



Innovation
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Zero Emission

California Energy Commission

DOCKETED

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TN 73577

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ZEV Summit

Nissan Zero Emission Action Plans



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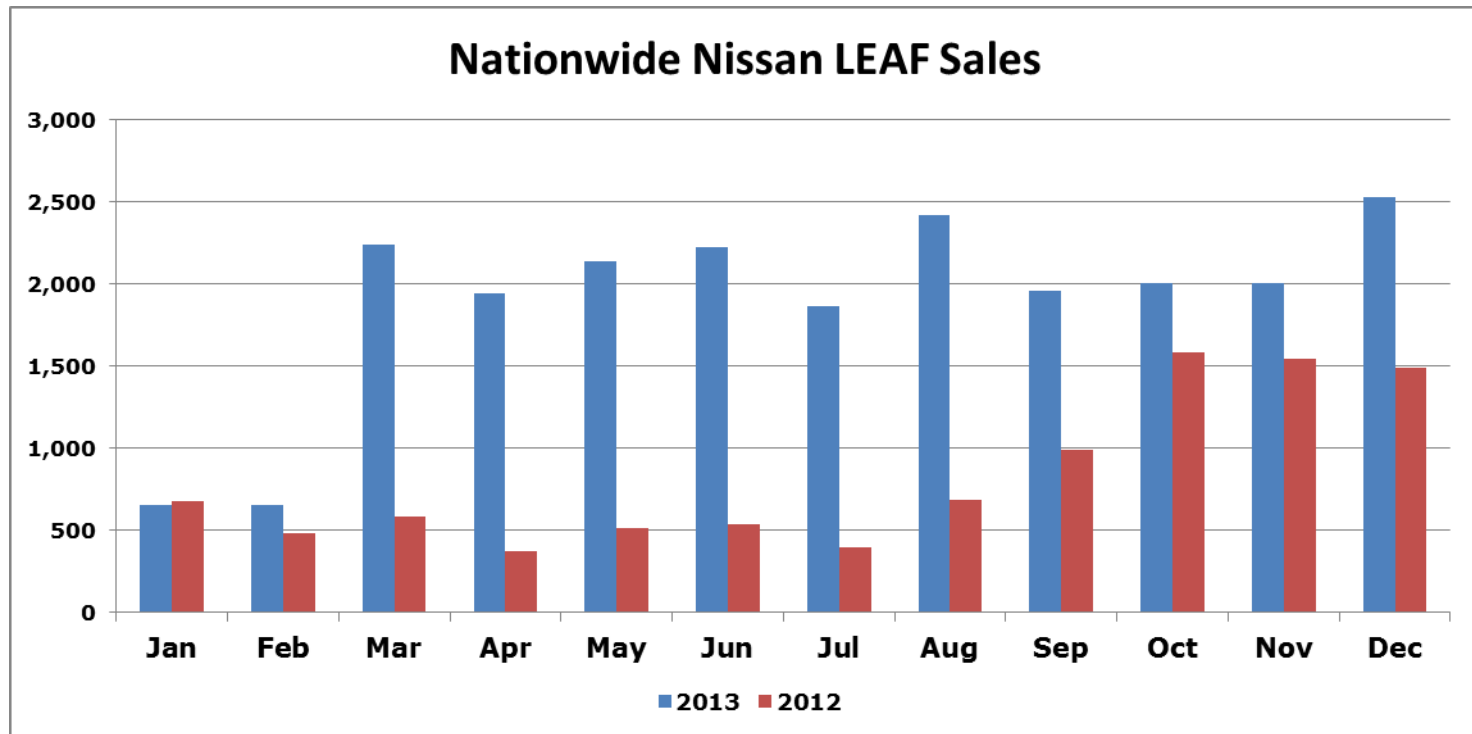
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Zero Emission Sales Leadership

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Top 10 LEAF Markets CY13

- | | |
|------------------|---------------|
| 1. San Francisco | 6. Honolulu |
| 2. Atlanta | 7. San Diego |
| 3. L.A. | 8. Sacramento |
| 4. Seattle | 9. Nashville |
| 5. Portland | 10. Denver |





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100% Electric Vehicle Consumer Adoption Triggers

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- Vehicle incentives
- Single occupancy HOV Lane access
- Free Tolls
- Free Parking
- EV Infrastructure - public and workplace



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EV Education & Outreach

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- Establish and sustain relationships with **Fortune 500 companies, Universities & Government across the US**
- Town halls and Nissan LEAF campus ride & drives
- EV workshops/lunch and learns
- Provide employees with preferred 2013 Nissan LEAF pricing
- Support workplace charging across employer facilities
 - Compliment an existing plan, enhance plan or help develop a plan
 - Nissan agnostic with EVSE equipment and primary goal is fulfill Company/Host site wish list
- 5 Business Development Managers across the country supporting this initiative





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EV Infrastructure Focus

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Home

- LEAF owners ~60% with Home Chargers
- Fewer owners needed assistance with home charging solutions



Workplace

- Partner with liked-minded organizations focused on Clean Transportation to further EV adoption with employees & faculty



Public

- Large planned DCQC presence in:
San Francisco, Portland , Los Angeles,
Seattle, Nashville, Dallas, Houston,
Washington, D.C.



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EV Fleet Applications

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Microsoft

- ❑ Shuttle service

SAP

- ❑ Security & shuttle service

Google

- ❑ Gfleet - EV car sharing fleet
- ❑ Nissan DCFC supporting LEAF fleet

Kara Cupcakes

- ❑ Delivery vehicle

Public Fleets – Municipal Lease

- ❑ City of Sacramento
- ❑ City of Seattle
- ❑ King county
- ❑ City of Olympia
- ❑ ...just to name a few!



eNV200 U.S. Pilot Program





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Questions? Comments?

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