

# Empowering Journeys

2022 Diversity, Equity and Inclusion Report



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# Letter from Jérémie Papin

Senior Vice President, Nissan Motor Co., Ltd.  
and Chairperson, Nissan Americas



Nissan opened its first business operation in the United States (U.S.) in 1958. Since then, we have expanded our footprint across Canada, Mexico and South America. Together, these areas make up the Nissan Americas region, representing nearly 40,000 Nissan employees as they work to build the Nissan and INFINITI brands. Our Nissan Americas diversity, equity and inclusion (DEI) strategy seeks to fortify Nissan's heritage of always *daring to do what others don't*.

Today, Nissan Americas is experiencing a cultural transformation across our markets unlike any in our history. This is a time when we are listening, learning and growing together as One Team. We recognize that the only way we can do this successfully is by appreciating the thing we have in common above all others – our individual humanity.

This journey towards greater cultural understanding and more inclusive opportunities for everyone is illustrated in this first report on DEI for Nissan Americas. Here we tell the story of what this period of transformation means to members of our team as we shape a culture of inclusion. Our commitment to our team members, partners and customers is *Nissan for Everyone*.

Under the direction of our Chief Diversity, Equity and Inclusion Officer, Chandra Vasser, we choose to embrace a set of key principles to serve as the foundation of our work as we build an inclusive culture. Courage, Transparency, Equity, Vulnerability and Inclusivity: each key principle guiding us on our journey. These words reflect our aspirations within Nissan, and also the impact we hope to have in the communities we serve.

Nissan Americas has accomplished much in a short time, and we look forward to overcoming challenges we encounter on the journey ahead.

**JÉRÉMIE PAPIN**



## Letter from Chandra Vasser

Vice President and Chief Diversity, Equity and Inclusion Officer, Nissan Americas and President, Nissan Foundation

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Welcome to Nissan Americas' inaugural diversity, equity and inclusion (DEI) report, and thank you for taking the time to learn more about our values, our progress and our aspirations for the future.

This year's theme—Empowering Journeys—reflects efforts during the past year to build a culture of belonging at Nissan that acknowledges and appreciates the unique talents that our teammates possess. We are creating an environment where employees, customers and partners feel respected, valued and heard.

Our work across the Americas region is guided by our North Star: Better Conversations Lead to Better Actions. Broad cultural change begins with the support of senior leadership and is carried out through thoughtful and deliberate conversations. Nissan sincerely believes that through these conversations, bridges of understanding will be built, and our company will be stronger and more innovative as a result.

Nissan is focused on equipping leaders to appreciate our differences. We are focused on extending greater opportunities to our dealers and suppliers. We are enfranchising the next generation of talent by investing in higher education and training. Every element of DEI is critical to our success.

In 2022, we celebrated the 30<sup>th</sup> Anniversary of the Nissan Foundation and its good work toward building a strong community by valuing culture and diversity. The Foundation's philanthropic mission is as relevant today as it was 30 years ago. A scan of today's headlines tells us that we can still do more personally, in our workplace and in our communities.

This journey towards empowerment is as old as the ages. We remain committed to doing more and being better at Nissan.

**CHANDRA VASSER**



# Our Strategy

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Nissan Americas is committed to creating a culture where everyone belongs and employees, customers and partners feel respected, valued and heard. We believe that when everyone belongs, the power of Nissan is undeniable.



## Our North Star: Better Conversations Lead to Better Actions

Our work towards creating an inclusive culture is guided by our North Star. We are doing the work of listening to and understanding the voices of our colleagues, partners and customers, then acting on the progress they want to see. Embracing different perspectives and taking on uncomfortable conversations will help us meet the evolving needs of our stakeholders and industry.

### THE FOLLOWING FIVE PRINCIPLES SERVE AS A FOUNDATION TOWARDS BUILDING A DIVERSE AND INCLUSIVE CULTURE:

**Transparency:** It's time to listen. It's time to share with intention.

**Courage:** It's time to get uncomfortable. It's time to innovate.

**Vulnerability:** It's time to be open, to be ok to make mistakes, to learn and try new things.

**Equity:** It's time to recognize that equity and equality are not the same.

**Inclusivity:** It's time for our actions to represent everyone.



## DEI Disruption

In 2021, Nissan Americas held a DEI Disruption event, where executive leadership engaged in thoughtful and candid conversations about sustainable transformation in our company and communities. Leaders collaborated on creating Nissan Americas' North Star, Principles, DEI Pillars and further specific actions. In 2022, we completed those actions and initiated more, while planning sustainable strategies for future progress.

