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Geneva, 5-7 March 2008



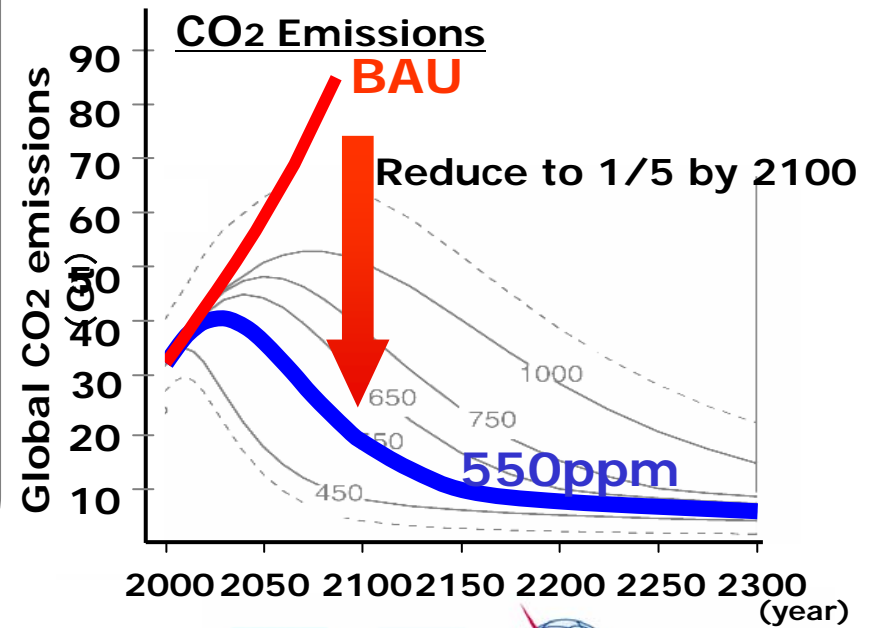
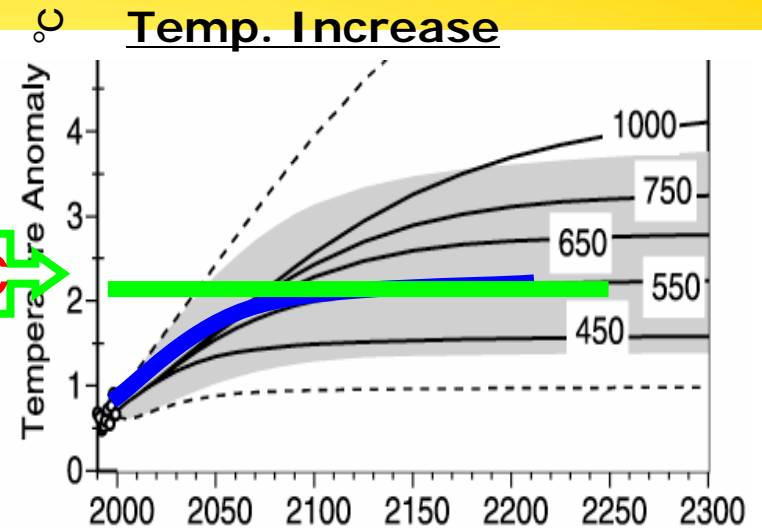
Potential Global Warming Scenario

Theory (from IPCC report)

Average global temperature will increase up to $+2^{\circ}\text{C}$ on the basis of BAU

Atmospheric CO₂ concentration must be stabilized under 550 ppm level

$+2^{\circ}\text{C}$



Source) IPCC 3rd Assessment Report

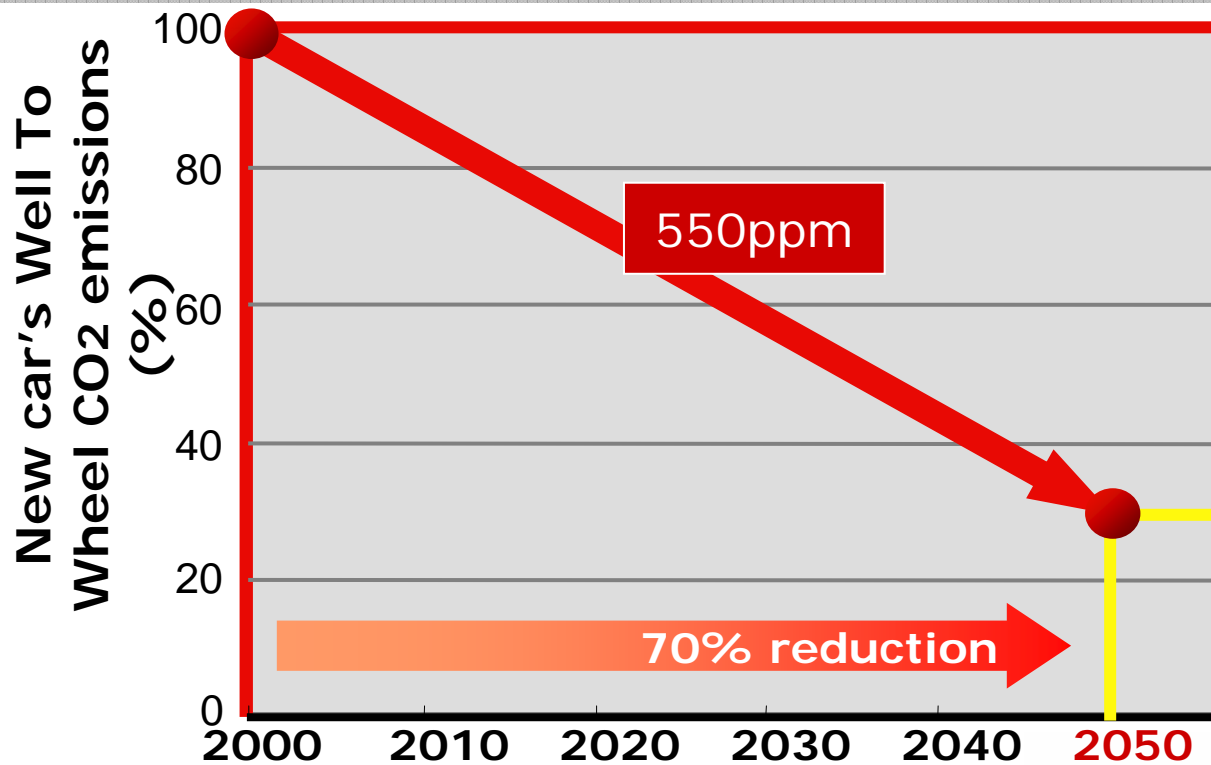
The Fully Networked Car
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Long Term Goal for Reducing CO2

