



NISSAN LEAF BACKS INTO THE FUTURE

Nissan LEAF sets a record at Goodwood

- **Nissan LEAF is the fastest car, over a mile in reverse**
- **Record set at Goodwood Festival of Speed – and then broken 5 times**
- **Record emphasises the car's simple yet robust technology**
- **Other thrilling Nissan innovations at Festival of Speed: Juke-R, GT-R Track Pack, LEAF NISMO RC, GT-R GT1 and new Juke Nismo**

Rolle, Switzerland (2 July 2012) – The multiple award-winning Nissan LEAF rewrote the record books this weekend. The Nissan LEAF has set a record as the fastest car over a measured mile (1.6km) in reverse.

Driven by professional stunt driver Terry Grant, the Nissan LEAF raced backwards up the famous Goodwood hillclimb course at the weekend's Festival of Speed, covering the distance in 1m 37.02s at an average speed of 88.5km/h (55 mph).

Having set the record on Friday, the opening day of the Festival, Terry went on to smash his time on Saturday and Sunday, shaving an amazing 26 seconds off Friday's time

Terry, who set a world record at last year's festival by driving a Nissan Juke up the hill on two wheels, says: "I had a great car at my disposal – with direct drive from the electric motor to its wheels, the Nissan LEAF can, in theory, go as fast backwards as it can forwards. There were times I wasn't sure I was coming or going. However, thanks to the LEAF's low centre of gravity – the batteries are an integral part of the car's floor – the car is extremely stable, no matter which direction it's traveling.

"The only complaint I have is slight neck ache from constantly looking over my shoulder!"

The LEAF Reverse Record is part of Nissan's ambitious social media-driven campaign, 'The Big Turn On', which is spreading the EV message across Europe using social media channels and aimed to get one million consumers switched onto electric driving, in just 100 days. The one million 'turn ons' target was achieved on the 21st June, 15 days ahead of the original target.

The Nissan LEAF Reverse Record was just one of a number of Nissan highlights at the Festival. The dramatic race-prepared Nissan LEAF NISMO RC raced against the clock (and in the correct direction) to set a hill record for electric vehicles. It was driven by current FIA GT1 world champion Michael Krumm, who also drove his 540hp GT-R GT1 racer up the hill. The newest production GT-R Track Pack took part in the Supercar Run, while the stunning Juke-R – a GT-R in Juke's clothes – also wowed the crowds.

And sticking with the Juke theme, Festival go-ers were treated to a sneak preview of the Juke Nismo, a hot crossover created by Nissan's performance arm, which reaches the showrooms in early 2013.

For more information:

www.The-Big-Turn-On.com

Ends

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 (\$118.95 billion US). 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.

About Nissan in Europe

Nissan has one of the most comprehensive European presences of any overseas manufacturer, employing more than 14,500 staff across locally-based design, research & development, manufacturing, logistics and sales & marketing operations. Last year Nissan plants in the UK, Spain and Russia produced 677,000 vehicles including mini-MPVs, award-winning crossovers, SUVs and commercial vehicles. Nissan now offers 24 diverse and innovative products for sale in Europe today, and is positioned to become the number one Asian brand in Europe.

About the Nissan LEAF:

The Nissan LEAF was the first mass produced EV winning the European, World and Japanese car of the year 2011. More than 32,000 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% takes eight hours with a normal charger and just 30 minutes from empty to 80% using a quick charger in optimal conditions. Nissan LEAF has been awarded five stars in the tough Euro NCAP tests, making it one of the safest cars on the road. Nissan LEAF comes fully equipped with air conditioning, satellite navigation, rear-view parking camera. European production of the Nissan LEAF will start at Sunderland in early 2013.

About The Big Turn On:

The Big Turn On is a 100 day campaign to demonstrate the benefits of electric vehicles, and to bust the myths that surround them through online influencers, owners, and celebrities. The influencers compete to turn the most people on to electric driving for their city, and the top influencer in each country can win a Nissan LEAF. The most turned on city after the 100 days will win 30 Nissan-designed Quick Chargers, capable of replenishing a Nissan LEAF battery to 80% charge in 30 minutes or less. The campaign is based online with outlets on Youtube, Facebook and the online hub at www.the-big-turn-on.com