The event further caused us to consider standardizing and diversifying the interview process to recruit and hire the best employees into the company. Additionally, following the event, we invested in new sequential trainings for employees. The journey that began during DEI Disruption continues to drive us toward our goals.

# Governance

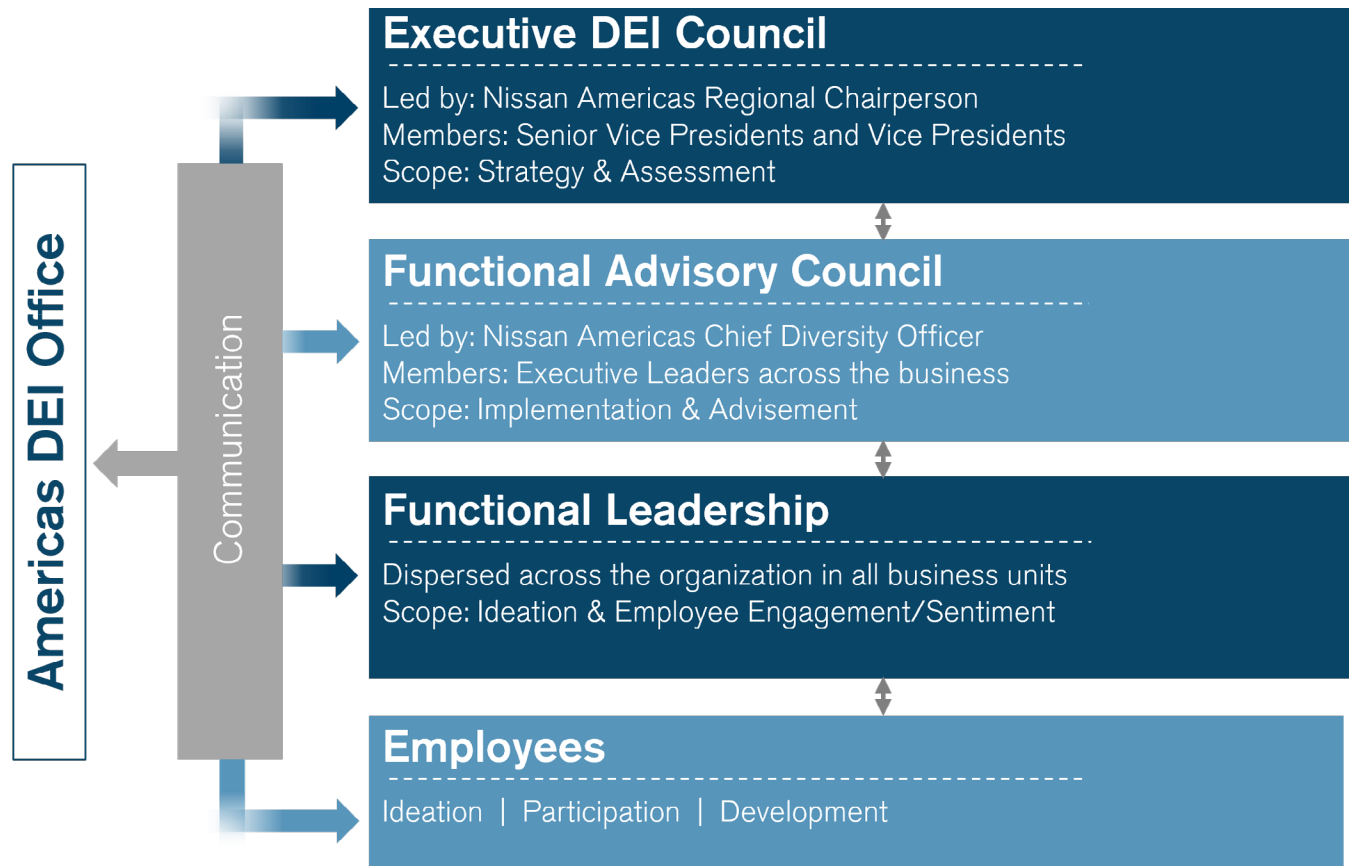
Building an inclusive workforce and harnessing the value of our diversity requires enterprise-wide accountability. In 2021, Nissan Americas created a new Executive Officer role to guide our Americas markets through this internal cultural shift. Our diversity, equity and inclusion (DEI) strategy is now driven across business functions by our Vice President and Chief DEI Officer. The DEI team works to develop partnerships and lead communication on Nissan Americas' DEI commitments enabled by actionable solutions.

