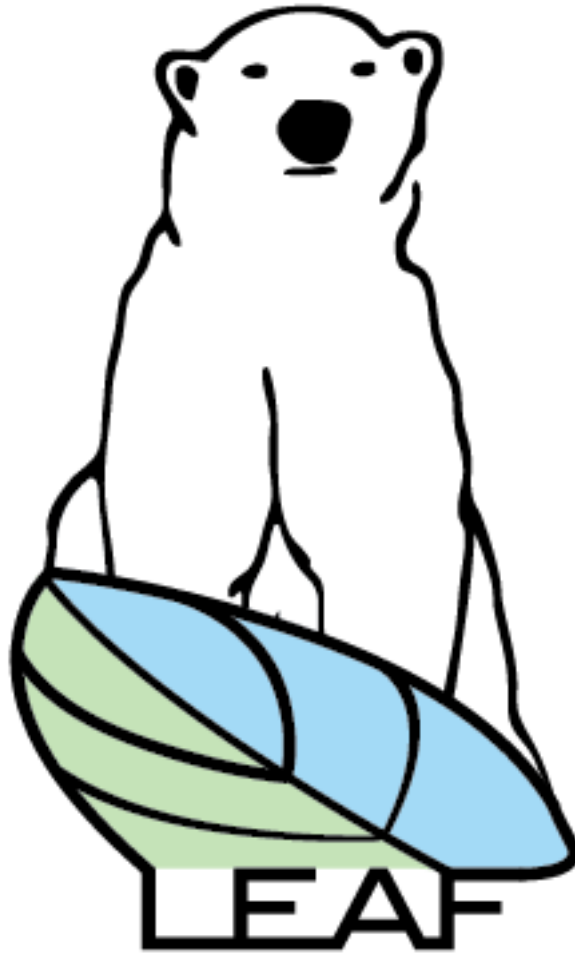


NISSAN LEAF U.S. MARKETING PLAN



MIKE PASLEY

INTRODUCTION:

The Nissan leaf is revolutionizing how the world gets from point A to point B. No tail pipe, no emissions and no gas, just a plug. Consumers will find there will be no major changes to their driving habits with its 100 mile range and easy charging. The charging infrastructure for electric vehicles will be improved in the coming year and technology has advanced so that electric vehicles can sustain themselves in everyday driving. Our marketing plan will narrow down consumers and find our niche in the new category of EVs and guarantee long-term sales, immediate awareness, and ensure excellent positioning.

STRENGTHS:

Zero-emissions vehicle - The Leaf isn't a hybrid car, it's completely electric, it has no gasoline or diesel powered engine to supplement for power. Electric vehicles (EV's) utilize no fossil fuels, so there are no emissions whatsoever.

Instant power - Electric motors produce 100% of their torque at zero RPM. This results in instant acceleration with no lag.

Quiet ride - Since electric cars don't have conventional fossil fuel engines, they run smoother and quieter. At low speeds, electric vehicles are virtually silent.

Streamlined construction, less repair - The engine system for EV's is simple. Compared to regular automobile engines, EV engines have less moving parts, which translates to fewer visits to a garage for repairs over the life of the car as there are fewer things to break.

Tax credit - Buyers should be able to take advantage of a tax credit in 2011 up to \$7,500 from the government for purchasing a new alternative vehicle.

WEAKNESSES:

Limited traveling radius - The Leaf has a higher mileage range than most EV's at 100 miles, however that is only a fraction of what our traditional vehicles can travel on a tank of fuel.

Charging - EV's require charging after use. While this may seem simple and straightforward, if you live in an apartment or don't have a garage or a place where you can plug in to a 220 volt outlet, charging your EV can be a problem. Additionally, the average charge on household outlets is 6 hours.

Battery price- Although Nissan offers a battery lease, the total price still amounts about \$7000.

Less powerful - Electric cars have less power than cars with fossil fuel engines. Although EV's have fast acceleration--they have maximum torque from zero rpm. However, the Leaf tops out at over 80 mph, not a speed demon by any stretch of the imagination.

OPPORTUNITIES:

Charge grid- There are firms in select cities currently investing in charge stations to make the roads able EV friendly.