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To stabilize atmospheric CO2 concentration below 550ppm (according to IPCC report*), CO2 emissions from all new vehicles must be reduced by 70%



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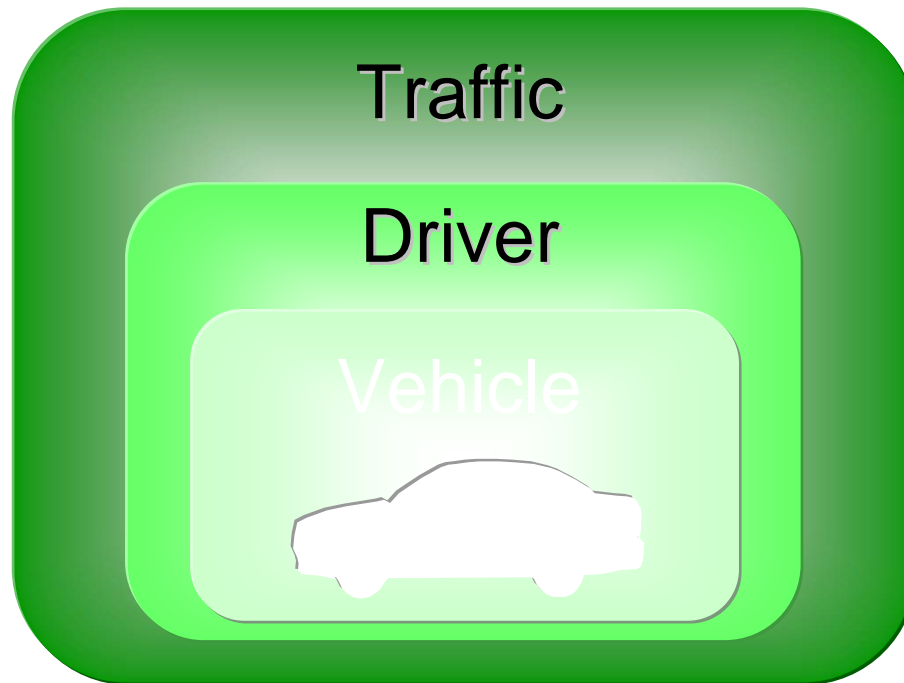
* IPCC 3rd Assessment report



Nissan's Global Concept ~ Triple-Layered Approach ~

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Approach to ambitious goal "70% CO₂ reduction"



3. Improve fuel economy
by Transportation system

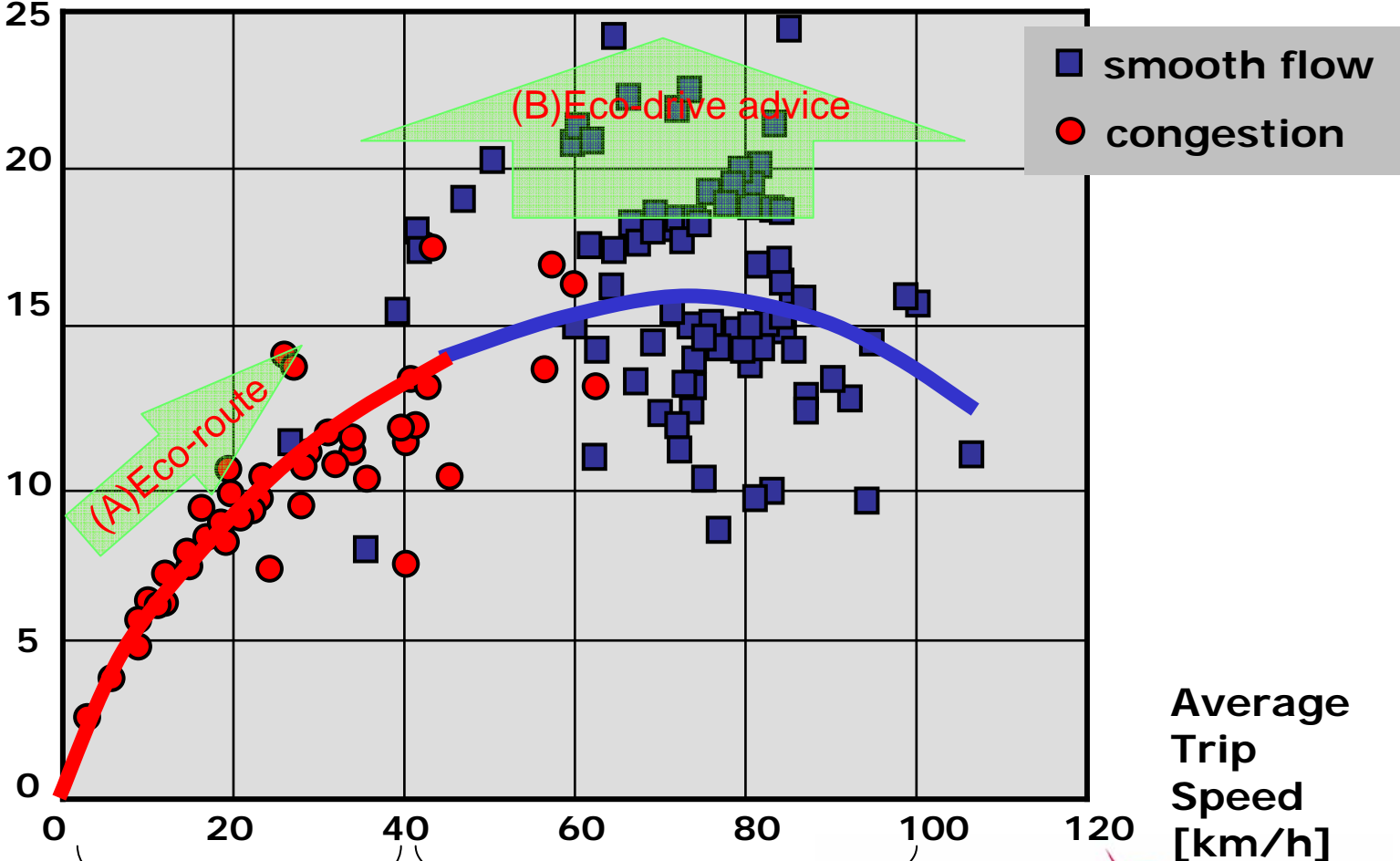
2. Improve fuel economy
by Driver

1. Improve fuel economy
by Vehicle

Two modes in fuel consumption

Fuel consumption ratio

[km/l]