## EXECUTIVE DEI COUNCIL

Led by the Nissan Americas Chairperson, with support from senior executives, Nissan's Executive DEI Council ensures alignment of the DEI strategy to business objectives, drives accountability to achieve our diversity goals and communicate progress.

## FUNCTIONAL ADVISORY COUNCIL

The Functional Advisory Council implements Nissan Americas' DEI strategy across business units and provides strategic guidance and feedback to the Executive DEI Council. It is led by the Nissan Americas Chief DEI Officer and is made up of Vice Presidents and Directors from across the business.



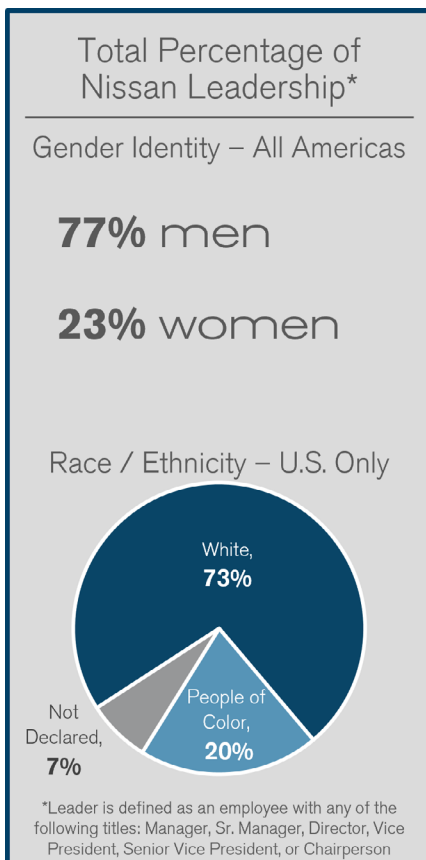
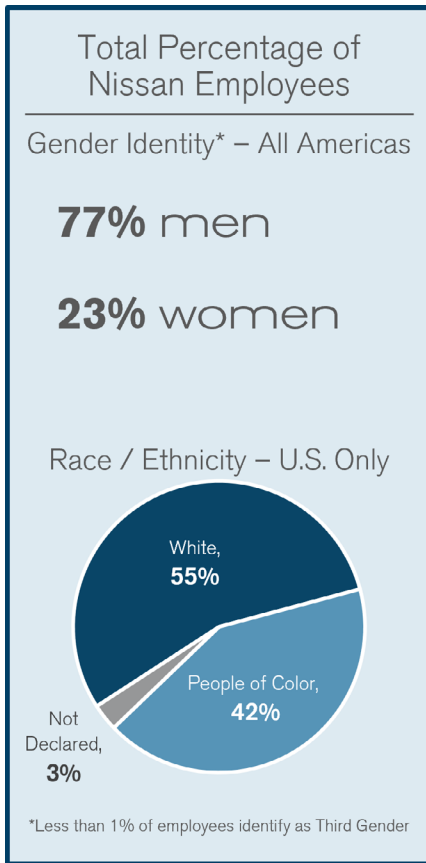


# Empowering People

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Nissan America is fueled by the many people who make, sell and use our products. We strive to create a workforce and culture that help unlock every employee's full potential. From ensuring diverse interview panels to training executive leaders, we are empowering people to do their best work.





# Recruiting

We are committed to having a diverse workforce that aligns with our North Star. We are driving progress by embedding diversity, equity and inclusion (DEI) into our recruitment efforts, including developing a wide variety of partnerships with educational institutions and professional organizations to ensure a multifaceted pipeline.

These partnerships include:

## FUTURO, INC.

Providing students with free access to professional development, job fairs and mentoring sessions to help close the equity gap for Hispanic/Latino and other underrepresented groups.

## UNCF

Providing scholarships and a guaranteed internship at Nissan for students at **Tennessee State University** and **Fisk University** studying STEAM (Science, Technology, Engineering, Arts and Mathematics).

## LGBTQIA+ EMPLOYMENT FAIRS

Attracting more than 100 candidates to recruit individuals in our Mexico market.

## UNIVERSITY INTERNSHIP PROGRAM

Attracting and developing talent in Brazil. In 2022, more than 140 interns were hired, around 80% of whom were from under-resourced groups.

## ACCELERATE AUTO CANADA

Supporting awareness initiatives and education programs to attract, develop and promote Black talent in the Canadian auto industry.

## BLACK AUTOMOTIVE MEDIA GROUP

Working with **Jackson State University** and **Tennessee State University** to introduce HBCU students to automotive industry career opportunities in communications.