Cost of fossil fuels- The rising cost of fossil fuels is a concern for everybody. The LEAF prevents you from ever visiting the pump again.

Go green- There is an obvious shift occurring in our society to become more ecofriendly and the LEAF is an obvious fit with zero emissions made from many recycled materials.

THREATS:

Consumer Faith – EVs have failed in the past and the public may be a little apprehensive to put their faith in them once again.

Gas cars- People will still be purchasing gas powered cars and they have the ability to travel much longer distances.

Hybrid Cars- Just as EV technology has improved, so has hybrid technology. The new generations of the Honda Insight and Prius have been receiving a lot of praise.

Other EVs- The Nissan LEAF is the only fully electric vehicle that will be available mainstream for a year or more. The Chevy Volt is the next closest innovation that uses a gas-powered generator to power the electric motor after the first 40 miles of use. Both cars will create nearly 100% of what we will consider a new platform of Electric Vehicles (even though Volt is not considered Zero-Emission.) Other cars to be released in the US worth noting:

Ford Focus BEV (US 2012)

DiamlerChrysler Smart Fourtwo EV (US 2012)

Honda Fit EV (US 2012)

Toyota Rav4 EV (US 2012)

Tesla Model S (US 2012)

Mitsubishi i miEV (US 2011)

CONSUMER EVALUATION:

Market segmentation analysis- Because of the release of the Chevy Volt, the EV Market has been split. One look at both cars and their marketing will tell you that different people will be driving them. Women make the car purchasing decision more than men, so our customers will be primarily women, fairly wealthy, intelligent, style setting and generally politically liberal. They must be receptive to new technology and a little bit trendy.

Target market – VALS survey will place our customers as Thinkers and Innovators. Thinkers are well educated and informed of current situations. Innovators tend to grasp new technology and set trends.

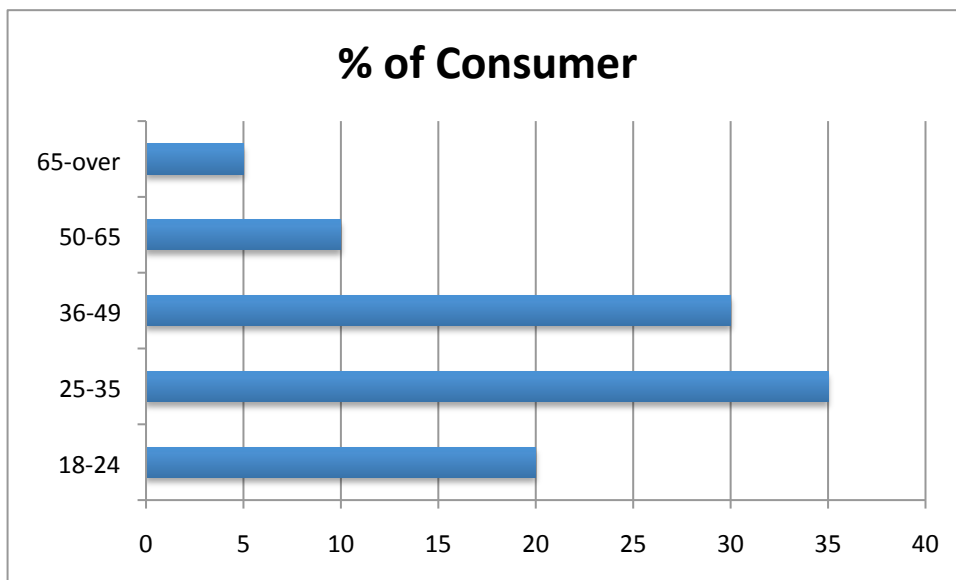
Positioning- The LEAF will be positioned as the number one electric vehicle in consumers mind. We will be the first one, so that perception will be fairly easy to accomplish. The name and logo will help encourage the name to stay in the mind of viewers.

Geographic- Charging Infrastructure has began in the following places: Phoenix (AZ), Tucson (AZ), Los Angeles (CA), San Diego (CA), Portland (OR), Eugene (OR), Corvallis (OR), Salem (OR), Seattle (WA), Nashville (TN), Knoxville (TN), Chattanooga (TN), Dallas/Fort Worth (TX), Houston (TX), and Washington, DC. Those cities will be expanded to all large urban areas in the following years.

