



NISSAN

For Immediate Release

NISSAN SUPPORTS THE HARPETH RIVER WATERSHED ASSOCIATION'S EFFORTS TO PROTECT AND RESTORE THE SCENIC HARPETH RIVER

\$50,000 donation aids protection of the Harpeth River and clean water in Tennessee

FRANKLIN, Tenn. (September 24, 2014) – Today Nissan announces a \$50,000 program grant to the Harpeth River Watershed Association (HRWA) – a science-based conservation organization that is dedicated to the long-term health and enjoyment of the 125-mile-long Harpeth River and its 1,000 miles of tributaries. Outside of the Amazon and Mekong, the Harpeth River is part of the biologically unique river systems of the Southeast that contain a greater variety of aquatic life than anywhere else in the world.

Nissan funding will support HRWA's Water Quality & Sustainability Program efforts to establish a water quality monitoring system as a critical step toward restoring the river's water quality to meet state standards for public health and wildlife. This effort will benefit the diverse communities of the 870-square-mile Harpeth River Watershed across Rutherford, Williamson, Davidson, Hickman, Dickson and Cheatham counties. Additionally, Nissan funds will support HRWA's River Restoration & Wildlife Protection Program through which hundreds of volunteers make numerous stream clean-ups and restoration projects possible. Nissan funding will also support HRWA's efforts to expand community outreach and student educational programs. HRWA's staff, network of expert partners and materials, both printed and online, guide individuals in innovative ways to improve water quality and teach about the unique variety of wildlife found in the rivers of Tennessee.

"Nissan is at the forefront of automotive sustainability, being ranked earlier this year by Interbrand as number four among the Best Global Green Brands," said Scott Becker, Nissan senior vice president, Administration and Finance. "Our commitment to improving Nissan's environmental and social performance aligns well with HRWA's environmental priorities."

"Nissan's continuing partnership has been critical to our success restoring and protecting the State Scenic Harpeth River and demonstrating processes that help improve water quality for all Tennesseans," said Dorene Bolze, HRWA Executive Director. "Continuing support from Nissan enables HRWA to spearhead collaborations that provide solutions. With its scenic beauty, rich

-more-

history and ecological diversity, the Harpeth River is enjoyed and treasured by greater Nashville area's 1.8 million residents as well as visitors from afar."

Support for environmental initiatives is a corporate citizenship priority for Nissan. The partnership with HRWA allows Nissan to support the goals of the Nissan Green Program, which aims to ease the environmental burden of its business activities, and to help protect the Harpeth River, which flows near the Nissan Americas headquarters in Franklin.

In addition to funding HRWA's science-based programs, Nissan will be the Presenting Sponsor for the annual River Swing on September 27, a casual and festive event held under the stars on the bank of the Harpeth River. Proceeds from the 2014 River Swing dinner, dance and silent auction will augment Nissan's grant support; for more information please visit www.RiverSwing.org.

Nissan LEAF, the world's best-selling electric car, will be on display at the River Swing. Production of the Nissan LEAF began in Tennessee in December 2012 at Nissan's vehicle assembly facility in Smyrna. The Automotive Science Group calculated that, among all four-seat vehicles sold in North America for 2014, the Nissan LEAF had the lowest environmental footprint over its entire life cycle. With 135,000 vehicles sold globally to date, the Nissan LEAF is estimated to have reduced CO₂ emissions by more than 311 million kg worldwide.

About Harpeth River Watershed Association

The Harpeth River Watershed Association (HRWA) is a 501(c)(3) not-for-profit, science-based, conservation organization dedicated to the long-term protection the State Scenic Harpeth River and clean water in Tennessee. Since its founding in 1999, HRWA has collaborated with landowners, businesses, local, state and federal decision makers and others to put solutions in place to maintain healthy areas, reduce pollution and restore areas so that the Harpeth River and its tributaries meet water quality standards set for people and wildlife.

The 125-mile-long Harpeth River begins in Eagleville and flows through both rural and developed landscapes, including through the heart of one of the fastest growing regions of the country, before emptying into the Cumberland River near Ashland City. The Harpeth River Watershed includes the main river and over 1,000 miles of tributaries that drain an area of land approximately 870 square miles across Rutherford, Williamson, Davidson, Hickman, Dickson and Cheatham counties. The Harpeth is a State Scenic River as it flows through Nashville's Davidson County. For more information, please visit www.harpethriver.org.

About Nissan North America

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program and has been recognized as an ENERGY STAR® Partner of the Year in 2010, 2011, 2012, 2013 and 2014 by the U.S Environmental Protection Agency. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at www.NissanUSA.com and www.InfinitiUSA.com, or visit the Americas media sites NissanNews.com and InfinitiNews.com.

About Nissan Motor Co.

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 244,500 employees globally, Nissan sold almost 5.2 million vehicles and generated revenue of 10.5 trillion yen (USD 105 billion) in fiscal 2013. Nissan delivers a comprehensive range of more than 60 models under the Nissan, Infiniti and Datsun brands. In 2010, Nissan introduced the Nissan LEAF and continues to lead in zero-emission mobility. The LEAF, the first mass-market, pure-electric vehicle launched globally, is now the best-selling EV in history with almost 50% share of the zero-emission vehicle segment. For more information on our products, services and commitment to sustainable mobility, visit our website at <http://www.nissan-global.com/EN/>.



Blue Citizenship is the commitment of Nissan Motor Company to realize our vision of Enriching People's Lives. We commit to our customers, employees, shareholders and the communities where we do business to deliver engaging, valuable and sustainable mobility for all. Through our business activities, we aim to create economic value and to contribute toward the development of a sustainable society.

#

Contacts:

Vicki Smith
Nissan North America
Tel: 615-725-0749
vicki.smith@nissan-usa.com
www.nissannews.com

Lisa Friedman
Harpeth River Watershed Association
Tel: 615-790-9767 (office)
615-596-2446 (cell)
lisafriedman@harpethriver.org
www.harpethriver.org