EE 500E Energy & Environment Seminar

Title: **Nissan’s Charge to Zero-Emission Mobility**

Speaker: **Mark Perry**, Nissan North America

Location: **More 230**, UW campus


Time and Date: 3:30 pm - 4:20 pm, Thursday, December 10, 2009

**Abstract**

Nissan North America is the only automaker committed to making all-electric vehicles affordable to the mass market on a global scale. The Nissan LEAF zero-emission, 100% electric vehicle will debut in markets including the Seattle area in December 2010. In North America, Nissan’s operations include automotive design, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program 2010, whose key priorities are reducing CO2 emissions, cutting other emissions and increasing recycling. This presentation will review the current automotive landscape in regards to the adoption of fuel-efficient technologies; showcase the Nissan LEAF zero-emission vehicle and its technology; and discuss what markets including Seattle are doing to ready themselves for electric vehicles.

**Mark Perry** is director of Product Planning and Strategy for Nissan Americas. His teams are responsible for Versa, Sentra, Altima, Altima Coupe, Maxima, Quest and the Electric vehicle programs plus cross carline strategic adoption of emerging technology, powertrain and safety applications for Nissan and Infiniti. He leads the product planning teams to take approved vehicle concepts through development to launch and manages the product’s lifecycle. On the Electric Vehicle program, Perry has been integral in product development as well as market-readiness activities across the country. Previously, Perry was Director, Corporate Brand Management and Market Intelligence where he led the development of the brand strategies for Nissan and Infiniti in North America. Additionally his team led the global development of our retail dealership facility designs for Nissan and Infiniti. Over his 25 years with Nissan, Perry has held a variety of marketing, planning and sales management positions in both National and Regional sales offices.