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Nissan LEAF global sales reach 100,000 units

20 January 2014

Nissan LEAF global sales have reached the 100,000 mark; the 100,000th unit is being bought by a customer in the United Kingdom. The Nissan LEAF, the first mass-produced battery-electric vehicle, remains the best-selling EV, with a 45% market share.

Since its launch in December 2010 Nissan has seen the pace of sales increase consistently and 2013 was a record year. The LEAF is now available to customers in 25 countries on four continents. In Norway, the Nissan LEAF topped sales

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in 35 countries on four continents. In Norway, the Nissan LEAF topped sales charts, out-selling conventional gasoline powered vehicles in October 2013.

Nissan said that now with more than 100,000 Nissan LEAF EVs on the road throughout the world, it has access to market experience that can be utilized to further promote and enhance the future of EVs.

This year, the e-NV200 all-electric light commercial vehicle will go on sale in Europe and Japan. In June 2014, Nissan will participate in the 24 Hours of Le Mans with the NISSAN ZEOD RC; the company is targeting a record for the fastest all-electric, zero-emissions lap of the circuit. Nissan is committed to using the EV platform to break new ground in both the commercial-vehicle and motorsports arenas.

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