

# NISSAN FUTURES

LATAM | 2018

MORE AUTONOMY, MORE ELECTRIFICATION, MORE CONNECTIVITY



THE NEW NISSAN LEAF

## ELECTRIC VEHICLES

&gt; Electric vehicles are well known in Latin America.

&gt; Only

1

in

10

has traveled in one.

8

out of

10

Latin Americans are open to buying an electric vehicle.

88%

&gt; would be prepared to use one.

&gt; The main restrictions to introducing electric vehicles in Latin America include:

- 75% believe locating a charging point could be complicated, due to **insufficient infrastructure**.
- 63% believe that **the time it takes to charge batteries** is a factor to be taken into account.
- 66% are concerned that **battery capacity** may not be enough to cover their daily travel.



## AUTONOMOUS VEHICLES >>>

Only

&gt; 35%

of those surveyed **had heard about autonomous vehicles**, although this figure varies from country to country. **These vehicles are most well known in Brazil (45%).**


NISSAN IMX KURO CONCEPT

&gt; 69%

expressed **willingness to use** an autonomous vehicle **after the concept was explained to them.**

> Those surveyed said that **the benefits of using autonomous vehicles in cities include:**

- 70% believe accidents could be reduced with autonomous vehicles; **72%** said accidents **would also be less severe.**
- 58% of those surveyed believe autonomous vehicles **would improve mobility in their cities.**
- 6 out of 10 believe trips in such vehicles **would be much more comfortable.**


**Latin America is a region open to the future of mobility. 63% of those surveyed believe that autonomous vehicles are the future of the automotive industry.**

## ABOUT THE STUDY

The study, commissioned by Nissan Latin America and conducted by C230, a consultant branch of the think tank Fundación IDEA, was carried out through an online survey of a total of 5,790 people (men and women between 18 and 65 years of age) in five Latin American countries: Argentina, Brazil, Chile, Colombia and Peru, on Feb. 22 and 23, 2018. Survey questions were designed to collect information regarding perceptions about mobility, electric vehicles and autonomous vehicles.