## Retention

Nissan aims to offer employees enriching careers where they can maximize their potential and have access to great opportunities.

We work to ensure representation of diverse talent in our workforce and executive roles through our recruitment and training strategies. For example, the Nissan Graduate Program is an accelerated development path for college graduates with Masters' in Business Administration to be challenged through multiple rotations that emphasize strategic functional and cross-functional experiences across a variety of core business areas (such as Marketing, Sales, Manufacturing and Finance). Our goal is to grow well-rounded and cross-functional leaders. Participants are provided with executive mentoring, career guidance and structured development activities throughout their journey.

### >80%

of employees who took parental leave in 2022 were men

### 100%

of salaried employees & people leaders completed Unconscious Bias training

### BENEFITS

In supporting the whole person at Nissan Americas, we prioritize our employees' physical, emotional and mental well-being. To that end, we offer a comprehensive [benefits package and programs](#) to help employees care for themselves and their families, as they pursue professional goals and personal passions.

In 2022, our U.S. market enhanced parental leave benefits by extending them to all employees, regardless of gender identity. This was specifically beneficial to the fathers on our team, and more than 80% of parents taking leave were men. The extension of benefits also increased the total amount of paid time off.

## Training & Experiences

Ongoing trainings and experiences support our DEI strategy by cultivating learning, understanding and connection by fueling each employee's journey. We offer in-person and virtual trainings to employees, focused on DEI topics including racial equity, LGBTQIA+ belonging and disability inclusion, as well as experiences related to physical, emotional and mental well-being. 100% of employees and people leaders completed Unconscious Bias training, and this year, all people leaders were offered the Inclusive Conversations and Conscious Inclusion trainings to foster open, safe and brave communication across our teams.

We tailor our training programs to consider the cultural differences in each of our markets. In 2022, our South American market presented specific DEI content applicable to and considering cultural differences in each country, empowering teams in Argentina, Brazil, Chile and Peru. Nissan Canada supported Indigenous awareness for employees via training initiatives.



## DEI Training for Manufacturing

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Throughout 2022, our South America and Mexico markets delivered thousands of training hours to manufacturing technicians, empowering them to be inclusion champions. We prioritized DEI training for our technicians to ensure they were involved and engaged in these critical DEI initiatives. Trainings were held on leadership skills, disability inclusion, generational differences at work, parenting and women in leadership. We also held open conversation forums with top management and released DEI-themed videos through internal communication channels specific to our manufacturing plants.



It feels great to see that the company you work at strives to embrace diversity. Training in DEI is very important, it allows us to **expand our consciousness, eliminate barriers and biases**, and to better understand ourselves and accept others. As part of the LGBTQIA+ community, **to see colleagues embrace the information shared, and make an effort to apply them at work is sensational.**

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**OMAR FERNANDO  
DOMINGUEZ DURAN**

GENBA KANRI SPECIALIST,  
VEHICLES PLANT A1



# Empowering Culture

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We believe our strength is in our differences. That is why we are investing in initiatives that support the communities of our teams throughout the Americas. By living our values and embracing our principles of Courage, Transparency, Equity, Vulnerability and Inclusivity, we are building a culture where everyone belongs.

# Business Synergy Teams (BSTs)

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BSTs are created by employees in tandem with executive sponsorship to share perspectives and offer employees a supportive place to build connections and engage in better conversations. They are also called upon to consult on Nissan Americas' diversity, equity and inclusion (DEI) business activities.

Employees join BSTs not only to fuel their engagement, but also to grow, develop and network with other employees. Each BST is rooted in three priorities: professional development, business impact and community engagement. ~10% of Nissan Americas employees were involved in at least one BST. Each BST is focused on creating opportunities for personal and professional development, building a safe space where curiosity and openness drive innovation, and supporting our external partners.

## 24

Business Synergy Teams (BST) chapters active across all Nissan Americas markets

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## ~10%

of Nissan Americas employees were involved in at least one BST

## Nissan U.S. Women's Business Synergy Teams (WBST)

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The first chapter of WBST was founded in 2007 to provide members with networking, professional development and community involvement opportunities. Since then, the WBST has grown into the most engaged BST at Nissan Americas, with eight chapters across the region.

In 2022, WBST chapters sponsored community involvement and professional development activities that included a Women in Leadership Panel. This virtual event allowed all Nissan Americas employees to hear from women in executive roles across the organization. Attendees were able to submit questions in advance and learn more about the efforts each leader dedicated to their own professional development.

