



company sold one of its earlier model lithium ion battery powered fleet cars in California, the R'nessa EV, and like all other automakers at that time, Nissan lost focus on the electric momentum.

In 2007, Nissan's chairman and CEO, Carlos Ghosn, recognized that the electrification of the transportation sector is the future – the near future he adds. Woodard believed that “a new EV had to be affordable,” and “it had to be a real car, and something to suit everyday driving needs.” After considering the parameters set forth by Woodard, Carlos Ghosn envisioned the LEAF.

Then in 2009 Nissan launched the LEAF. “It is clean, all electric and zero gasoline,” Woodard said. Customers

You won't get very far if you forget to plug in your electric car, luckily the LEAF will txt u 2 plg n – that's if you remembered to charge your phone.

or nears a stop. This outside alert system functions similar to the backup sensors and buzzers equipped on large trucks and SUVs today. Nissan promises that the external sound mechanism however, will not be disruptive to passengers.

This light LEAF weighs roughly 3,300 pounds; with the battery weighing only 480lbs. The lithium-ion battery developed by Nissan will be manufactured by NEC, a supplier of automotive parts and technology. Using a 110-voltage outlet the LEAF will charge

within 15-16 hours and 8 hours from a 220V charger.

Nissan announced in May that by December 2010, Dealers nationwide will be equipped with quick charging stations. Back in 1998, the

won't need to sacrifice what they've come to expect in a car, they can expect more, more legroom and a car that takes orders and gives an occasional talkback.”

