



Innovation
that excites

COMUNICARE L'INNOVAZIONE: L'AUTO DA PROBLEMA A SOLUZIONE

Bruno Mattucci

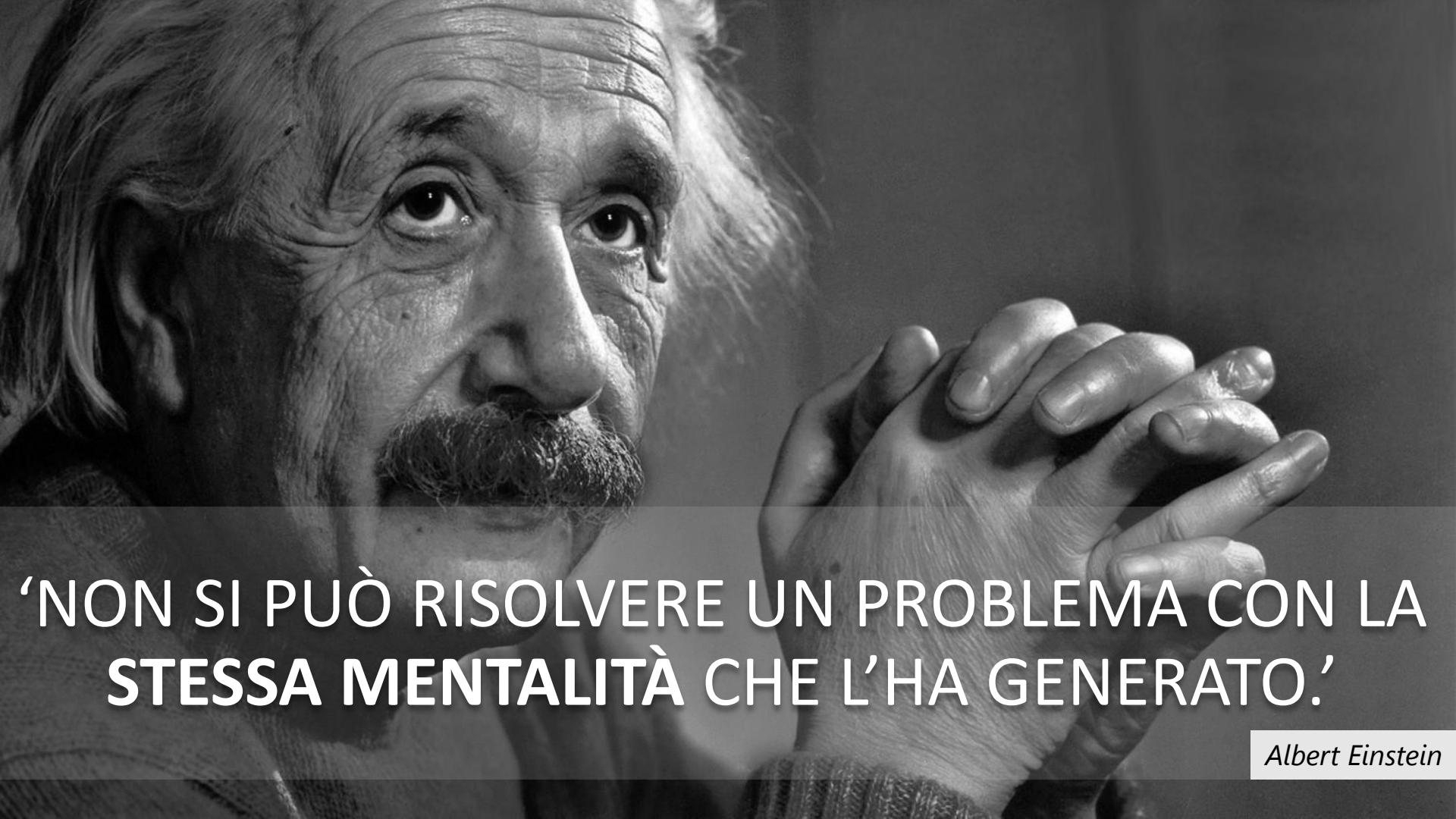
Amministratore Delegato - Nissan Italia





LE CITTÀ SI RIBELLANO.....

