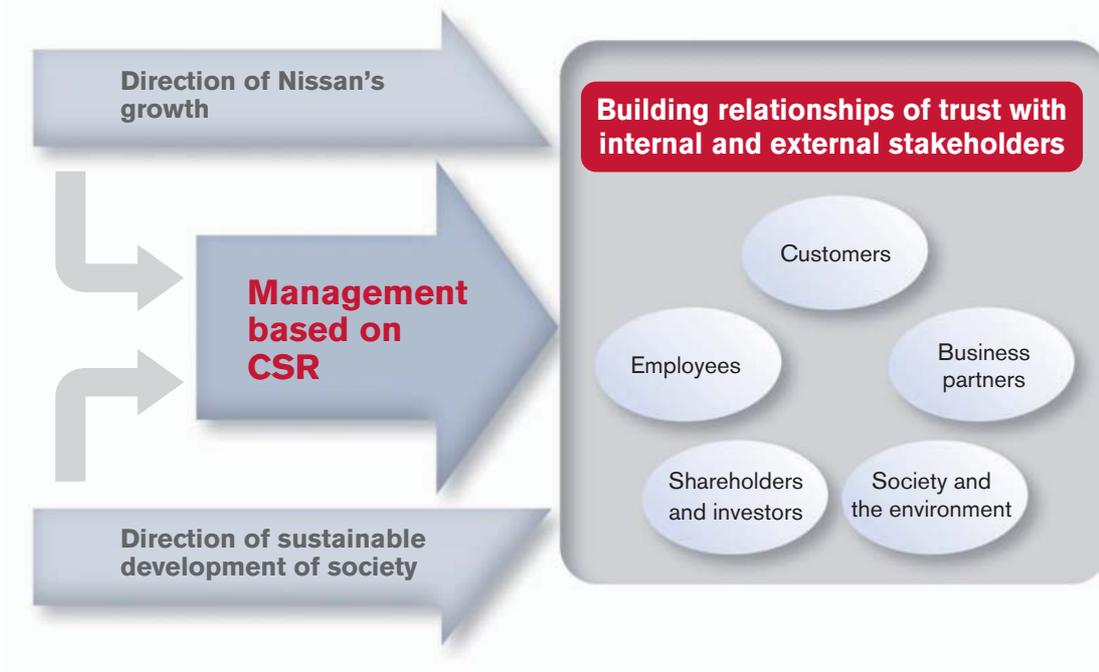


Nissan's Approach to CSR

Guided by a vision of Enriching People's Lives, Nissan is aiming not only to create value by providing products and services but also to contribute to the development of society through its business activities.

We believe it is important always to align the direction we set to achieve sustained profitable growth with our efforts to contribute to the sustainable development of society. Management based on CSR is a good way of pursuing these two directions, enabling us to build relationships of trust with internal and external stakeholders. In 2005, Nissan established a CSR policy and identified nine key areas of particular focus. (See next page.) In addition, to manage the progress of CSR activities from a companywide perspective, the CSR Steering Committee was established.

Why CSR?



Nissan CSR Policy and Nine CSR Key Areas

In the process of establishing a CSR policy and key areas, a self-evaluation program developed by the Caux Round Table,* "CSR Innovation," was introduced to objectively understand how management views the present situation at Nissan. In addition, through workshops with section leaders, issues were identified from the perspective of CSR, and visions for the future were discussed. (See page 6 for details.) Moreover, corporate analysis from external rating agencies was used to identify material issues. The ideas generated and discussed through these processes have been of critical importance in shaping our CSR policy and identifying key areas. The CSR policy and nine key areas were approved by the Executive Committee in March 2006.

*The Caux Round Table was founded by business leaders from different countries in 1986 at Caux, Switzerland, to promote corporate ethics and contribute to viable economic and social development.