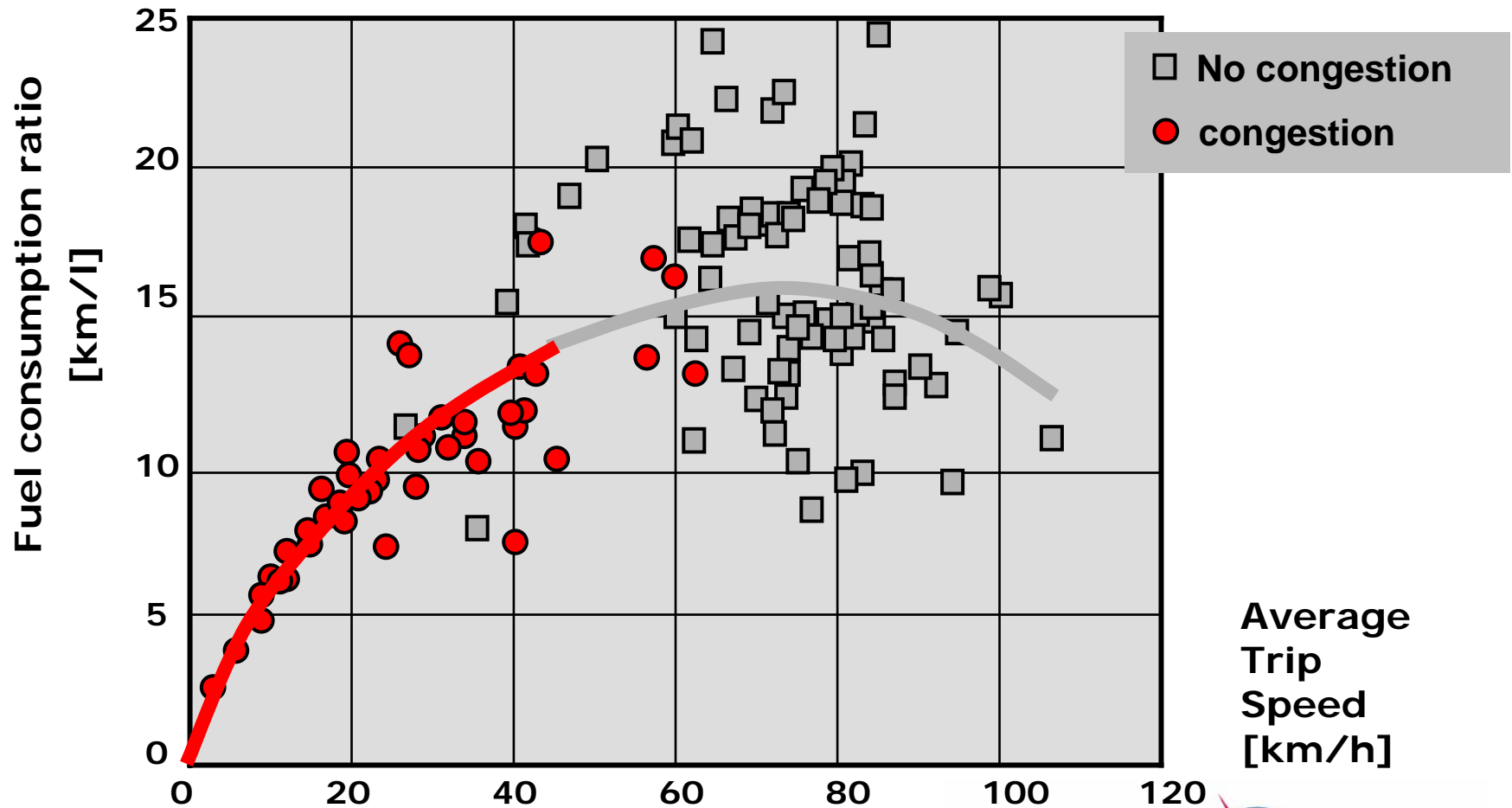
The Fully Networked Car
depends on trip speed

depends on drivers



Fuel consumption in the congestion

Fuel consumption depends on trip speed



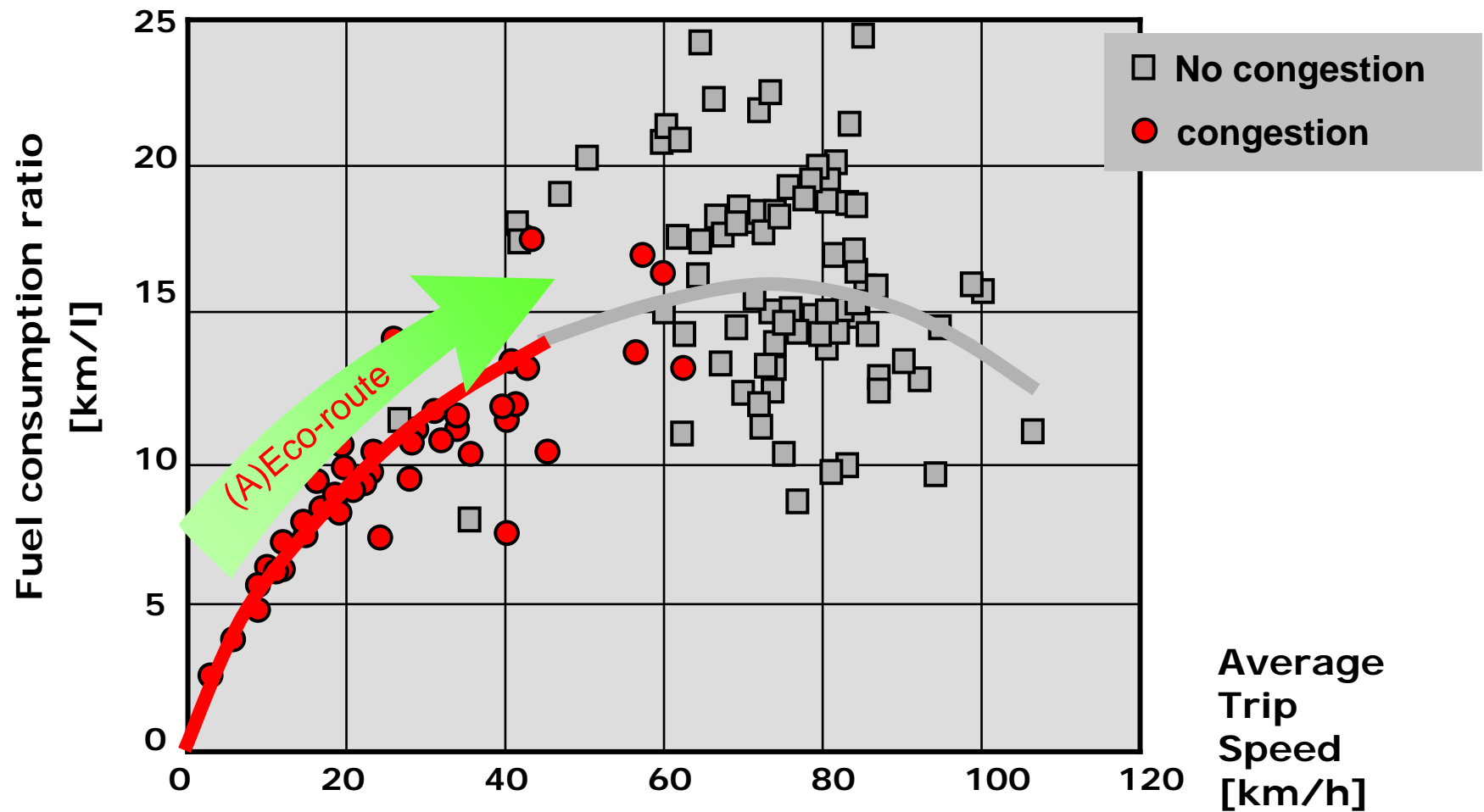
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Direction to Reduce Fuel Consumption

