



NISSAN AND ONE NORTH EAST SIGN ZERO-EMISSION MOBILITY PARTNERSHIP
Business Secretary Lord Mandelson witnesses agreement

ROLLE, Switzerland (Friday 20th March) Today Nissan and regional development agency, One North East, have formed a partnership to explore the development of a zero-emission mobility programme in the UK.

The two organisations signed a Memorandum of Understanding in the presence of Business Secretary Lord Mandelson, marking the beginning of a four month development programme to drive the use of electric vehicles in the UK. It includes a feasibility study into the introduction and manufacture of electric vehicles in the region.

Under the terms of the agreement, Nissan and One North East will form working teams to promote zero emission electric vehicles (EVs) including incentive schemes and educational programmes.

In addition, the partnership will share information on EV development and examine the suitability of the North East infrastructure for the launch of EVs, as well as promoting Nissan's Sunderland Plant as a strong contender for EV production.

Although no commitment beyond the feasibility study has been made at this stage, the MoU represents an important step in the potential launch of electric vehicles in the UK in the near future.

Andy Palmer, Nissan SVP responsible for Nissan's global EV strategy said: "Nissan has made a clear commitment to lead the global automotive industry in the mass marketing of electric vehicles.

"To that end the Renault-Nissan Alliance has formed strategic partnerships with a growing number of governments, cities and organisations. Today's signing with One North East will advance the deployment of EVs worldwide and promotes the North East as a region ready and willing to embrace zero emission mobility."

Nissan will launch its first zero emission EVs in Japan and the US next year before mass marketing them globally from 2012.

One North East with partners in the public and private sectors has recognised the potential for the region to be a world leader in the development and use of EV. Leadership will bring major new economic opportunities and will enable North East England to make a major contribution to achieving climate change targets.

Margaret Fay, One North "I am delighted that Nissan has recognised the potential of the North East in the development of a successful EV infrastructure. We have the political will, academic research, great engineering industry, but most importantly we

are willing to invest in the infrastructure that enables companies to develop their vehicles to a scale that is not available anywhere else.”

The MOU will affirm One North East and Nissan’s commitment to:

- Promote electric vehicles use in the UK/North East
- Promote education and understanding of EV in UK/North East
- Creation of EV infrastructure
- Manufacture EV in the UK/North East
- Provide incentives for EV development

The Renault-Nissan Alliance has begun zero emission initiatives with Israel, Denmark, Portugal, the Principality of Monaco, the French utility company EDF, the Swiss electric utility company Energie Ovest Suisse (EOS) as well as the State of Tennessee, Tucson, the State of Oregon and Sonoma County in northern California in the US. In Japan, the Alliance has partnered with the Prefecture of Kanagawa and the City of Yokohama.

One North East is the regional development agency for North East England. It is leading sustainable economic growth in the region through a targeted programme of investment of around £250m per year to get 70,000 more people into work and create 22,000 new businesses by 2016.