EV LEADERS



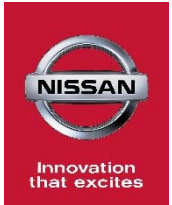
INFRASTRUCTURE



51 EV AWARDS ACROSS EUROPE



WE WILL CONTINUE TO INNOVATE WITH EV



SUSTAINED EV MARKET GROWTH

FY11 TIV

**Pure
EV:
1,247**

**Alternative Fuel:
24,035**

FY15 TIV

**Pure
EV:
11,341**

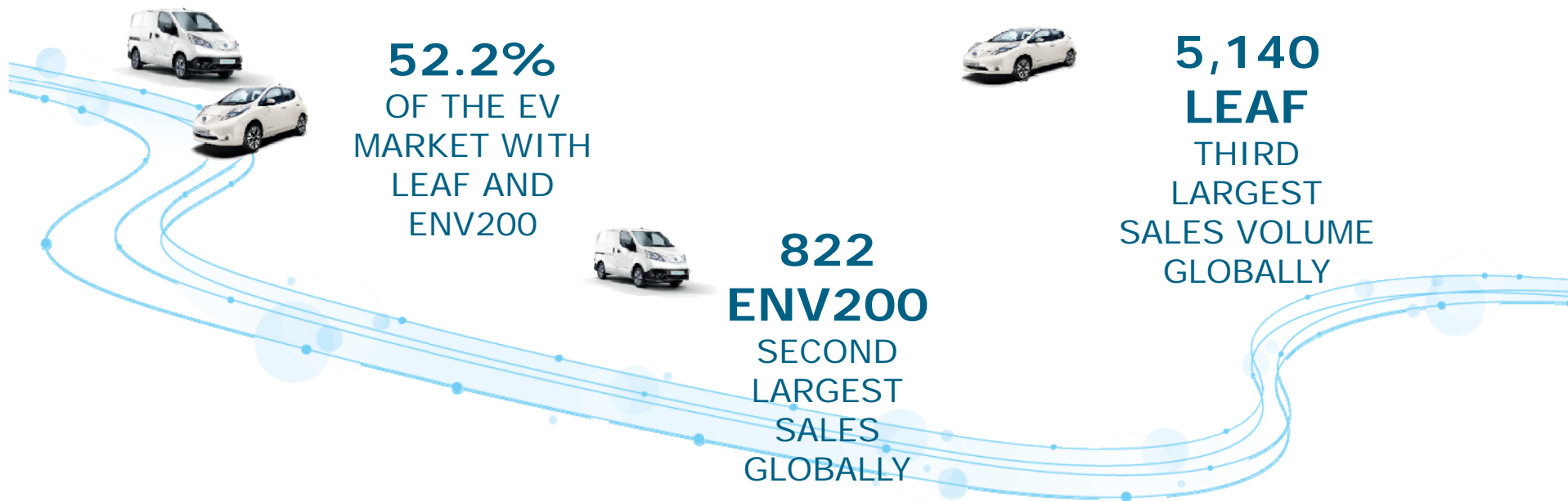
**Alternative Fuel:
78,610**





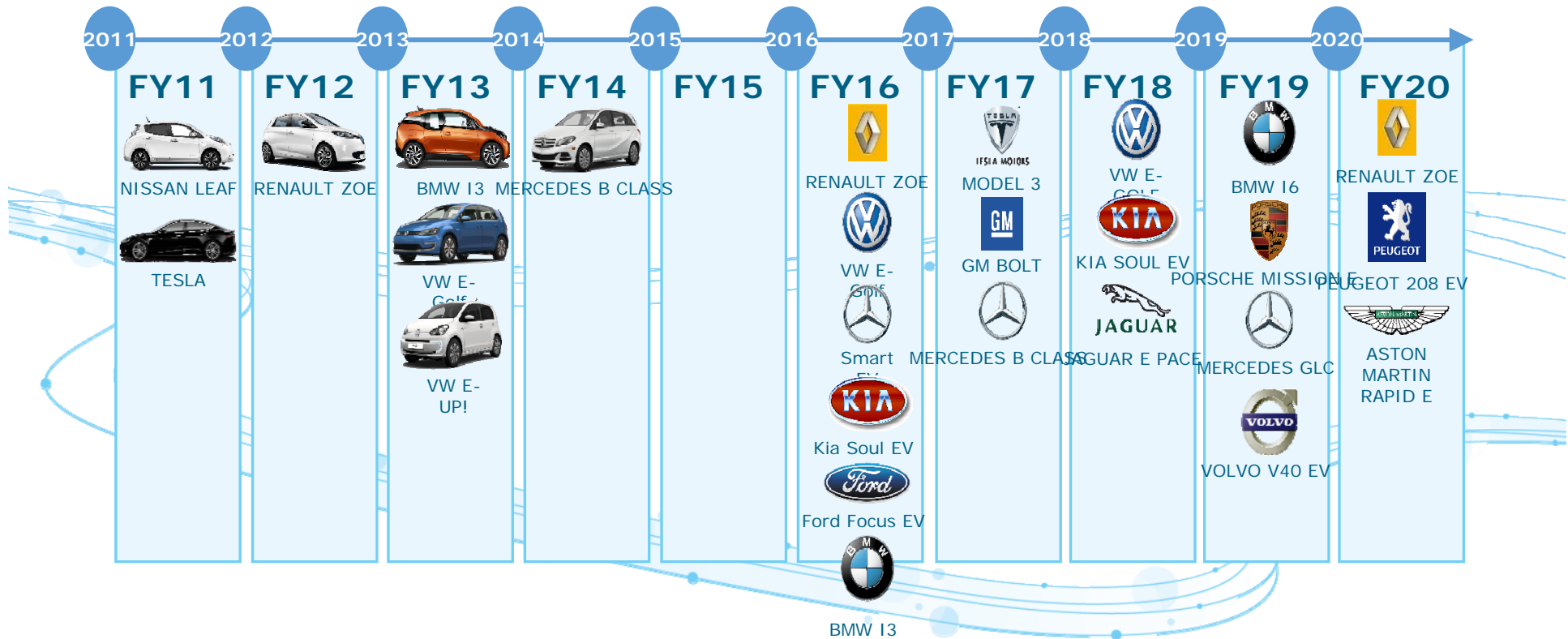
CONTINUED EV SALES SUCCESS

RECORD SALES YEAR FOR EV IN FY15 AT NMGB





LEAF COMPETITION & EVOLUTION



**THANK YOU,
WE WELCOME ANY QUESTIONS**