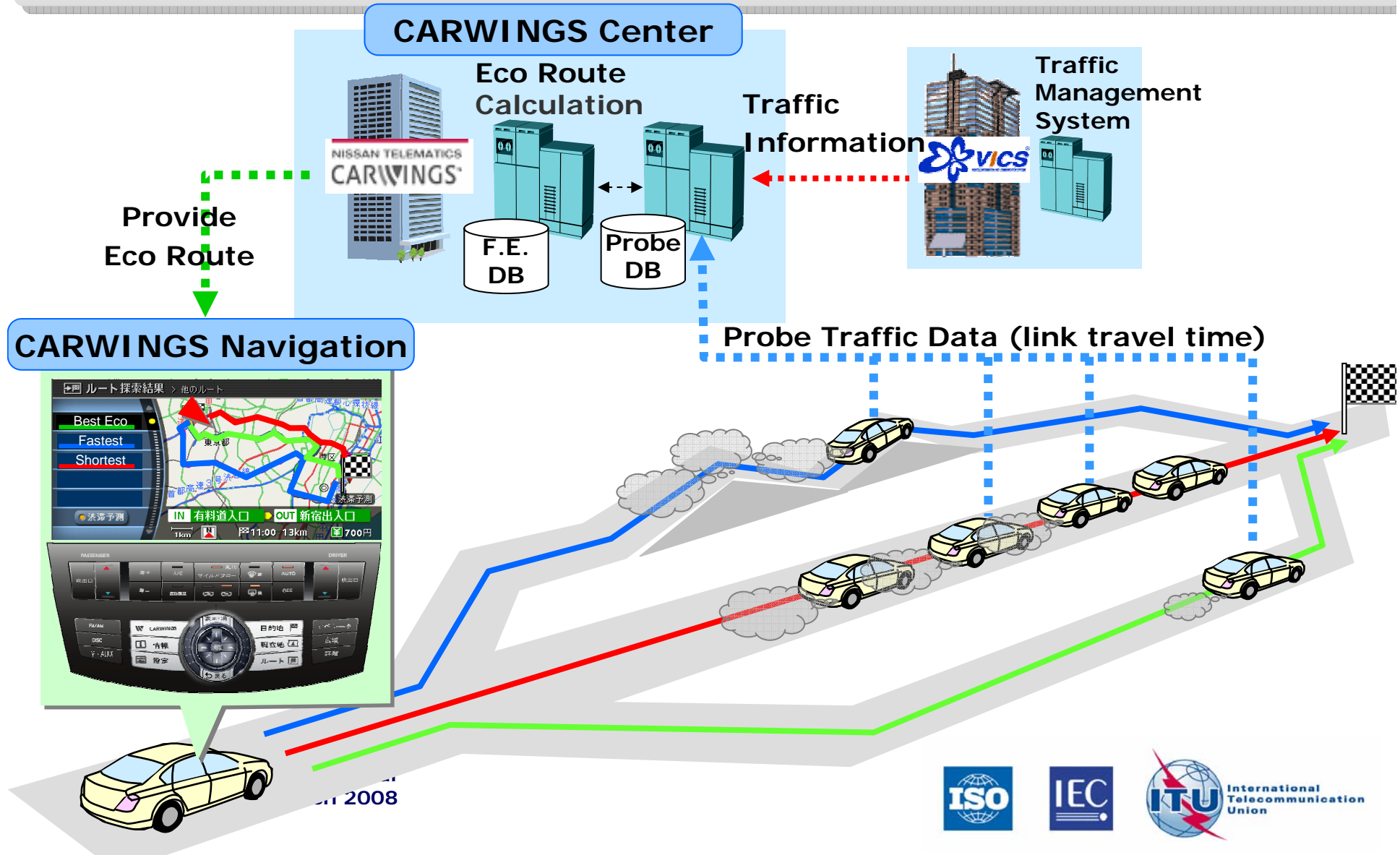
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Increasing trip speed improves fuel consumption



(A) Eco Route Guidance with probe link travel time

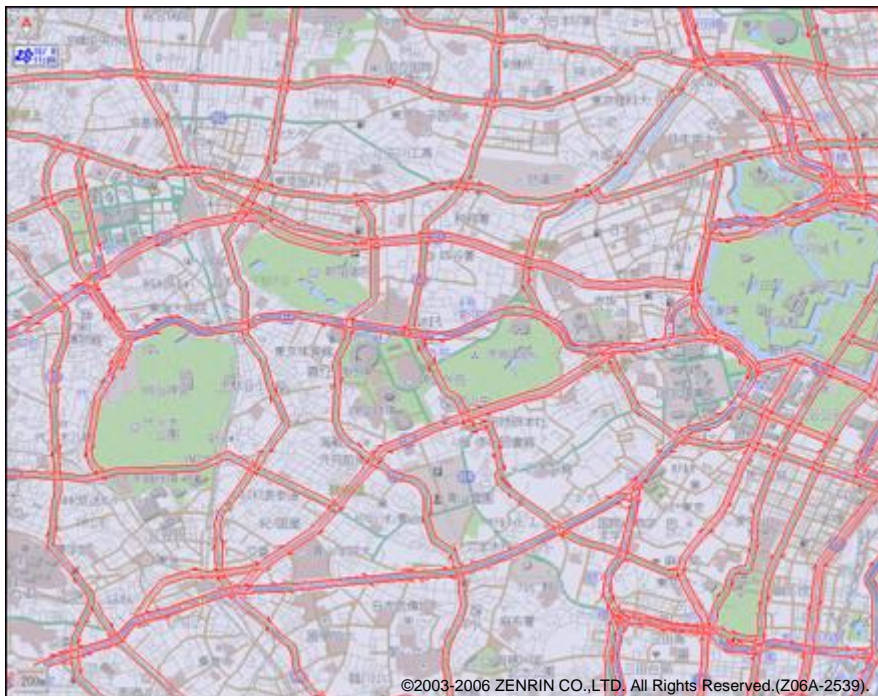
Eco Route guidance with probe link travel time



