



Press Release

For immediate release

Nissan readies 2013 launch of the Nissan LEAF electric vehicle in Puerto Rico, without excise taxes

- *Zero emissions, Zero excise taxes; Puerto Rico joins select group of countries building a foundation for zero-emissions mobility by setting consumer incentives and promoting the creation of infrastructure.*
- *Puerto Rico is the first Latin American market where the Nissan LEAF will be sold.*

SAN JUAN, Puerto Rico (August 27, 2012) – Fourteen months after the company and the government of Puerto Rico signed a memorandum of understanding (MOU) to explore and foster the future introduction of electric vehicles in Puerto Rico, Nissan prepares the 2013 retail launch of the first and best-selling 100 percent electric vehicle (EV) in the world, the Nissan LEAF. With this step, Puerto Rico will become the first Latin American market where the Nissan LEAF is sold in retail showrooms.

More than 35,000 Nissan LEAF electric vehicles have been sold worldwide since its global launch in 2010, mainly in markets like Europe and the United States, where public and private organizations have partnered to drive consumer demand, build the necessary infrastructure and eliminate barriers to clean transportation. Key steps being taken in Puerto Rico are enabling Nissan's introduction of this new technology in the island:

- **Zero Emissions, Zero Excise Taxes** – The amendment of a law (INTERNAL REVENUE CODE FOR A NEW PUERTO RICO), signed by Governor Fortuño on August 23, eliminates import excise taxes (*arbitrios*) for electric vehicles, in recognition of their environmental advantages. When available in 2013, the Nissan LEAF will pay zero import tariffs.
- **Emergence of Charging Infrastructure** –The municipalities of Bayamón and Ponce have installed public charging stations. In anticipation for more favorable conditions for EVs in Puerto Rico, Nissan has installed charging stations in Cataño and Toa Baja. Also, public and private entities have installed charges in Carolina, Santurce and Río Piedras. Although most Nissan LEAF customers charge their cars at home and one full-charge is sufficient to drive approximately 100 miles, the emergence of a charging stations an encouraging step toward the proliferation of the technology.

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"Nissan made a conscious investment on zero-emissions mobility with a 100 percent electric car that has proven its quality under extremely different driving conditions around the world. We are proud to collaborate with some of the most progressive national, state and local governments - in terms of EV policies - which enable the arrival of the Nissan LEAF by following through on their environmental vision. Public sector partners, such as Puerto Rico, recognize their role, not just as supporters of green technologies, but as change agents that consider the practical conditions under which the future can be 'pulled forward' and realized today," said Bill Krueger, vice-chairman of Nissan Americas.

"Puerto Rico sets the bar in becoming the first Latin American market where the Nissan LEAF electric vehicle will be launched. This is the result of strong efforts that began with the signing of an MOU with the government in 2011 to explore zero emissions transportation on the island," said Ken Ramírez, managing director of Nissan Latin America & the Caribbean. He added, *"Today, Puerto Rico demonstrates leadership in establishing consumer incentives, in this case with the elimination of import excise taxes for electric vehicles."*

As preparation for the launch of the Nissan LEAF in 2013, Nissan and Motorambar have invested in specialized training for dealership sales and service teams so they are proficient in EV technologies in the short-term. This rigorous process entailed in-person training at the company's facilities in Smyrna, Tennessee.

About the Nissan LEAF

The Nissan LEAF was the first mass produced EV and has earned more than 30 awards including the European, World and Japanese car of the year 2011. More than 35,000 units have been sold globally since its introduction in December 2010, making Nissan LEAF the world's most selling electric vehicle. The AC motor develops 80 kW of power and 280 Nm of torque, enough for a maximum speed of 145 km/h. The electric motor is powered by a Nissan-developed laminated lithium-ion battery with an output of more than 90 kW. Recharging from empty to 100 percent takes eight hours with a normal charger and just 30 minutes from empty to 80 percent using a quick charger in optimal conditions. Nissan LEAF comes fully equipped with features like air conditioning and rear-view parking camera. North American production of the Nissan LEAF begins late 2012 and in Europe by early 2013.

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About Nissan Latin America and the Caribbean

Nissan Latin America and the Caribbean (NLAC) is a central regional office of Nissan Motor Company, Ltd., located in Mexico City and spanning 37 countries in the region. In 2011, NLAC generated sales of over 144,000 units and reached more than 10 percentage points of market share for the LAC region. For more information about Nissan in Latin America and the Caribbean and the complete line of Nissan vehicles, visit our website at www.nissanlac.com.

About Motorambar

Motorambar is Nissan's exclusive distributor in Puerto Rico. It is a subsidiary company of Grupo Ambar, headquartered in Santo Domingo, Dominican Republic. The company was founded in 1920 and started operations in Puerto Rico on September 1965 with the distribution rights for Nissan in Puerto Rico, US Virgin Islands and, later, for the West Indies. Motorambar currently employs 144 people and its dealer network is comprised of 15 showrooms. In May 2012, Motorambar opened its new corporate facilities with 15,000 square feet of office space and a parts distribution center spanning 53,000 square feet at the Westgate Industrial Park, Cataño, Puerto Rico.

About Nissan

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 248,000 employees globally, Nissan provided customers with more than 4.8 million vehicles in 2011, generating revenue of 9.4 trillion yen (\$US118.95 billion). With a strong commitment to developing exciting and innovative products for all, Nissan delivers a comprehensive range of 64 models under the Nissan and Infiniti brands. A pioneer in zero-emission mobility, Nissan made history with the introduction of the Nissan LEAF, the first affordable, mass-market, pure-electric vehicle and winner of numerous international accolades, including the prestigious 2011-2012 Car of the Year Japan and 2011 World Car of the Year awards.

For more information on our products, services and commitment to sustainable mobility, visit our website at <http://www.nissan-global.com/EN/>.

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