● Nissan CSR Policy

- Ethical conduct and strong corporate governance with a high degree of transparency as well as a clear focus on diversity are the foundation for all our activities worldwide.
- We aim for the sustained profitable growth of the company while at the same time contributing proactively to the sustainable development of mobility and society.
- We will listen to, and work with, our stakeholders around the world to create trust, opportunity and long-term sustainable value.

● Key Areas

Integrity	Quality	Safety
Economic contribution	Environment	Value chain
Brand	Employees	Philanthropy

Nissan CSR policy contributes to create value for our stakeholders in line with our Vision, Mission and Nissan Way.



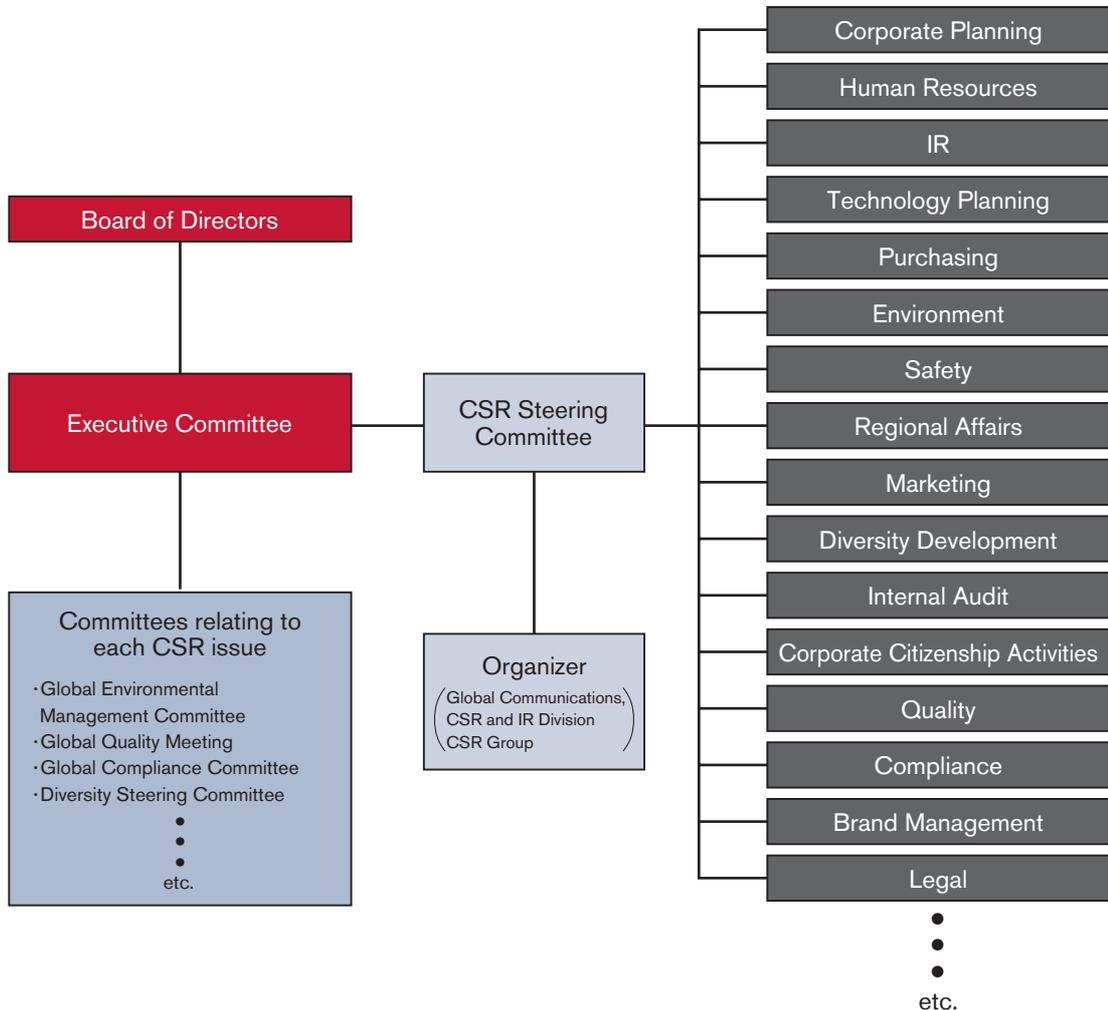
Note: Our Vision and Mission are described on the foldout under table of contents. For the Nissan Way, see page 19.