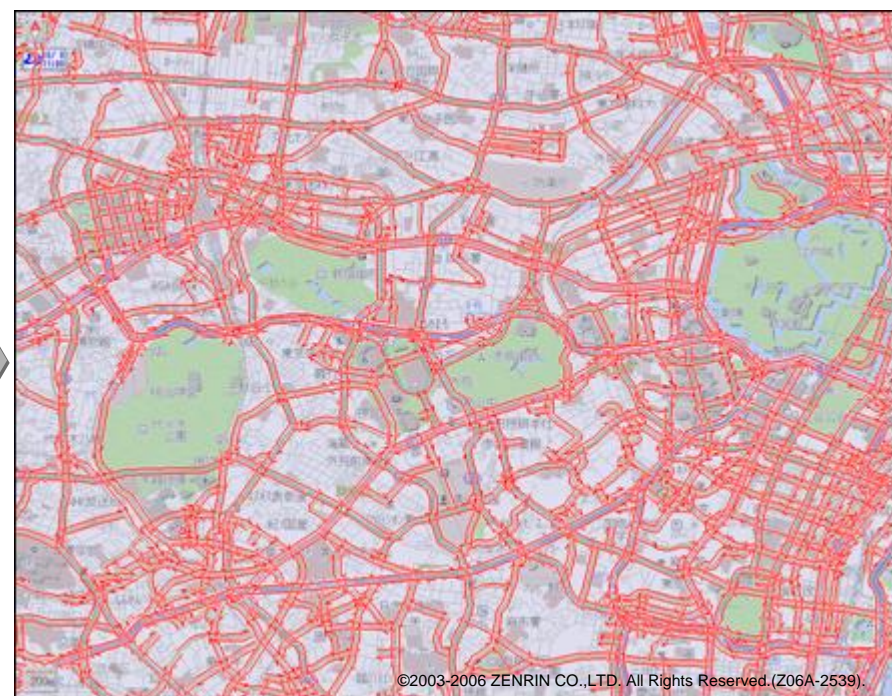
Sufficient traffic information with probe cars

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- Probe cars expand spatial coverage of traffic information.
- necessary for Eco Route calculation



Traffic information by roadside sensors



Traffic information with probe cars

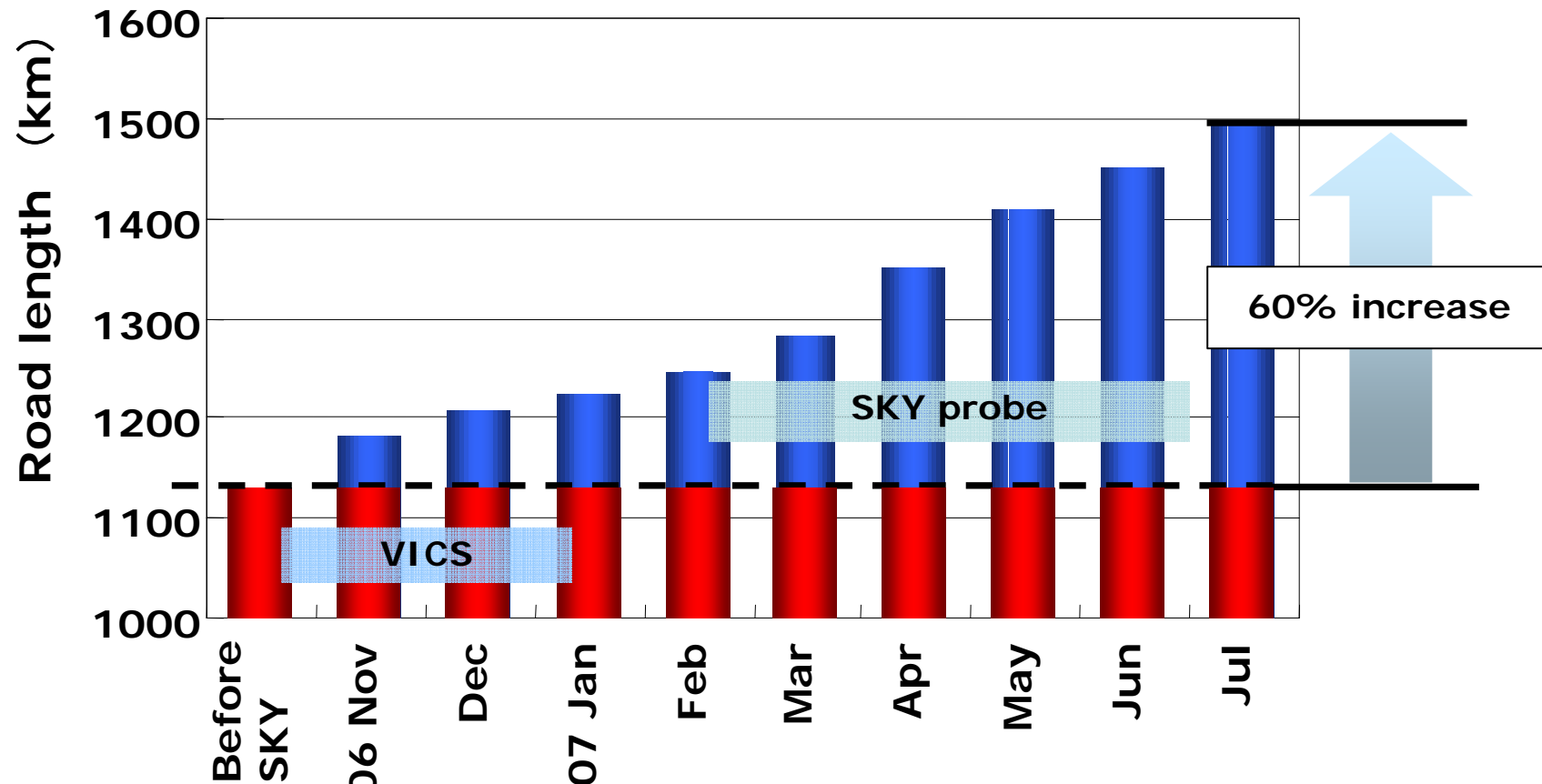
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Probe data for fastest route guidance