Gender-Mostly female-Females are more likely than men to support green activities such as buying an eco-friendly car. We also see our product as a car that a parent might purchase for their child. We are hoping the Volt to have a strong presence with Males, making this positioned with women, a considerably larger consumer base for EVs

Ethnicity- With the location the leaf is being released first, the Hispanic market is definitely projected to be a common customer. Asian consumers will also be a target given it is a Japanese vehicle and also the Asian consumer also tends to be tech savvy, making them likely EV consumers.

Age- Although it's not impossible to think somebody in their 70's will purchase the vehicle, it is reasonable to believe that EVs will be embraced more largely in younger generations.



COMPETITOR EVALUATION:

The Nissan LEAF will be the only truly electric vehicle available mainstream for about a year. Competitors include: gas powered vehicles, hybrid vehicles, electric vehicles, bicycles and public transportation. The Chevy Volt will be its number one counterpart until other fully electric vehicles come out in late 2011 and throughout 2012. The Volt and LEAF will be marketed to very different consumers.

MARKETING GOALS:

-Increase awareness within one year to 100% of consumers that EV technology has improved.

An important step in gaining further demand in EVs, especially since they have failed before.

-Enhance perception of superiority over Volt within 4 months.

This will place us number one in consumer perception. Prius was successful by doing this with hybrid vehicles and it has stayed with them almost 10 years later.

-Double pre-order sales by year-end

19,000 early adopters have already preordered the LEAF. By year end we want to continue to grow that to the rest of the early adopters and begin sales to the early majority.

-Work to make 100% of large urban areas sustainable for electric vehicles in 2.5 years

Working with organizations that provide charging services and improve the energy grid so the infrastructure can handle all electric vehicles.

ADVERTISING OBJECTIVES:

Current TV spots are heartwarming and effective, but television isn't the best medium to narrow down to selected markets. We need to find physically active outdoors type people (cyclist, hikers, runners, gym-goers), eco-friendly customers (currently buying hybrids, shopping at organic food stores, biking to work, drinking from Nalgene bottles), technology buffs who love setting trends (Mac owners, early adopters and Innovators), and Mothers (looking for fuel efficient alternatives, buying vehicles for their kids, buying family friendly vehicles). PR connections can be well made through social media, but using another organization to improve consumer perception of EVs as a whole could be the most effective strategy given our perception positioning goals. It is also important to be wary of when we doing majority of our spending. During winter months, marketing a small electric vehicle is not practical in many locations; so holding off on advertising will save a lot of wasted advertising dollars. The spring is also a common time for consumers to buy new cars, and will be the ideal setting for an EV.

CREATIVE STRATEGY:

Current creative strategies by Nissan are very effective. The TV spots are heartwarming and their Youtube channel is very effective. Our print ads will emphasize eco-friendly in some situations, money saving in other situations, plus improved technology and practicality. It should be our goal to make consumers understand that no major changes need to be made to driving habits. Discussions of tax incentives and price should be left at the dealership level, and Nissan should focus on the quality and practicality of the car, which will expand the car's equity from the top down.

MESSAGE STRATEGY

For now, EVs are in their early stages so resulting prices are a little high. We expect this to be adopted by consumers much like a new electronic device like what is currently happening with Tablet Computers and 3D Televisions. The innovators adopt first because they have the wallet to do so and there is a degree of status involved with owning new technology. Next will be the early adopters who buy the car because they believe in it. We understand that these are important psychographics to capture; however these consumers do not need to be coaxed as aggressively. Sales will reach their peak with Early and Late Majority consumers, so it is important to influence those who may be apprehensive about EVs or don't believe that it's the right choice.

Most consumers are more worried about saving their wallet rather than the planet when purchasing a vehicle. Tax Incentives for these cars exist, and the savings on gas is extraordinary. Because of that, making the consumer feel as though they are saving the planet may not be the only unique selling proposition they are looking for. Not to mention the added constrain on our electrical grid could lead those who doubt the technology to raise their voice.

