

NISSAN PARTNERS WITH TED TO SUPPORT TEDxYOUNGSTORGET TEDxCITY2.0 DAY EVENT

Cesar Harada and Siv Helene Stangeland to speak on technology, design, the environment and building the city of the future

- Nissan-supported TEDxCity2.0 day event in Oslo to form part of a series of global City2.0 events on 13 October
- The event will take place at Nissan's Future:Today exhibition featuring work from light artist Chris Levine and designers Hellicar & Lewis
- Speakers include Cesar Harada and Siv Helene Stangeland
- Intimate event will feature a live performance from Django Novo
- Audience spaces extremely limited

OSLO (13 October 2012) – As a car manufacturer dedicated to innovation and future technologies, Nissan is proud to partner with TED for its cutting edge Future:Today exhibition – centred on the zero-emission Nissan LEAF. TED is a non-profit organization devoted to Ideas Worth Spreading. Located at the iconic Youngstorget in Oslo, the exhibition is a future-facing showcase of work from some of the biggest names from the worlds of technology, arts, design, architecture and engineering.

The TEDx programme gives communities, organisations and individuals the opportunity to stimulate meaningful dialogue at a local level. Taking place on 13 October, TEDxCity2.0 is a day of urban inspiration when TEDx communities around the world will host an event to share the powerful narratives of urban innovators and organizers, stewards and artists, builders and tastemakers. Speakers may focus on official City 2.0 themes, including art, education, food, health, housing, play, public space, and safety – all elements whose presence will dictate the success of our future cities.

In conjunction with TED, Nissan will be supporting TEDxYoungstorget, an Oslo-based TEDxCity2.0 day event, at its Future:Today exhibition space. The event at Youngstorget will feature talks from inventor and environmentalist Cesar Harada and sustainable designer Siv Helene Stangeland, and attendees will also get the rare opportunity to see Django Novo perform live in the intimate setting.

Spaces for the Nissan TEDxCity2.0 event in Oslo are extremely limited, but the event will be streamed live via Livestream.

The Future:Today tour starts in Oslo from 09 October to 14 October, before moving to Bergen (18-25 October) and Stockholm (09-16 November).

During the Swedish leg of the 6 week tour there will also be further opportunity to attend Nissan Future:Today Presentations curated by TED.

For more information about the TEDxYoungstorget TEDxCity2.0 day event or the Future:Today exhibition, please contact Marina Maneas Bakkum, Kommunikasjonssjef, Nissan Nordic Norge, Tlf: 90-02-13-43, e-post: mmaneasbakkum@nissan-europe.com.
<http://www.newsroom.nissan-europe.com/>

For the complete FUTURE:TODAY tour schedule, please visit www.nissanfuturetoday.no

Notes to editors:

The touring FUTURE: TODAY exhibition is free for the public and will consist of eight key areas:

1. **Your City of the Future** – insights into your city today and bringing to life ideas on how we will live, play and move in the future.
2. **Global Cities of the Future** – showcasing expert ideas on creating future cities and communities – with a focus on sustainable design and technology. In conjunction with MASDAR, FUTURE:TODAY also showcases a city of the future being built today.
3. **Nissan Innovation Station**– highlighting Nissan’s Hydrogen Fuel Cell technology. Pioneering sustainable technology is displayed via interactive 3D installations.
4. **Touch screen interface** – find out more about the LEAF’s specifications, search for a dealer, request more information, reserve an extended test drive and book a Nissan LEAF shuttle to take you to your next destination.
5. **A floor-to-ceiling LED wall** featuring:
 - Motorshow videos
 - TEDtalks
 - Product presentations
 - In-car videos from LEAFs out on test drives
 - Video beamed from the LEAF half car, half amazing virtual test drives
6. **Ideas of the Future** – in conjunction with TED’s City 2.0, six projects will be showcased along with four winning ideas from this year’s TED Prize. Visitors will be asked to vote for their favourite idea, directly contributing to the city of tomorrow.

7. **The Tank** – a cutting edge light and audio installation designed by Oxford-based artist Chris Levine.
8. **Outdoor activity** – LEAF test drives, LEAF world record attempt at the launch event to gather the most EVs together in one place at one time, transforming them into a giant sound and light installation.

About Cesar Harada:

Cesar is a French-Japanese Inventor, Environmentalist and Entrepreneur. Currently developing the Protei – a revolutionary shape shifting sailing robot- with the Open-H2O community, TED Senior Fellow, Unreasonable at sea Entrepreneur, Figure of progress (by GOOD and IBM), PhD candidate at Goldsmiths University of London, writing on “Open Hardware for the Environment” with a strong focus on ocean communities & technologies.

About Siv Helene Stangeland:

Siv Helene aims to creatively engage with sustainability, not only in the design of spaces, but also in the conception and organization of the design process, including construction and fabrication. Her goal is to move away from a solely technical and anthropocentric view, allowing the project to unfold in relation to its physical, social, cultural and economic context.

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 LEAF:

The Nissan LEAF was the first mass produced EV winning the European, World and Japanese car of the year 2011. More than 38,000 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 TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. The annual TED Conference takes place each spring in Long Beach, California, along with the TEDActive simulcast in Palm Springs. The annual TEDGlobal conference is held each summer in Edinburgh, Scotland.

TED's media initiatives include TED.com, where new TEDTalks are posted daily, the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide, the educational initiative TED-Ed, and TEDBooks, short e-books by speakers that elaborate on a single idea originally presented on TED's stage. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities. Follow TED on Twitter at <http://twitter.com/TEDTalks>, or on Facebook at <http://www.facebook.com/TED>.

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks

video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations).

About the TED Prize

The first TED Prize was awarded in 2005, born out of the TED Conference and a vision by the world's leading entrepreneurs, innovators, and entertainers to change the world – one wish at a time. The prize comes with \$1 million, as well as the TED community's range of talent and expertise. What began as an unparalleled experiment to leverage the resources of the TED community has evolved into an ambitious effort to spur global-scale change. From Bono's the ONE Campaign ('05 recipient) to Jamie Oliver's Food Revolution ('10 recipient), JR's Inside Out Project ('11 recipient) and the City 2.0 ('12 recipient), the TED Prize has helped to combat poverty, take on religious intolerance, improve global health, tackle child obesity, advance education, and inspire art around the world.