## LL

I am very grateful for our WBST leadership team and our members. Each member volunteers their time to provide meaningful and purposeful content within our programming sessions, volunteer opportunities in the community and through our first-ever mentoring circles. **I have had the honor of being an executive sponsor for many years now**, and I truly can say that it gets better and better every year.

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**JUDY WHEELER**

*DIVISIONAL VICE PRESIDENT,  
NISSAN SALES AND REGIONAL  
OPERATIONS, NISSAN U.S.*

# BST Focus Areas



**Black Employees of Nissan (Nissan U.S.):** enhances the experience of Black employees at Nissan by promoting individual and collective growth, creating networking opportunities and acting as a resource for inclusive dialogue with employees and leadership.



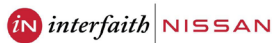
**eNable:** serves as a resource for business functions regarding disability inclusion.



**Gay Straight Alliance at Nissan (Nissan US & Canada), True Colors (Nissan Brazil):** fosters a culture of equality at Nissan that provides a safe, respectful and supportive environment for gay, lesbian, bisexual and transgender employees, vendor partners, customers and allies.



**Generations (Nissan US, Mexico, Canada), Generational Diversity (Nissan Mexico):** unites employees of all ages to create champions who drive Nissan into the future.



**iNterfaith (Nissan US):** celebrates humanity by promoting respect, awareness and inclusion of all belief systems through giving back to our local communities and at Nissan.



**Multicultural (Nissan US & Canada), Racial Equity (Nissan Brazil):** drives conversations about racial equity by hosting educational sessions around multicultural moments and milestones.



**Nissan Alliance of Parents (Nissan US), Parents (Nissan Canada):** seeks to support caregivers through the major milestones in their children's lives - from birth through college graduation by sharing parenting advice and education on Nissan benefits.



**The Green Team:** gathers members participating in green initiatives at Nissan locations and within our surrounding communities.



**Veterans:** brings together veteran employees and allies to identify ways to better engage the service member community inside and outside Nissan.



**Wellness (Nissan Canada), Wellness @ Work (Nissan US):** promotes a worksite culture that encourages and supports physical, nutritional, emotional, social, financial and career well-being.



**Woman (Nissan Canada), WBST (Nissan US), W Power (Nissan Brazil), Gender Equity (Nissan Mexico):** strives to promote collaboration, enhance inclusivity and strengthen women at Nissan.



## Global Diversity Awareness Month

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Throughout the year, we celebrate many cultural holidays and significant moments to pay tribute to our employees, their culture and their communities. A highlight celebration each year is Global Diversity Awareness Month in October. Across the Americas' region, employees attended events that showcased our BSTs and the impact they make across our company, along with informational sessions about diversity and inclusion in the workplace.

### **KNOW THE BUSINESS**

During October, more than 3,000 employees across the Americas region gathered for a Know the Business virtual event on Diversity, Equity and Inclusion. Nissan Americas Chairperson Jérémie Papin, Vice President and Chief DEI Officer Chandra Vasser and other regional leaders discussed the importance of DEI to Nissan's future. Following the event, 88% of attendees indicated they are excited about Nissan Americas' DEI initiatives.

### **WEEKLY EDUCATION**

Regionally, Nissan Americas curated training and educational opportunities for staff in all of our markets. Each week of October was themed differently, with development opportunities including Fostering Inclusivity, The Health Guide for Men and Creating a Great Place to Work.

### **ENGAGING MANUFACTURING TEAMS**

Our South America market held virtual sessions to familiarize employees with the BSTs as well as an in-person presentation on their DEI strategy for over 600 manufacturing team employees in Brazil.



# Empowering Communities

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We make a difference in our local communities through the Nissan Foundation, the Nissan Neighbors Program and other crucial community partnerships. At their core, each of these initiatives is strongly connected to our diversity, equity and inclusion (DEI) mission and strategy, helping us engage in more meaningful conversations and take actions to make progress in the communities where we live and work.





## The Nissan Foundation

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### 150

nonprofit organizations supported by the Nissan Foundation

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### \$14 million

donated from the Nissan Foundation since its creation

The U.S.-based Nissan Foundation was created in 1992 as an intentional response to the violent civil unrest that followed the Rodney King verdict in Southern California near Nissan's (then) U.S. headquarters. Over those 30 years, the U.S.-based foundation has donated nearly \$14 million to more than 150 nonprofit organizations whose work focuses on supporting educational programs that promote cultural understanding and appreciation of differences. In the U.S., we have developed long-standing partnerships and invested in meaningful initiatives to support the Foundation's mission.