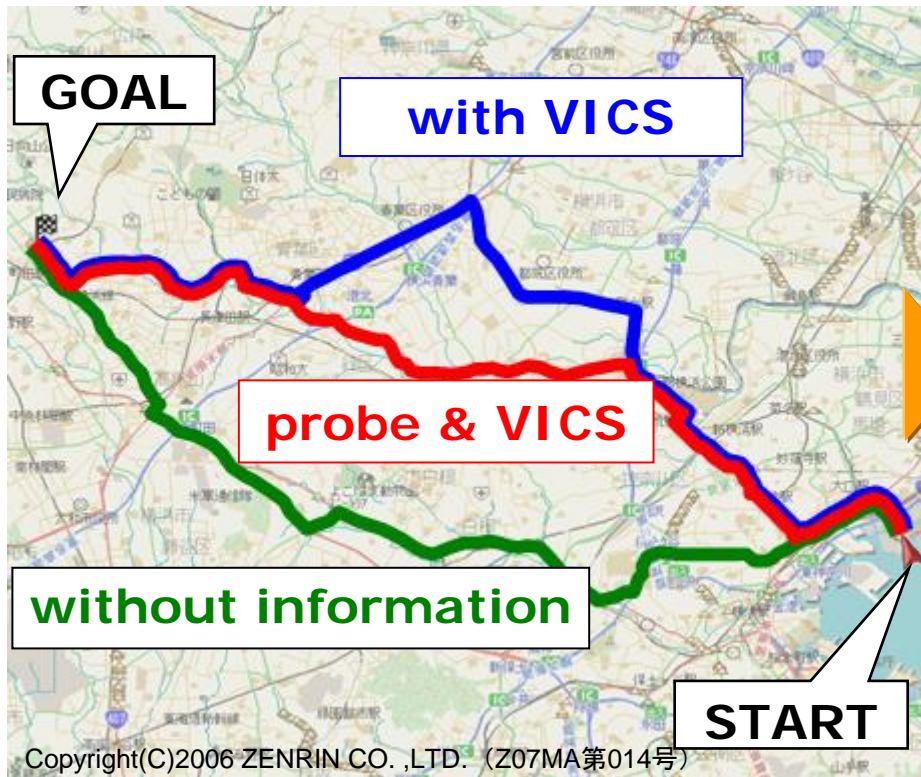
60 % more Traffic information in Yokohama



