

An aerial photograph of Yokohama, Japan, showing the city's dense urban landscape, the Sagami Bay, and the harbor area with several large ships docked. The sky is blue with light clouds.

**City of Yokohama and Renault-Nissan Alliance**

# **Yokohama Mobility Project ZERO**

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**Co-Creation Plan Aimed at Next-Generation  
Transport for Low-Carbon Society**

# City of Yokohama and Nissan Motor Co., Ltd. Joint Project: **YOKOHAMA Mobility Project ZERO**

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**Nissan Motor Co., Ltd. and City of Yokohama  
Signed the confirmation in March 2009.**

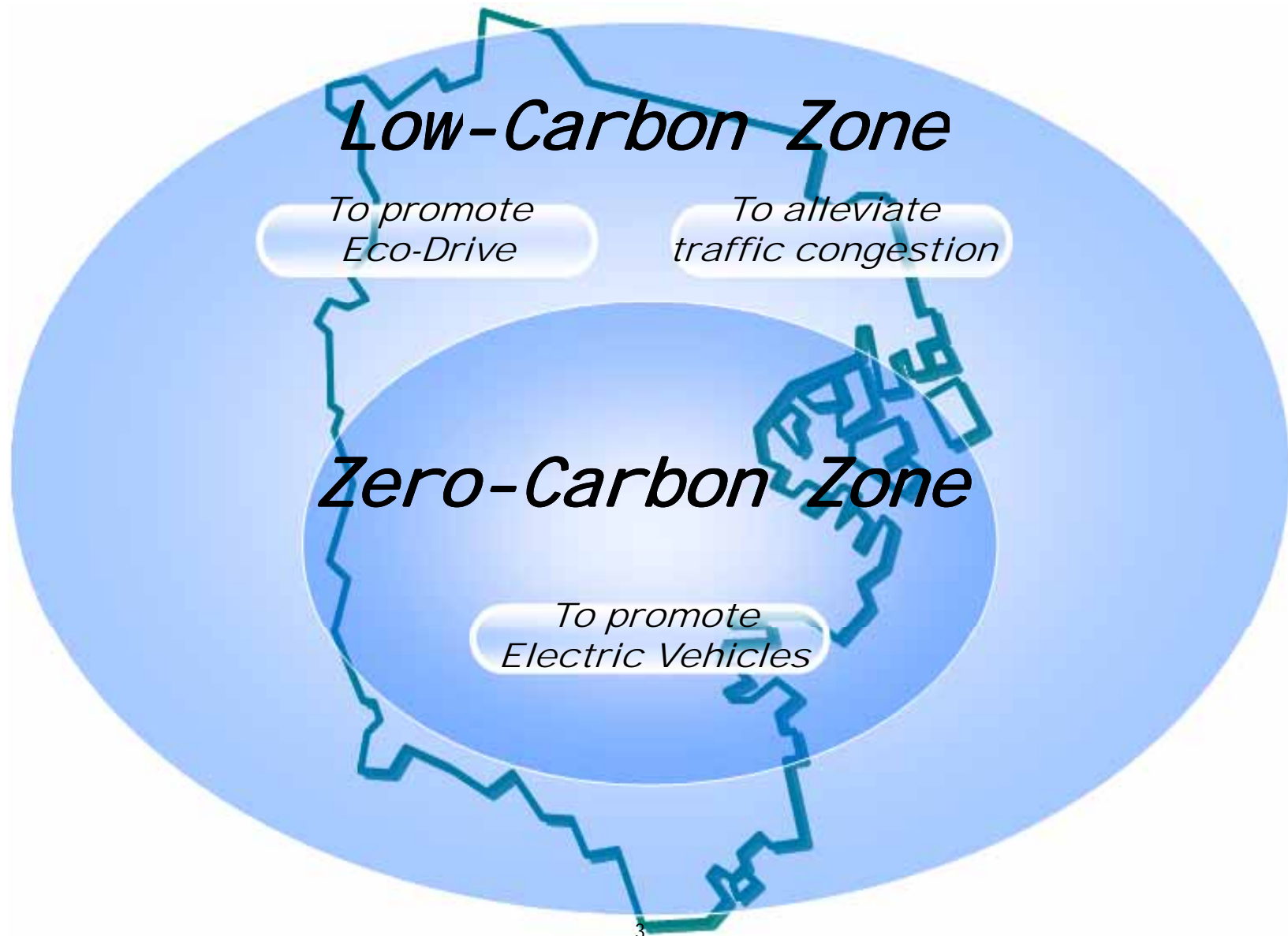
**- Agreement on a 5-year project  
outline from 2009 to 2013.**