**..E' NECESSARIA UNA MOBILITA'
SOSTENIBILE**



**‘NON SI PUÒ RISOLVERE UN PROBLEMA CON LA
STESSA MENTALITÀ CHE L’HA GENERATO.’**

Albert Einstein

1930s



1940s



1950s



1960s



EVOLUZIONE DELL'AUTO: Design&Prestazioni

1970s



1980s



1990s



2000s



NESSUNO HA MESSO IN DISCUSSIONE COME "GOVERNIAMO" L'AUTO



La soluzione Nissan: **MOBILITA' INTELLIGENTE**

- Guida Autonoma a Zero Emissioni
- Connettività:
 - Con l'utente
 - Con le infrastrutture di nuova generazione

The image shows the front interior of a car, likely a concept vehicle. The dashboard is a wide, horizontal screen displaying various information: on the left, a music player for 'Tycho - This Disconnect Track 1'; in the center, a navigation map; on the right, a 'Today's Schedule' section with icons for weather, calendar, and other functions. The time '09:12' is shown in the top right corner. Below the main screen, there's a central console with a vertical display showing a friendly AI interface with two eyes and the text 'Good morning! Let's check today's schedule.' The interior features light-colored leather seats with a textured pattern, wood trim on the dashboard and side panels, and a sleek, modern design. The overall atmosphere is clean, bright, and technologically advanced.

**VI SEMBRA UN
FUTURO LONTANO?**

DAL 2010: **ZERO EMISSIONI**

200.000 CLIENTI – 2 MILIARDI DI KM – 330 MILA TONNELLATE CO₂ EVITATE



**CONTROLLO
DA REMOTO**



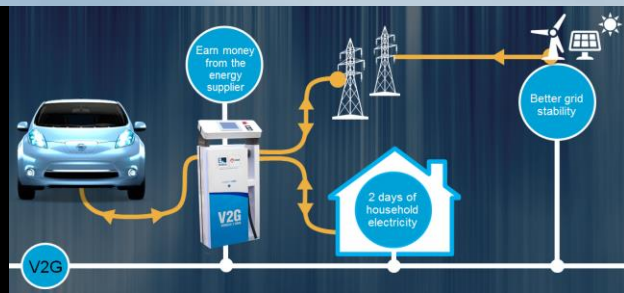
**COLONNINE
DI RICARICA RAPIDA**



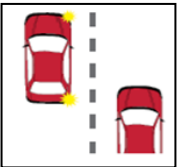
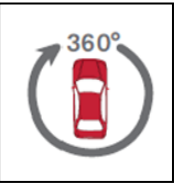
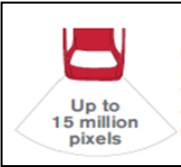
**BATTERIE AGLI IONI
DI LITIO RICICLABILI**



**VEHICLE TO GRID: DA MEZZO DI TRASPORTO
A FONTE DI ENERGIA MOBILE**



DAL 2013: NISSAN **SAFETY SHIELD**



ZERO EMISSIONI + SAFETY SHIELD
GUIDA AUTONOMA A ZERO EMISSIONI



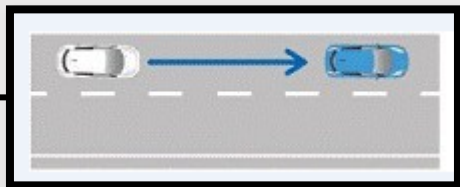
GIA' IN PROVA
IN GIAPPONE

GUIDA AUTONOMA: TRA QUANTI ANNI?