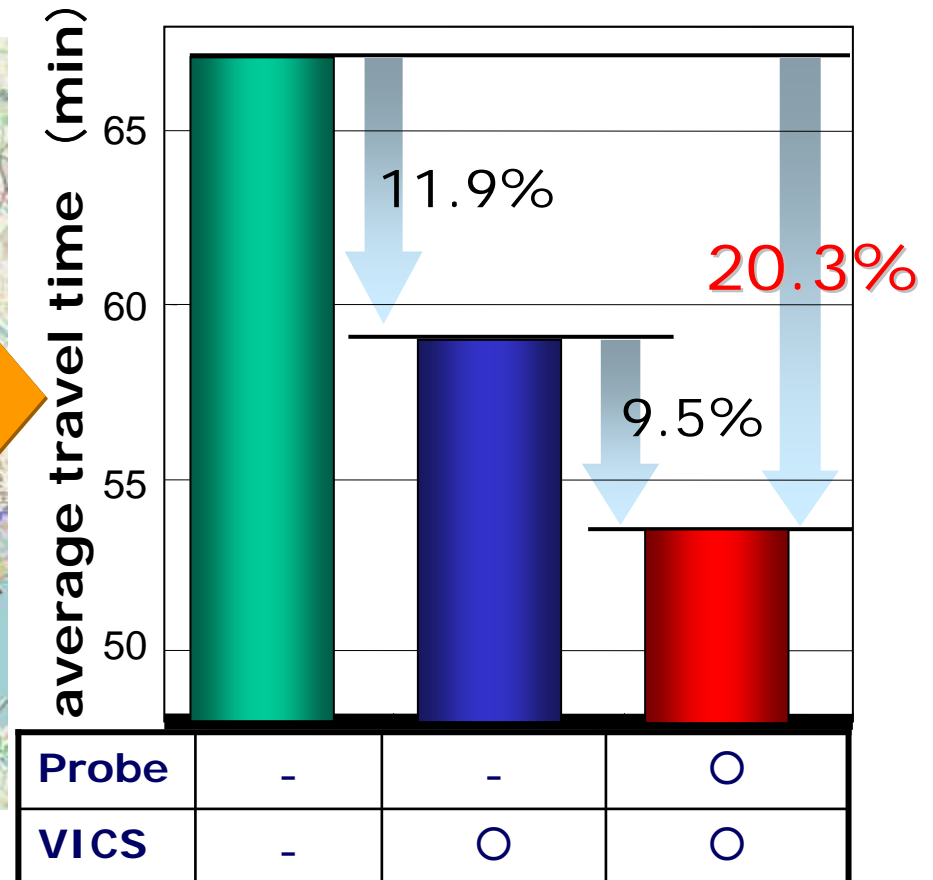
Road length with traffic information

Probe data for fastest route guidance

Travel time reduced by 20% by probe data



【Example: actual course】



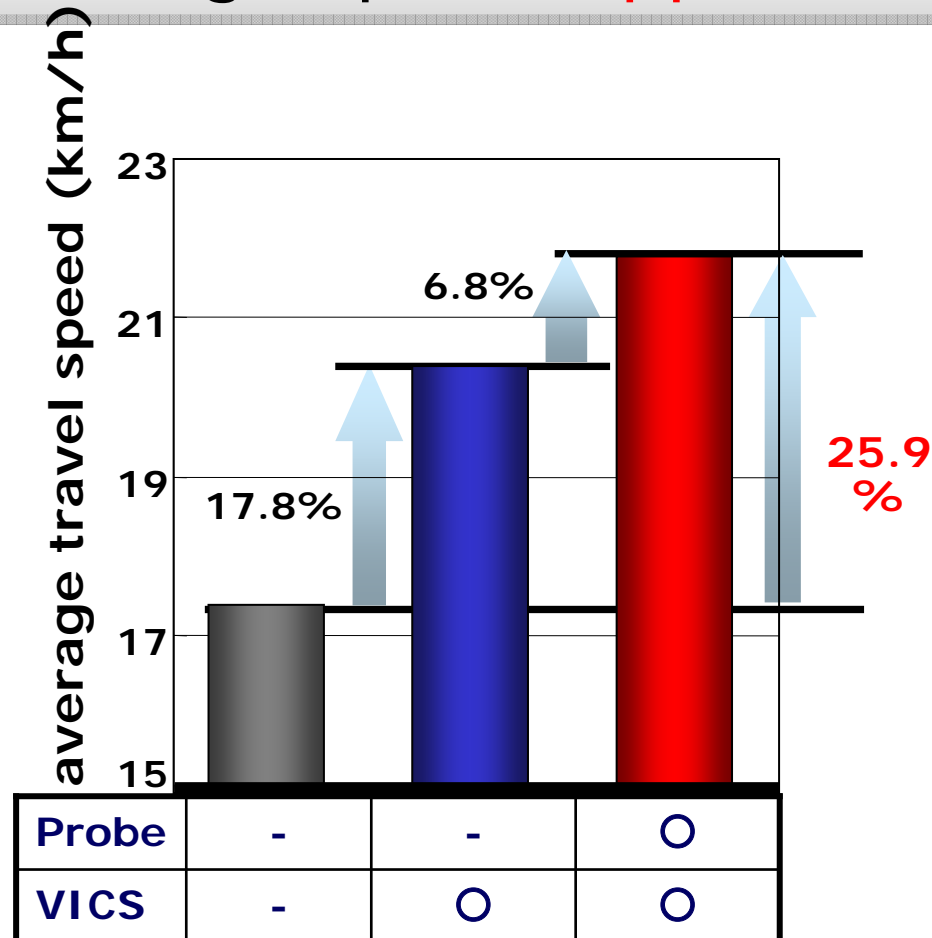
【travel time reduction】

Probe data for fastest route guidance

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average speed: **approx. 26% up**



Improvement of trip speed

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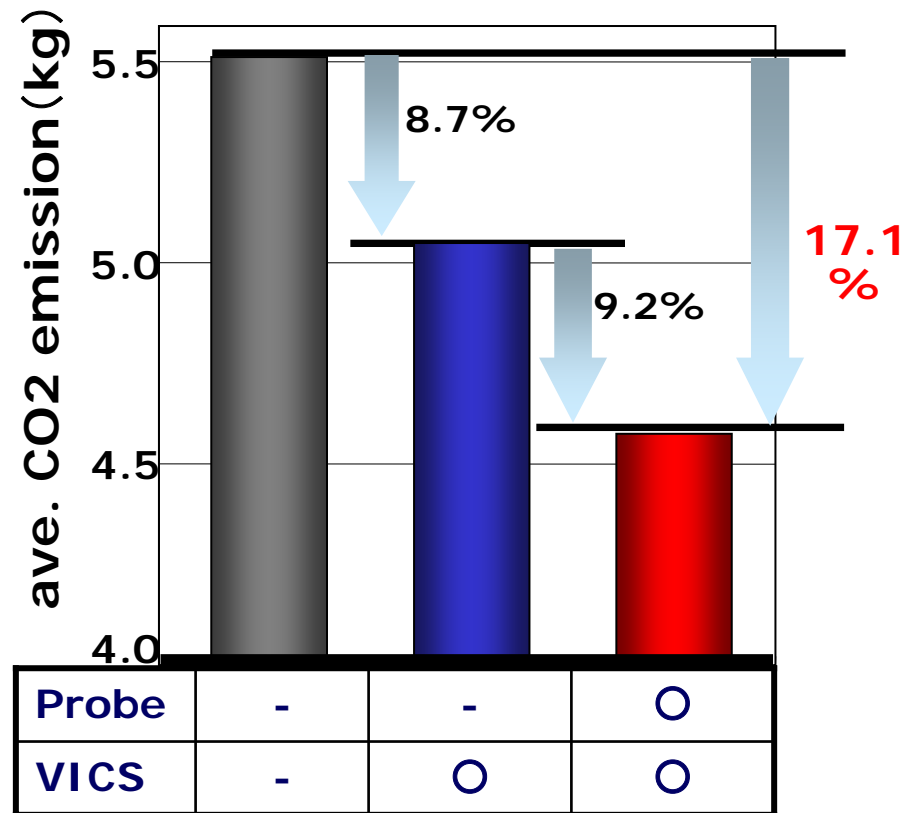