We need to target our message to build trust in EV's, and inform the customer it is a state of the art vehicle that everybody will be driving in the future. It's a five-seat vehicle for the family, practical for most people. We need to remove any perception customers already have about electric vehicle and make the LEAF and make it recognized as the number one electric vehicle in consumer's minds, just as the Prius has done with hybrid vehicles.

EXECUTIONS:

Partnership with ECOtality:

ECOtality is a firm working to improve charging infrastructure for electric vehicles. They have been working in key locations to add charge stations and create a positive image around EVs. Their current EVProject will be supported financially but both of our research departments should work together to cater needs of Nissan and ECOtality, but

also that of the customer. ECOTality will provide a platform for EVs to be covered in the media through news stories, engineers appearing on talk shows etc. This sponsorship though ECOTality will include:

- Nominate a friend car giveaway: We donate 30 LEAF's to ECOTality for a giveaway. People nominate a friend who has made a positive eco-friendly impact to their community. This will put our cars in the hands of opinion leaders and provide a positive image for Nissan.

- Economic support and co-branding at charge stations. Charge stations will be placed promotionally at sporting events and concert venues, but also anywhere charging stations will be needed through urban and suburban areas.

- Series of TV spots and other advertising materials. Ideally feature celebrities known for making positive contributions (George Clooney, Leonardo Dicaprio, Matt Damon, Tom Hanks etc.) or willing to do it for free.

- Cross Country Excursion: A team of employees travel coast to coast in Nissan Leafs, partly as a publicity stunt to prove its practicality. The team will make stops throughout communities, visiting high schools, colleges, news outlets etc. to show off the cars and discuss the importance of electric vehicles.

Zipcars

It would be beneficial for the LEAF to become one of many cars incorporated with Zipcar. Zipcar is a rental car service, which offers cars to be rented at a low hourly rate. They are located in cities, businesses and college campuses. It offers a great way for people to be exposed to the LEAF. People using the Zipcar service are essentially test-driving the cars without even realizing it. This is an important step for consumer adoption. Once the consumer gets inside and tries it, they will realize it is no different than driving a gas powered vehicle.

Rental Car Companies

As mentioned earlier, getting people in the car is an important step to gain acceptance in the market. Rental car customers may also perk up when they discover they will not need to pay for gas.

Test Drive Giveaway

Nissan is a sponsor of Lance Armstrong and Team RadioShack. A Team RadioShack cycling jersey giveaway is a great way to get people to test drive the car and tell their friends about it. This will attract cyclists, RadioShack fans and Lance Armstrong supporters. All of which fit into a good consumer niche for the LEAF.

Company Vehicle incentive

Provide economic incentives to businesses who wish to purchase several for employee company vehicles.

MEDIA RECOMMENDATIONS AND BUDGET:

United States Marketing Budget:

Ecotality-40%-We believe that this will be very beneficial to long term advances and awareness with the Nissan Leaf. As mentioned before, current marketing is solid and it is to late to change at this point. ECOtality backing is an important public relations strategy so a lot of time and effort will be spent here.

Print-10%-We want to reach specific targeted consumers through magazines such as Motor Trend, Car and Driver, Reader's Digest, Money magazine, Home and Garden etc. Here are examples to be strategically placed in outlets that will appeal to the different interests found in opposing magazines and journals on proceeding page.

Internet/Social Media- 3%- We feel that many consumers will actively discover us through these mediums such as Facebook, Twitter, Youtube etc. We will target consumers with banner ads as well. The Nissan leaf website is also included here.

Television-27%- We want our commercials to air in the early mornings or late evenings when most of our consumers will be home from their place of employment. Current TV spots should continue to appear.

Promotional Strategies-10%- Zip cars, rental cars, test drive giveaways. These are aimed to increase sales and awareness.