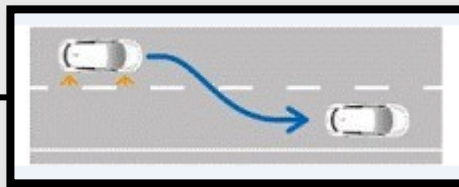


GUIDA AUTONOMA SOSTENIBILE:

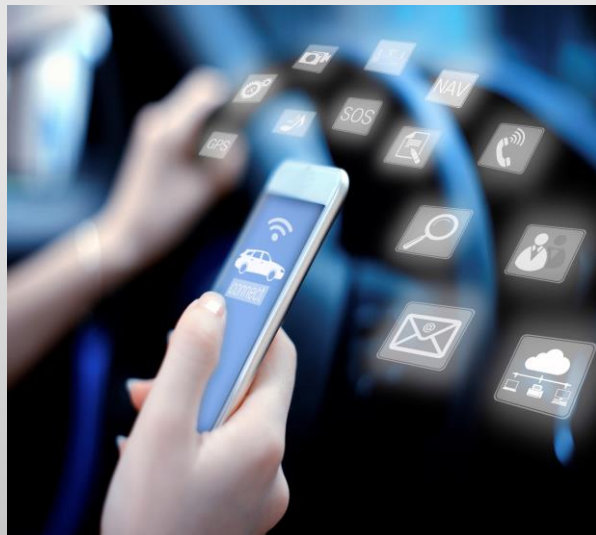
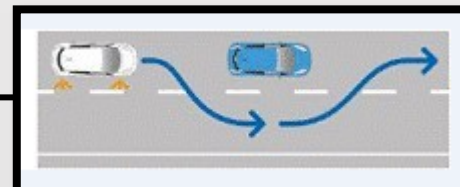
2017



2018



2020



...IL VIAGGIO E' GIA' INIZIATO

E CON LO SVILUPPO DELLE NUOVE BATTERIE



...SARA' SEMPRE PIU' LUNGO

VISIONE NISSAN MOBILITÀ INTELLIGENTE, PER CITTÀ INTELLIGENTI

Reti
intelligenti



Parcheggi
connessi



Trasporto pubblico
connesso



Edifici
connessi



L'Internet
delle cose



Veicoli a guida
autonoma



I VEICOLI INTELLIGENTI INTEGRATI NELLE CITTA' DEL FUTURO



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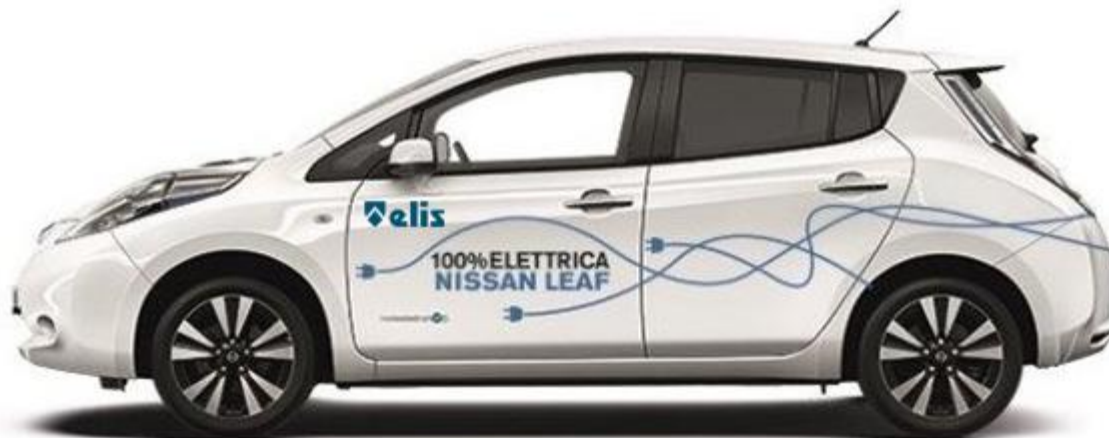
ORA ASPETTIAMO IL VOSTRO CONTRIBUTO





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DIGITAL REVOLUTION THROUGH ELIS





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