Probe data for fastest route guidance

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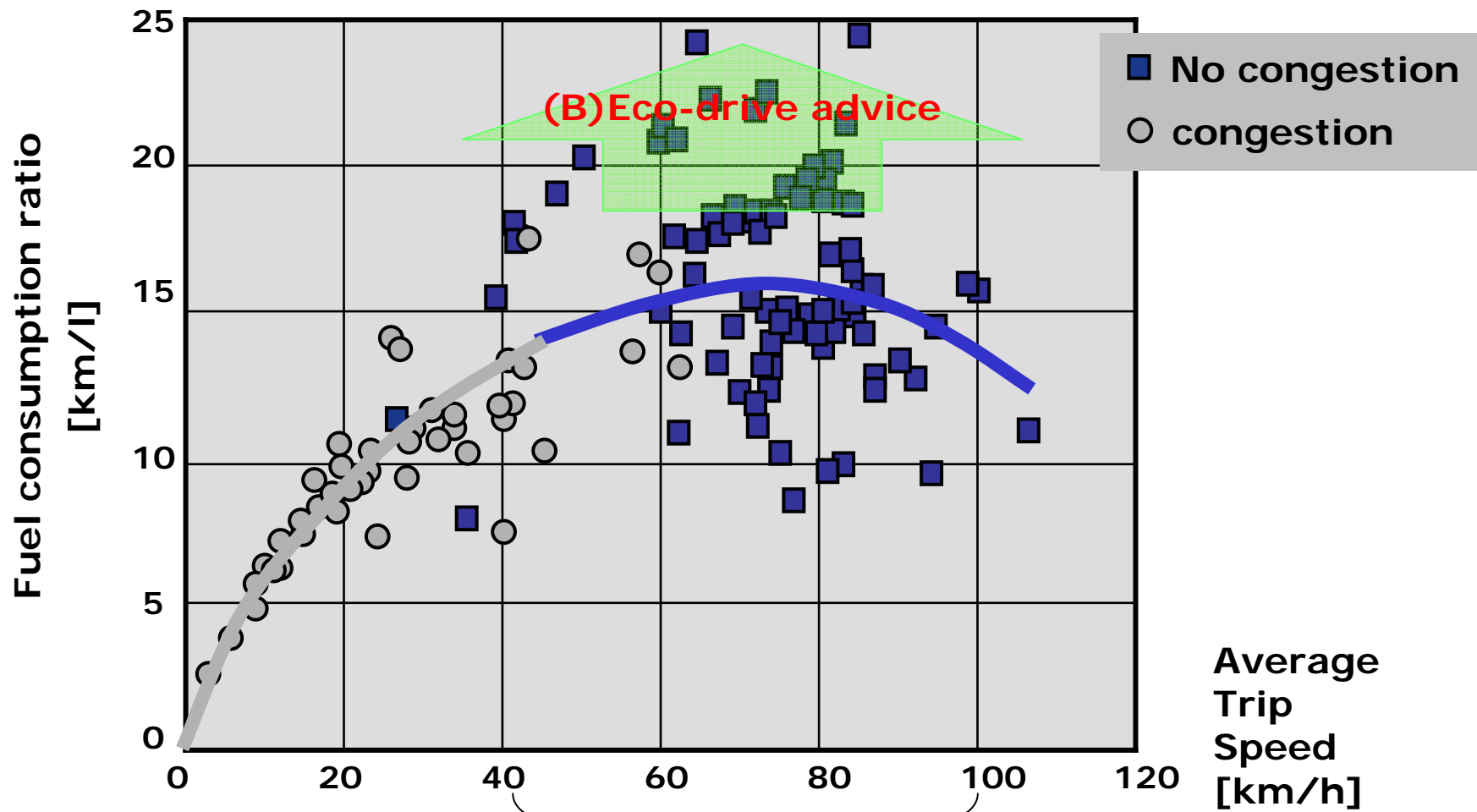


CO2 emission: **17% reduced**



Reduction of CO2 emission

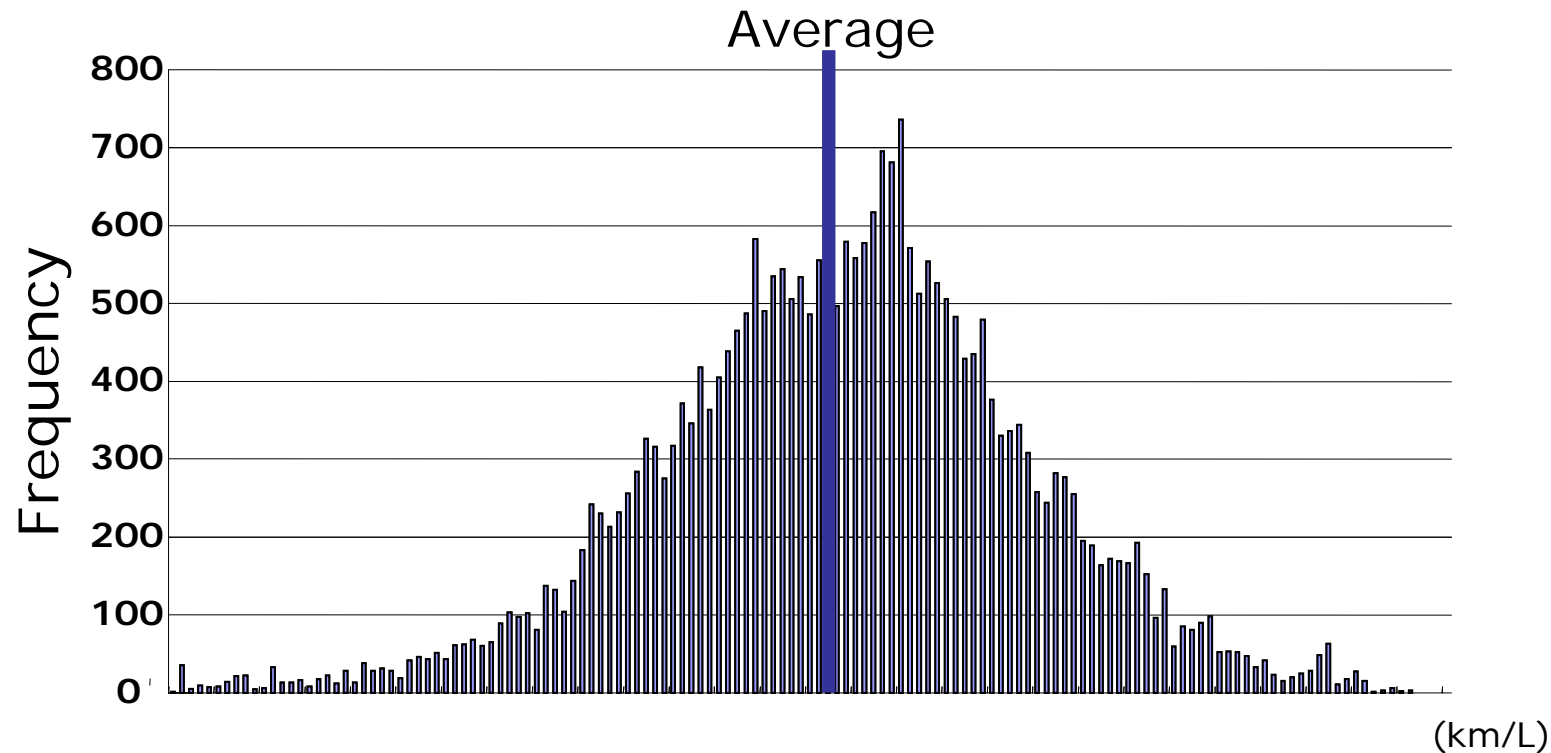
2 modes in fuel consumption



depends on drivers

Potential Possibility of Eco-driving

Actual fuel consumption varies by driver.



Low efficiency

High efficiency

Actual fuel consumption

(example of compact cars)

(B)Eco-driving Advice System

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(started in January, 2007)

To improve driving behavior



Eco-driving



Key point
maintain motivation
for cycle turning



1) Drive with Eco-meter

Actual fuel efficiency
and CO2 emission



2) Check the result at CARWINGS website

Fuel efficiency ranking



3) Compare the result with other drivers in the same model

Driving advice



4) Receive advice for improvement based on the result

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Effect of Eco-driving Advice System

Fuel consumption improved by 18%