Some highlights include:

**Funding** the [Global Education Center](#) (Nashville, TN) Passport to Understanding project, a multicultural arts program that helps build cultural sensitivity, awareness, understanding and respect.

**Expanding** our 20-year partnership with the [Japanese American National Museum](#) (Los Angeles, CA) by funding their school visit and virtual field trip program along with free family festivals that celebrate Japanese and Japanese American cultural traditions.

**Providing** opportunities for the public to learn from and enjoy diverse traditions, the exchange of ideas and pinnacle moments that define our shared history by supporting organizations such as the [Arab American National Museum](#) (Dearborn, MI), [Atlanta History Center](#) (Atlanta, GA), [Dallas Holocaust and Human Rights Museum](#) (Dallas, TX), the [Museum of Mississippi History](#) and [Mississippi Civil Rights Museum](#) (Jackson, MS) and the [Tanenbaum Center for Interreligious Understanding](#) (New York, NY).

# Other Community-Based Activations

Across the Nissan Americas region, contribution activities are designed to meet communities where they are while helping to energize our employees to get involved.

## EMPOWERMENT IN CANADA

The Nissan Canada Foundation supports Habitat for Humanity by providing employee volunteer days from our head office and regional office teams, as well as a vehicle donation. The Foundation in Canada is also a proud sponsor of the World Wildlife Fund, among other non-profit organizations.

## CIVIC ENGAGEMENT IN MEXICO

Giving back to our local communities is a priority for Nissan across the Americas. In our Mexico region, we funded a donation of school supplies supported by 100 employee volunteers for schools built by the ANDANAC Foundation (the Nissan Dealers Foundation in Mexico). In 2022, the Nissan Mexico team also planted 135 trees, installed four water collection systems in vulnerable communities and presented weekly instruction to help promote students' interest in the automotive industry.

## NISSAN NEIGHBORS IN THE UNITED STATES

The Nissan Neighbors program supports nonprofits through donations and employee volunteerism via three pillar areas: **education, the environment** and **humanitarian aid**. Nissan Neighbors grantee partners include [The American Red Cross Tennessee](#), Boys & Girls Clubs of [Middle Tennessee](#), [Rutherford County](#), [Central Mississippi](#), and [Southeastern Michigan](#), [Habitat for Humanity International](#), The Nature Conservancy [Tennessee](#) and [Mississippi](#), the [Salvation Army Area Command](#), [Second Harvest Food Bank of Middle Tennessee](#), [Urban Green Lab](#) and [YMCA Black and Latino Achievers](#), among other nonprofit agencies.

## SUSTAINABILITY IN SOUTH AMERICA

Nissan South America empowers local communities and partners through activities that foster a cleaner, safer and more inclusive society. We promote engagement through different social and philanthropic initiatives. The Volunteer in Action Program, created to positively impact society and encourage the social role of all volunteers, curated additional opportunities across NSAM including Sustainable Route, Volunteer Event, World of Professions, Brazilian Sign Language Course, Book Day, Value Mentorship and Christmas Campaign.





## LL

These conversations allow us to create better understanding and tell our stories so that it doesn't become about 'us versus them' but instead it is about WE.

### LINDA AKUTAGAWA

PRESIDENT & CEO OF LEADERSHIP EDUCATION FOR ASIAN PACIFICS AND SYMPOSIUM ATTENDEE

## 30

number of nonprofit representatives that attended our 30<sup>th</sup> anniversary symposium

# 30 Year Anniversary: The Nissan Foundation Symposium

The inaugural Nissan Foundation symposium was held in October 2022, in honor of the Nissan Foundation's 30<sup>th</sup> anniversary. Representatives from 30 nonprofit organizations from across the country gathered at Nissan Americas headquarters in Franklin, Tennessee to discuss best practices and share knowledge with each other. The event included a series of panel discussions on a range of relevant topics like "The Evolution of Cultural Acceptance," "Understanding and Addressing Biases," and "Reshaping Our Cultural Narratives."

A truly rewarding experience, the Symposium allowed Nissan executives, employees, thought leaders and community partners to hear from Foundation grantees on inclusion and belonging practices gathered from on-the-ground experiences serving their communities.

# Strategic Community Engagements

Developing and growing strategic community partners is an important way we create avenues of opportunity in our industry. We focus on working with youth-facing organizations that help equip the next generation of leaders, as well as those that help us identify best practices to improve our DEI initiatives. In 2022, we evaluated our community partnerships across the Americas region to ensure equitable resourcing of the communities where we live and work.

