

The 60-Day Satisfaction Guarantee.
 Buy a new Chevy, Buick, GMC or Cadillac and if you don't love it, we'll take it back. It's our new 60-Day Satisfaction Guarantee.
[Click here for details and limitations >>](#)



Automobile
SUBSCRIBE HERE
 Online Only Price



Automobile [SUBSCRIBE TODAY](#) Newsletter [RSS FEEDS](#) [SEARCH](#)

NEW CARS | USED CARS | AUTO SHOWS | FUTURE | DRIVEN | GREEN | MULTIMEDIA | FEATURES | BLOGS | FORUMS | RUMORS | [SUBSCRIBE](#)

[Green News](#) | [Green Reviews](#) | [Check Gas Prices](#)

Home » [Nissan EV - Does it have the power to win?](#)



GREEN: Nissan EV - Does it have the power to win?

June 12, 2009
 By Nancy Dunham

- [Get a Free Price Quote](#)
- [Free Insurance Quote](#)
- [Find a Local Dealer](#)
- [Search for Used Cars](#)

Attending a press event for the Renault Nissan EV - slated for a 2010 U.S. launch - is akin to attending a high-energy cult rally.

If such events are any indication, many in the press are willing to spread Nissan's message that its EV is the affordable, comfortable, solution to the struggle over CO2 emissions and gas pump pain. The system upon which the plug-in EV will run -- generally standard 110-volt electrical outlets at residences and placed in key public centers throughout municipalities -- will also spur a highly-efficient traffic management system designed by the automaker in partnership with local governments. Or so Nissan hopes.

Like proud parents with a child in a beauty contest Nissan contends the EV has it all -- space for five people, a 100-mile range, advanced safety technology, reliability and zero emissions - all at a lower total cost (four cents per mile) than a vehicle with a comparable Internal Combustion Engine (13 cents per mile).

Mark Perry, director of Product Planning for Nissan North America, is coy about the EV's appearance, place in the product line, and price (rumored to range somewhere between the low 20's to low 30's) but isn't hesitant to insist this car will fit the majority of consumers' needs.

"What you are seeing is 17 years worth of R&D coming to market here," he said noting Nissan's experience in lithium-ion battery/car applications. No question Nissan has invested plenty of money, time and energy in creating this beauty contender so it's not unexpected that they'd push naysayers away.

"You will always find outliers," said Perry when asked about concerns that

MORE PHOTOS



EMAIL ARTICLE

FORUM DISCUSSION

PRINT

SUBSCRIBE



Get a FREE, No-Obligation Internet Price Quote!

Nissan Select Model Zip GO

[Find a Dealer](#) | [Search Classifieds](#)

Buyers Guide

Free and fast new car price quote in minutes [GET MY PRICE](#)

Research Categories:

- [Overview](#)
- [Classifieds](#)
- [Pricing](#)
- [Specs](#)
- [Rebates](#)
- [Reviews](#)
- [Comparisons](#)
- [Photos](#)
- [Warranty](#)
- [Safety](#)
- [Insurance Rates](#)
- [Recalls](#)
- [Quick Quote](#)

More Related Content

- [READ RELATED BLOGS](#)
- [SEE RELATED FORUM POSTS](#)
- [READ RELATED ARTICLES](#)

Latest Rumors

- [Is the Ford Kuga Coming to America?](#)
- [GM Delays Sale of Opel to Magna](#)
- [U.S. Treasury Trims Executives Pay at Chrysler and GM](#)
- [Colorado Offers \\$42,000 off 2009 Tesla Roadster](#)
- [Nissan won't Build Hybrid-Only Models](#)

Sponsored Links

Solar Panel Company
 power your electric car w the Sun Get A Free Solar Evaluation Today!
www.StandardSolar.com/

New Dodge Ev
 Learn More About The New Dodge Circuit EV Fuel-Efficient Vehicle
www.ChryslerGroupLLC.c

Top Nissan Rogue Prices
 Find out our Lowest Possible Price on the all-new 2009 Nissan Rogue!
www.CarPriceSecrets.co

many drivers travel more than 100 miles a day, sometimes unexpectedly. "Research shows that 70 percent of the population goes 40 miles a day."

Then just how does an EV driver handle a cross-country or even cross state jaunt if power stations aren't available to them? Perry's answer: Buy a second car and if you can't afford or store one "That's why you have Zip car, Avis or Hertz. The EV is the car you use everyday."

Although the EV is publicly aimed at "every driver" industry experts think urban and suburban dwelling Baby Boomers with "green guilt" will be the primary market.

"A lot of this hinges on consumer preference," said Brandon Mason, lead power train analysis, Automotive Institute, PriceWaterhouseCoopers, Detroit. "Most consumers aren't going to switch unless they are green conscious. They don't switch because it's good for them financially but because it's good for the environment." ...next page >>

Page 1 2 Next

SHARE THIS POST



Check It Out!
APPAREL, GIFTS
& MORE!

Click Here!

Post a Comment (Must Be Registered)

User Name [input] Password [input] Comment [input] (1024 character limit) [POST] [CANCEL]

Community Comments

No one has commented on this article yet. Why not be the first to leave a comment?

Research By Make

- Acura, Aston Martin, Audi, Bentley, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ferrari, Ford, GMC, Honda, HUMMER, Hyundai, Infiniti, Isuzu, Jaguar, Jeep, Kia, Lamborghini, Land Rover, Lexus, Lincoln, Lotus, Maserati, Maybach, Mazda, Mercedes-Benz, Mercury, MINI, Mitsubishi, Nissan, Pontiac, Porsche, Rolls Royce, Saab, Saturn, Scion, Smart, Subaru, Suzuki, Tesla, Toyota, Volkswagen, Volvo

Sponsored Links

Top Nissan Rogue Prices

Find out our Lowest Possible Price on the all-new 2009 Nissan Rogue!
www.CarPriceSecrets.com

The Electric Car

Read the latest on fuel economy and green cars on Auto123.com.
www.auto123.com

Electric Car for Sale

Save Up to 75% Off Electric Car, Accessories, More
www.policeauctions.com

Electric Auto Shop

Step-by-Step Classroom Course Students Building Electric Vehicles
www.electricalautoshop.com

New Nissan Altima Prices

Find out what you could be Paying for an All New Nissan Altima!
www.WhyPaySticker.com

[Home](#) | [New Cars](#) | [Used Cars](#) | [Cars for Sale](#) | [Auto Shows](#) | [Car Reviews](#) | [Green](#) | [Concept Cars](#)
[New Car Dealer](#) | [Rumors](#) | [RSS Feeds](#) | [Car Videos](#) | [Car Insurance](#) | [Blogs](#) | [Car Forum](#) | [Used Car Dealer](#)
[Sitemap](#) | [Subscribe](#) | [Subscriber Services](#) | [Gift Subscriptions](#) | [Licensing](#) | [Reprints](#) | [Store](#)
[Contact Dealer](#) | [Terms of Use](#) | [Privacy Policy](#) | [Contact Us](#)



© 2009 Automobile Magazine,
Source Interlink Media
All rights reserved. WEB-055