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CEO Message

Sustainability is at the heart of our business and central to the trust placed in our company by customers, employees, suppliers and partners alike. I am proud of the actions we are undertaking to drive long-term value to our stakeholders.

Nissan is a purpose-led business, aiming to enrich people’s lives through innovations and make a positive impact on society through products, technologies and services that lower emissions, enhance automation, improve safety and contribute to a more sustainable planet.

This commitment is embodied in Nissan Ambition 2030, our long-term vision, seeking to make Nissan a truly sustainable company that “Does what others don’t dare to do”. Nissan Ambition 2030 continues to build on the progress achieved in our ongoing Nissan NEXT transformation plan. Through these plans, we aim to realize a “Cleaner, Safer, and more Inclusive Society”.

As CEO, I am committed to delivering on our ambition, including our goal to become carbon neutral across the life cycle of our products by fiscal 2050. This goal builds on our programs to reduce emissions and provide electric vehicle technologies that benefit the environment over the last decade.



Together we empower mobility and beyond

Nissan Motor Co., Ltd.
 Representative Executive Officer,
 President and
 Chief Executive Officer
 Makoto Uchida

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Climate change is one of the most significant challenges faced by businesses globally. This is why we have placed electrification at the core of our long-term vision to achieve carbon neutrality, with plans by the early 2030s for every new Nissan vehicle offering in key markets to be electrified. In parallel, we are committed to introducing technologies to enhance safety. Increasing vehicle intelligence will support our goal of "zero fatalities", aiming to reduce the number of deaths from accidents involving Nissan vehicles to virtually zero.

As part of this effort, we recently announced the new driver-assistance technology using the next-generation LIDAR technology, which can dramatically enhance collision avoidance. We aim to complete the development of this technology by the mid-2020s, which will first be available on select new models, and on virtually every new model by fiscal 2030. We will also expand ProPILOT technology to over 2.5 million Nissan and INFINITI vehicles by fiscal 2026.

However, I know that Nissan cannot achieve its sustainability goals in isolation. Our Alliance with Renault and Mitsubishi Motors will enhance our sustainability strategy, sharing technologies, vehicle architectures and best practice in electrification to deliver shared benefits for our respective companies.

We continue to look at new strategies to collaborate with other innovative companies -- as well as with governments, partners and suppliers globally to push forward our goals in this area.

We must also empower our most important asset – our people. To do so, we aim to create an inclusive environment where every person at Nissan is encouraged and supported to reach their full potential. It takes time to evolve our corporate culture, but it is critical for our future to build an organization that is deeply valued by its people.

Diversity remains a source of competitiveness for the company and is one of our greatest strengths. I am committed to encouraging a diverse and inclusive workplace, which is both the right thing to do and a strategic priority. We have a zero tolerance policy to human rights violations stated in Nissan Human Rights Policy Statement and continue to take proactive efforts to mitigate risks in the supply chain across our global operations.

The key to achieving Nissan Ambition 2030 rests with our employees. Motivation and pride will be the main drivers that contribute to the company’s success and the need to adapt to industry disruption will place a high demand on workforce transformation.

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We will further foster a culture of innovation by ensuring every employee can play an integral role in driving sustainability and innovation efforts. All these initiatives are essential to our sustainable growth, as we prioritize the development of a corporate culture that empowers individuals and allows everyone to freely express their opinions and respect each other's views.

In addition to employee-engagement, we will continue to interact with all stakeholders to prioritize sustainability despite the significant headwinds that we are facing due to supply chain shortages and rising energy costs that are impacting our entire industry in a rapidly evolving economic environment.

These efforts will build on commitments including our participation in the United Nations Global Compact, which we endorsed in 2004, and the continued alignment of our business with the UN Sustainable Development Goals.

As CEO, I will strive for excellence in our sustainability agenda. We have an exciting year ahead and I am confident by continuing on our current trajectory we will achieve changes at scale that benefit customers, society and the planet.