## ENGAGEMENT WITH OUR COMMUNITY PARTNERS GOES FAR BEYOND PROVIDING FINANCIAL SUPPORT

Nissan focuses on offering under-resourced youth opportunities to learn and develop. We are devoted to strengthening the pipeline of future talent for our company and industry through:

Sponsoring seminars and trainings that prepare young people for success in college and the workforce

### THIS INCLUDES PARTNERING WITH

- The [NAACP's](#) 113<sup>th</sup> Convention Youth & College Division
- The [National Society of Black Engineers](#) (NSBE) Summer Engineering Experience (SEEK)
- The [National Urban League's](#) Youth Leadership Summit
- [LULAC's](#) Washington Youth Leadership Seminar
- Youth About Business' Summer Business Camp
- Funding scholarships at [Georgian College from Nissan Canada](#)

Providing leadership through board participation from our executives

Nissan executives currently serve on more than 65 nonprofit boards in markets where we have a strong operational presence.

### BOARD AFFILIATIONS INCLUDE

- [Tennessee Performing Arts Center](#)
- [Nashville Symphony Association](#)
- [Second Harvest Food Bank of Middle Tennessee](#)
- Boys & Girls Club of [Middle Tennessee](#), [Rutherford County](#) and [Central Mississippi](#)
- [Big Brothers & Big Sisters of Middle Tennessee](#)
- YMCA [Black](#) and [Latino](#) Achievers
- [American Red Cross - Nashville Area](#)
- [Conexion Americas](#)
- [Youth About Business](#)
- [Urban League of Middle Tennessee](#)

Helping marginalized communities with critical resources and support

### WE PARTICIPATE IN THE

- [Rainbow PUSH](#) Automotive Project, as they promote full and equal participation in our industry by people of color

### WE PARTNER WITH

- The [Tennessee Latin American Chamber of Commerce](#) (TLACC) to support entrepreneurial Latino business owners
- [Out & Equal's](#) Workplace Summit/Executive Forum

### DONATE PARTS FOR

- Hands-on learning in trade schools in Canada

### NISSAN HAS PARTNERED WITH

- [The Human Rights Campaign \(HRC\)](#) for the last 10 years, helping the organization achieve its vision of a world where every member of the LGBTQIA+ family has the freedom to live their truth without fear, and with equality under the law

### IN OUR CANADA MARKET

- Employees Support the [Mississauga Food Bank](#) each year

### IN OUR MEXICO MARKET

- We signed an alliance with the [UN's Women Empowerment Principles](#) (WEPIs) to support talent development, gender equality and women's empowerment



## 100 Black Men of America:

Nissan's support of 100 Black Men of America helps improve the quality of life of Black youth by enhancing their educational and economic opportunities. Our partnership supports Four For the Future, which focuses on the development areas of mentoring, education, health and wellness and economic empowerment.

In 2022, we sponsored eight local affiliates of 100 Black Men, near each of our major U.S. facilities. This included participation in key local events, sponsoring four young men from Detroit to attend the 100 Black Men National Conference and hosting the annual Nissan Ready event in Middle Tennessee for youth members of the 100 Kings Program. Held during Black History Month in February 2023, Nissan Ready was a curated, one-of-a-kind experience where participants were empowered, inspired and driven to succeed. The event reinforced the program's mission to develop leaders with strong work ethics and a commitment to excellence in all they do.





# Empowering Partners

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Nissan sees each of our partnerships as an extension of our business, and proactively seek out organizations that align with our diversity, equity and inclusion (DEI) values. Within our DEI Office, we have divisions for our Dealer, Supplier and Customer Partners. The leaders of these divisions serve as inclusion champions at Nissan, facilitating DEI conversations and helping to quantify the overall DEI success of the organization.



## Dealers

# 18%

annual increase in the number of minority dealers in our network

### THE NISSAN AMERICAS' DEALER DIVERSITY PROGRAM

Our Dealer Diversity Program is a first-of-its-kind initiative that helps provide equitable and improved opportunities that unlock dealer ownership for qualified candidates. The program supports dealerships in the Nissan and INFINITI network that are owned by people from under-represented communities, as we work toward a dealer network that reflects the markets where we do business.

We accomplish this by providing financial, marketing and operational progress reviews and planning support; in addition to helping to identify strong markets where a new dealership will be successful for new candidates. As a direct result, in 2022, Nissan and INFINITI's minority-dealer count in our U.S. market increased by 18% from 2021, marking our highest-ever percentage of minority-owned dealerships. Supporting diversity in our dealership network is one of the ways we were able to empower the journeys of our customers.