Billboards-10%- We will be placing these billboard advertisements in each of the major cities that already have the charging stations. Additionally, they will be strategically placed where people are most often waiting in stop and go traffic wasting their gas.



the 100% electric Nissan LEAF



SHIFT_the way you move



the 100% electric Nissan LEAF
sorry we took so long



INNOVATION_for the future

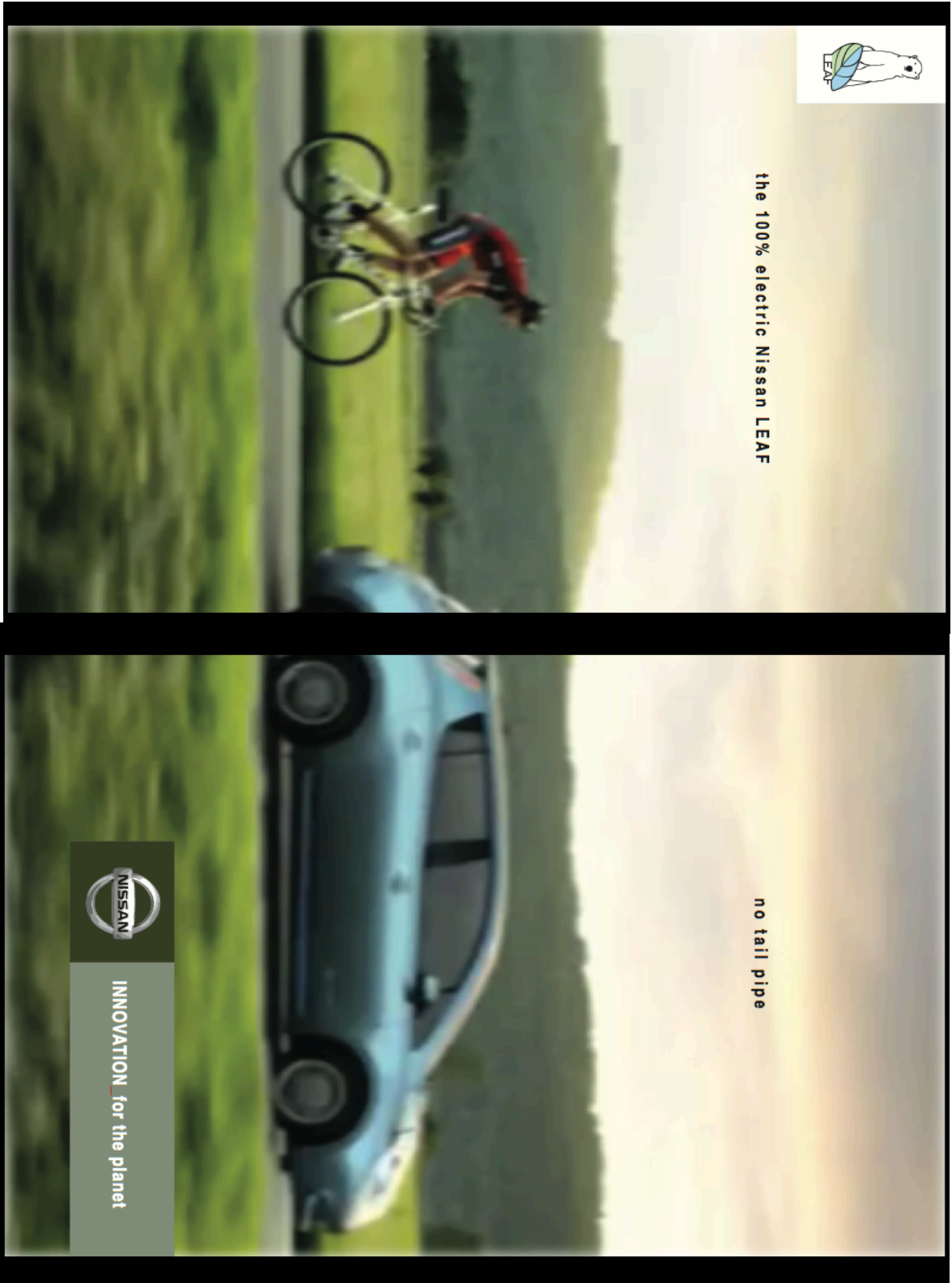


the 100% electric Nissan LEAF



SHIFT_the way you move

Fold out ad:



CONCLUSION:

The promotional strategy of the Nissan LEAF is complicated as it covers many areas of concern (technological advancements, consumer faith, saving the environment and provide saving and provide saving on fuel for consumers). Because of this, a wide range, but consistent message is needed to both provide immediate awareness, long-term sales and strong positioning.