

Nissan Motor Co., Ltd.

Nissan Official Partner of EVER Monaco 2008

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Trappes, France (ots/PRNewswire) - Nissan Motor Co., Ltd., is taking another opportunity to showcase its latest environmental innovations by becoming an official partner of EVER Monaco 2008, an automotive show devoted to Ecological Vehicles and Renewable Energies.

The Expo, which is held in the Principality from 27-30 March, is dedicated to all forms of transport powered by fuels offering a real ecological benefit. The spotlight will fall on vehicles powered by electricity, fuel cell, gas and bio fuels as well as on hybrids.

At the event, Nissan will be showing the innovative Mixim electric concept which made its debut at the Frankfurt Motor Show in 2007. A sporting four-seater with the driver centrally placed slightly ahead of the passengers, Mixim has been developed to appeal to a generation of 'computer kids' who have turned their back on the car in favour of the Internet.

"If the motor industry is going to survive beyond the next few years, we are going to have to work hard to attract future generations of drivers - people who currently find it difficult to love the car," says François Bancon, General Manager of Nissan's Exploratory and Advance Planning Department.

"Mixim is one way to do that. It combines a sociable three plus one interior with controls and visual projections that are familiar to the computer generation. And it uses environmentally-friendly battery power."

Also on display in the Espace Ravel within the Grimaldi Forum will be a quarter scale model of Pivo 2, a highly distinctive Nissan EV concept packed with advanced technology.

Under the Nissan Green Program 2010, which is dedicated to lowering Nissan's environmental impact, the company has pledged to launch a zero emission electric vehicle (EV) early next decade.

Nissan has also pledged to develop a 'three-litre' car- one that uses only 3.0 litres of fuel to travel 100 kms - by the turn of the decade, as well as a hybrid vehicle using its own technology. The company also plans to increase the availability of flexible fuel vehicles.

- As well as showcasing the environmental efforts of the motor industry, the 3rd EVER Monaco Expo will have areas dedicated to two-wheel vehicles, to industry suppliers and to trucks and buses. There will be a series of forums and round table discussions on subjects ranging from bio fuels to urban toll zones presented by industry experts.

Visitors will be able to sample some of the exhibits in a special 'ride and drive' arena while the Monte Carlo Rally for Alternative Energy Vehicles, run concurrently with the Expo, is designed to show that environmentally friendly cars can still be fun to drive.

For more information, contact: Mia Nielsen, Design & Technology Communications, Nissan Europe, +33-(0)1-30-13-6644; Photos of Mixim and Pivo 2 are available on: <http://www.nissaneurope-newsbureau.com>

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