



Communauto Nissan

A partnership that will drive change



The challenge of marketing a new “green” product...

What?

Why?

How?

In the beginning...



2008



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50 electric vehicles in carsharing

- **The first electric carsharing project in Canada**
- **The biggest in North America**
- **Vehicles in Quebec and Montreal**
- **A strong partnership**



**Communauto doesn't
only want to reduce the
emissions of its fleet.**



Promote and market a new lifestyle



- Free from the dependency of a car
- Based on a rational and shared use of resources
- That works in conjunction with other sustainable transportation systems
- ... and therefore reduce emissions and congestion.



=

opportunity

What is carsharing?



- Users subscribe to a membership package
- 24/7 access to self-service vehicles
- Billing proportionate to use – per hour and per km driven
- Cars in proximity to people's homes and in sync with public transit system

What is Communauto?



1,200
shared cars

- A company with a social, environmental and urban mission.



23,000
users

- Founded in '94, it is the oldest carsharing service in North America

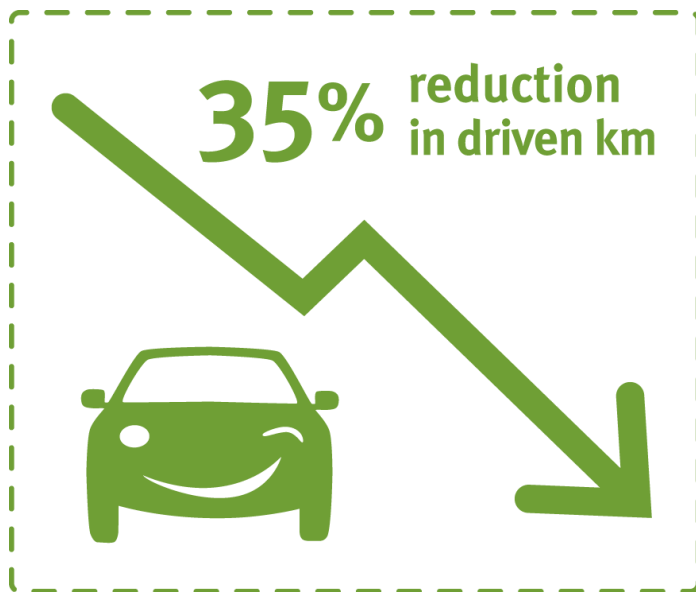
- Present in Montreal, Quebec City, Sherbrooke and Gatineau.



350
stations

- Has a satisfied (94-95%) and loyal clientele

A true environmental impact



1.2 tons reduction of GHG per person per year

- Leads to an average reduction 35% in driven km;
- and 1.2 tons of GHG emissions per user per year;
- 1 communauto car replaces 8 vehicles.

Why launch a co-marketing effort?

Strong demand and interest in electric vehicles...

- **60% of the general public believes they'll be driving some form of electric vehicle in 10 years**
- **90% of Communauto subscribers are interested**

... But lots of perceived roadblocks

**Not enough charging
infrastructure
(17%)**

**Too expensive
(55%)**

**The technology isn't
mature enough
(37%)**

**Not flexible enough
(29%)**



A plug-in vehicle is tricky to own when you don't have a garage.



NISSAN HAS...

A vehicle that requires charging when parked, especially suited to suburban situations.

COMMUNAUTO HAS...

A network of parking stations that can give urbanites access to EV mobility.



NISSAN HAS...

COMMUNAUTO HAS...

**A zero-emission vehicle
ideal for short trips.**

**A fleet of
complementary gas-
powered vehicles for
longer trips.**



NISSAN HAS...

COMMUNAUTO HAS...

A cutting-edge, zero-emission, luxury driving experience.

The system to bring it to the public at an accessible price point.



NISSAN HAS...

COMMUNAUTO HAS...

The technical innovation

The transport innovation

Innovation truly for all!



How will we communicate this to the public and our subscribers?



SHARE

OF ALL OUR SUBSCRIBERS...

60%

**Learned about
Communauto
through word of
mouth**

10%

**Learned about
Communauto
by seeing the logo
on our vehicles**

Our target audiences

OUR SUBSCRIBERS



THE PUBLIC





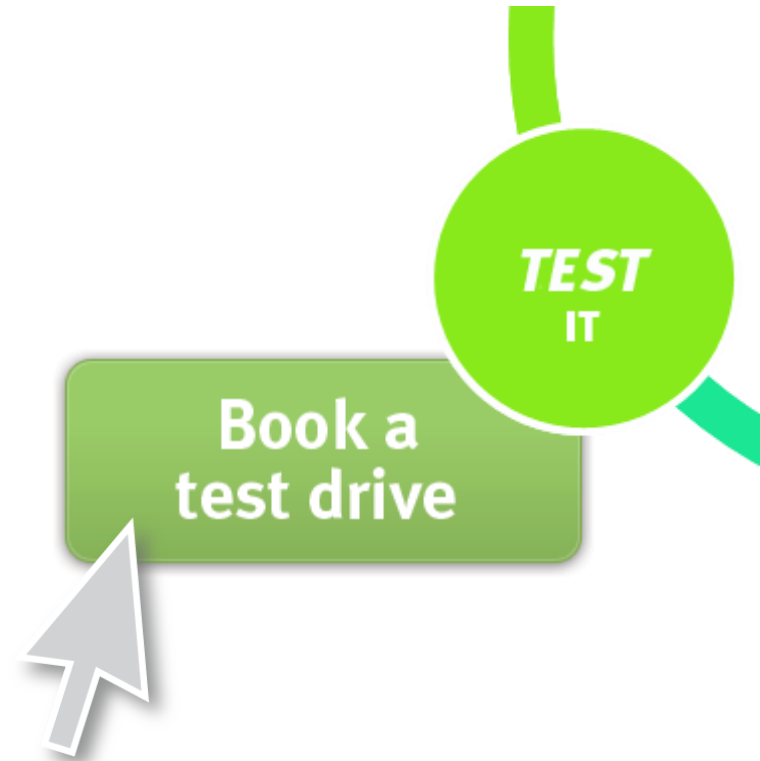
Street Team

- **Location-based promotion in proximity to electric vehicle and Communauto stations**
- **Real-time updates via social networks**
- **Get to know us – and our vehicles**



Test it

- **Book a time slot online to test drive an EV with a member of the Street Team**
- **In-person walkthroughs of both the technology behind EVs, and the system of carsharing**



Partner a new EV driver

- Encourage Communauto members to share their ride – and the EV experience – with a friend
- Promote EV ambassadors
- Recognition for the first electric vehicle drivers





start  sharing

