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# Nissan Motor Co., Ltd.

Nissan to Co-Sponsor "The Science of Survival"

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Tokyo (ots/PRNewswire) - - Environmental Technologies to be on Display at 20 Venues Around the World

Nissan Motor Co., Ltd., announced today that it will co-sponsor "The Science of Survival," the first exhibition of its kind, which opens at the Science Museum, London, on Saturday April 5. The London exhibition will last until Sunday Nov. 2 before embarking on a five-year global tour.

In this fun, interactive exhibition, which explores what our lifestyles could be in 2050, Nissan will showcase several of its environmental technologies in the "Moving" area, including its compact lithium-ion battery and a quarter scale model of the Pivo electric vehicle concept.

The highly distinctive Pivo concept, which was first unveiled at the Tokyo Motor Show in 2005, features a fully rotating cabin which swivels through 360 degrees to ensure the driver is always facing in the direction of travel.

"We are proud to be supporting this world class educational program and to help bring awareness to the mobility issues faced by society," said Simon Sproule, corporate vice president of global communications at Nissan. "Creating long-term sustainable mobility will be a major technological challenge, but it is one that Nissan is committed to addressing through the development of advanced programs such as electric vehicles."

The electric vehicle pledge is an integral part of the Nissan Green Program 2010, which is dedicated to lowering Nissan's environmental impact. Unveiled in 2006, the program is focused on three core areas related to the environment: reducing CO2 emissions from Nissan's products and activities around the world, reducing other exhaust emissions and accelerating recycling efforts.

The other four areas of the "Science of Survival" are entitled "Eating," "Drinking," "Enjoying" and "Building." The exhibition is expected to visit 20 venues around the world and welcome about 4 million visitors during its five-year run.

Founded in 2005, "The Science of..." is a partnership between London's Science Museum and Fleming Media of the UK. Its two previous exhibitions, "The Science of Spying" and "The Science of Aliens," are well recognized for their innovation and creative educational approach.

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<http://press.nissan-global.com/EN> (Press)

<http://www.nissan-global.com/EN/IR/> (IR)

For more information on the exhibition, go to: <http://www.scienceof.com/survival>

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