## <Scope of the Projects>

- (1) Promotion of Ecological driving
- (2) Validation Test of Route Guidance System
- (3) Promoting of Electric Vehicles
- (4) Benefit Estimation and Announcement

# The Concept of YOKOHAMA Mobility Project ZERO

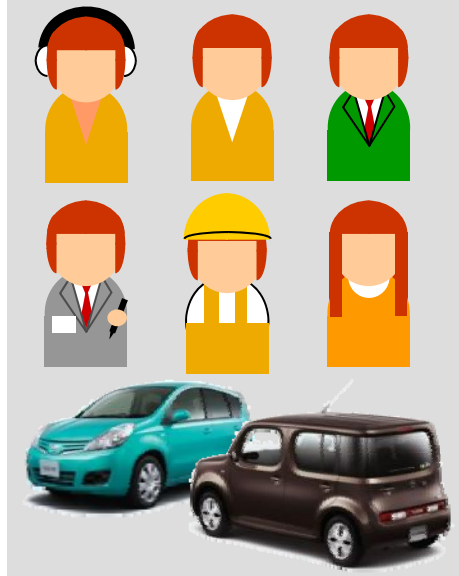
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# YOKOHAMA Mobility Project ZERO

## (1) Promotion of Ecological Driving

Citizen / Company



Fuel Economy Submission



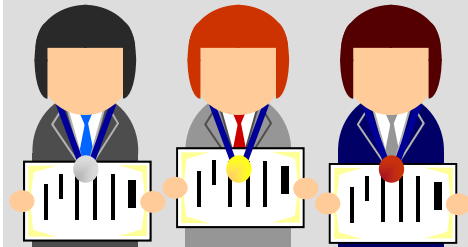
FE History, Advice, Carbon Footprint

Award

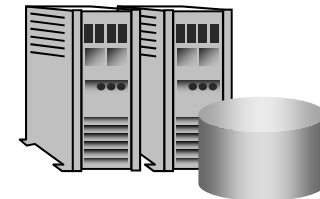
Ranking

Place	Ward	Handle
First	A	Ms.XYZ
Second	B	Mr.WWW
Third	C	Mr.ZYX
Fourth	D	Ms.YZX
Fifth	E	Mr.ZZZ
:	:	:

Award



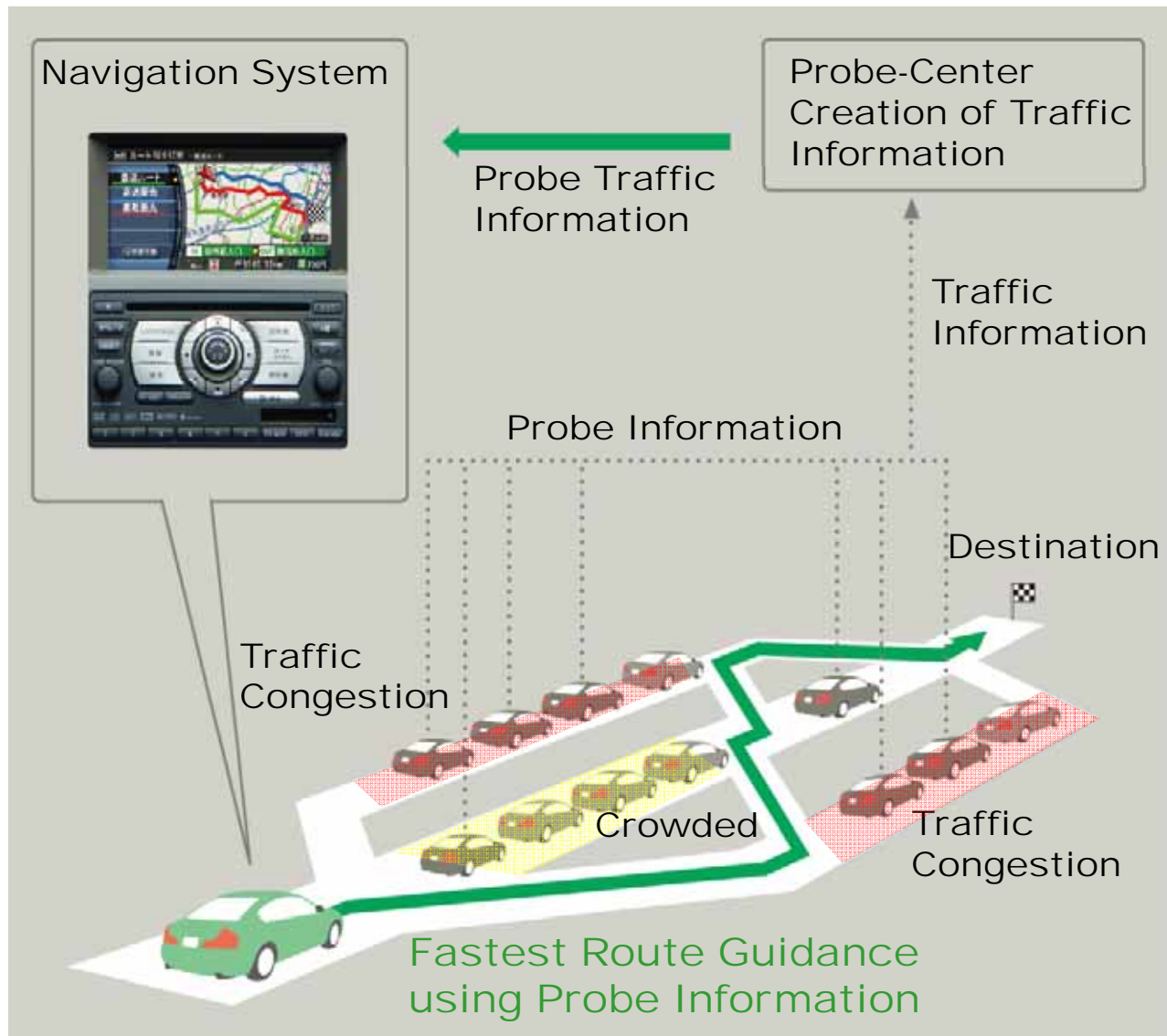
**NISSAN**



Measurement Tech.,  
System Operation  
Know-how

# YOKOHAMA Mobility Project ZERO

## (2) Validation Test of Route Guiding System



## YOKOHAMA Mobility Project ZERO (3)Promotion of Electric Vehicle (EV)

**Subsidy for the electric-charging infrastructures**  
100 rapid electric-charging units (200V) were subsidized  
¥200,000 per unit in FY2009.

**Subsidy for EV purchases**  
300 vehicles, including plug-in hybrid vehicles, are subsidized  
¥150,000 per vehicle in FY2010.

**The introduction of EV into the Yokohama municipal vehicle fleet**  
**Electric-charging infrastructure construction at Nissan facilities**



# YOKOHAMA Mobility Project ZERO

## (4)Benefit Estimation and Announcement

- Evaluate the impact of the Project on CO2 emission
- Study urban mobility planning
  - Study/Validation test for Car-sharing and measures to improve connections to public transportation
  - Validation test of the eco points system to provide incentives to drivers