Establishment of the CSR Steering Committee

During the Executive Committee meeting, in addition to the approval of the policy, it was proposed and approved to establish a CSR Steering Committee, consisting principally of members who participated in the internal workshop. The CSR Steering Committee, chaired by the corporate officer in charge of communications and CSR, was established as an organization to monitor and promote measures across the company, from a CSR perspective. Previously, each division took action independently, from its own economic, environmental and social perspectives. The CSR Steering Committee will specify the details of CSR activities focusing on the key areas and monitoring key performance indicators to measure progress. In addition, the CSR Steering Committee will make proposals to the Executive Committee whenever needed and regularly report on activities and the progress made. The CSR Group, which was established within the Communication Division in April 2005, will assume responsibility as the secretariat and will collect the research and information that the Steering Committee needs to review.

To ensure that the CSR policy works efficiently and to make the policy measures consistent with the sustainable development of society, it is imperative for Nissan to inform its stakeholders about the company's recognition of challenges and the progress of measures taken, to properly understand the expectations of the stakeholders and to endeavor to review and improve action taken. With this understanding, the CSR Steering Committee and CSR Group will regularly create opportunities to exchange views with stakeholders.

● Organization Chart of CSR Steering Committee



Identifying Strengths and Challenges Through CSR Self-Evaluation

Nissan tested "CSR Innovation," a self-evaluation program, with 12 executives in the fall of 2005. CSR Innovation is a tool developed by the Caux Round Table, founded in 1986 by business leaders from Japan, the United States and Europe. In this program, each executive is given a face-to-face interview and answers 49 questions covering a range of topics. By analyzing the results of the interview, objective views are obtained on the executives' approach to CSR. In addition to this objective, Nissan's implementation of CSR Innovation presented an opportunity for the executives to reconsider their own performance in daily management tasks.

Through such self-evaluation, the following strengths and challenges have been identified. These will be used by

the CSR Steering Committee to establish CSR activities that Nissan will strongly promote in the future.

Strengths

- Embracing of diversity as a management asset
- Measures taken to ensure transparency
- Achievement of industry-leading recycling rates

Challenges

- Inadequate contribution to overall social development
- Action to combine business with environmental and social aspects
- Insufficient action in regions other than Japan, North America and Europe

Clarification of Key Areas Through Internal Workshops

Nissan sees CSR activities as part of its daily operations—initiatives that will create larger value for society. Based on this concept, an internal workshop was held in the fall of 2005 as a forum for reviewing the daily operations of each department and to recognize the challenges from the perspective of Nissan's social responsibilities.

This workshop was attended by approximately 50 division leaders, including representatives from Japan, Europe and North America. After sharing thoughts on basic concepts and world trends, such as how corporate roles are changing in global society and what is expected of a corporation by stakeholders, the discussion turned to Nissan's strengths and challenges, future direction and potential focus areas.

The results of the discussions in this workshop are being reflected in the CSR policy and in identifying key areas.

Divisions Participating in the Workshop

Corporate Planning, Brand Management, Purchasing, Technology Planning, Quality, Marketing, Aftersales, Logistics, Manufacturing, Environment and Safety, Diversity Development, Corporate Citizenship Activities, Administration for Affiliated Companies, Dealers Support Group, Industrial Machinery, Recycling Promotion, Global Nissan Sales and Service Way (NSSW) Promotion, China Operations, Nissan Europe, Nissan North America, General Overseas Market Marketing and Sales, Regional Affairs, Human Resources, Communications, IR, Accounting, Internal Audit, Legal and others