I bought my first dealership in April 2021, when I acquired Nissan of Bowie. I was seeking an opportunity to either purchase a dealership or to apply for an open point, so I reached out to Phil Morelli, and he told me he was planning to sell. I asked if he would consider selling it to me due to the fact that I live in close vicinity of Bowie, and was very familiar with the area, the dealership and the market. Once we agreed on terms, I reached out to my NAMAD liaison at Nissan and inquired about the approval process. I was concerned about the approval process due to my lack of operational experience, so I made a plan to resource those skills. To improve my chances of approval, I asked the current General Sales Manager, Michael Morelli, to partner with me on the sale. When we submitted the buy/sell to Nissan, it was approved, and I also qualified for support to acquire the land. **None of this could have happened if it were not for Nissan.**

#### DAMON LESTER

DEALER PRINCIPAL, NISSAN OF BOWIE  
LOCATED IN BOWIE, MD



# Suppliers

## THE NISSAN AMERICAS' SUPPLIER DIVERSITY PROGRAM

The Supplier Diversity Team works to build inclusive supply chain practices, while capitalizing on the competitive advantage and community engagement opportunities that come from working with a broad range of diverse suppliers. **As a result, the number of suppliers from under-represented communities increased 4% in 2022, and Nissan's supplier spend through this program increased 16% year-over-year.** Additionally, the overall Tier 2 spend by our Tier 1 suppliers in relation to this program was 5.1% by year-end 2022.

The Supplier Diversity Team builds professional networking relationships with future suppliers to equip Nissan Americas for long-term progress. The Supplier Diversity Workstream Group consists of 10 Tier 1 suppliers, brought together by the team to share knowledge and best practices across the supply chain. Our Diverse Development and Mentoring Program provides training and guidance to current and potential members of our supply network while positioning Nissan Americas for lasting resiliency.

We also partner with supplier diversity organizations to facilitate our diversification efforts.

# 16%

year-over-year increase in our diverse supplier spend

### OUR NATIONAL PARTNERS INCLUDE:



National Minority Supplier Development

U.S. Small Business Administration Program

U.S. Pan Asian American Chamber of Commerce

Canada Aboriginal and Minority Supplier Council



Women Business Enterprise Council

National Gay Lesbian Chamber of Commerce



U.S. Hispanic Chamber of Commerce

U.S. Department of Veteran Affairs

Disability: IN, formerly U.S. Business Leadership Network (USBLN)





## 40%

of our U.S. customers are from under-represented communities

## Customers

Communicating from a diverse perspective helps Nissan continue to thrill and connect with customers in meaningful and relevant ways to offer competitively designed, market-driven products. In the U.S. market, nearly 40% of Nissan's customers are from under-represented communities, making it one of the most diverse consumer bases of any automotive manufacturer.

We actively engage with Black, Asian, Hispanic and LGBTQIA+ media and influencers to ensure they have access to, and awareness of, our products, programs and people. It's one of the reasons why Nissan and INFINITI have increased our DEI media spend five-fold since 2020. We understand that this customer base is a driving force for our success and making strong connections with them is a key component to meeting our DEI mission: Nissan for Everyone.

As part of this commitment, Nissan signed the [Association of National Advertisers/Alliance for Inclusive and Multicultural Marketing](#) Commitment to Equality, Inclusion and Systemic Change.

### INVESTMENT IN PARTNERS

Nissan Americas marketing teams embarked on a multi-year strategy to increase our investment and partnerships with minority-owned businesses, talent and creators to drive sustainable impact and positive change. We have made significant progress towards that plan in the first two years.



## Brand Ambassador: Jay Ellis

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In 2022, we expanded our commitment to inclusion by partnering with actor and philanthropist Jay Ellis, who was welcomed to Nissan as our newest brand ambassador. Jay made his debut in the first installment of the [Electric Beats](#) campaign promoting the All-New, All-Electric 2023 Nissan Ariya and paying homage to the influence of Black musicians on American culture.



Nissan made it a priority to bring Black music creatives into the conversation; giving them the opportunity to create music for spots is huge. One thing that makes me happy is being able to reach back, grab someone's hand and give them an opportunity. Early in my career I had people who gave me those opportunities. I wouldn't be here without them, and to be able to work with a brand that has those same values is very important to me.

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**JAY ELLIS**

# Supporting Big Multicultural Moments



## BET

Nissan's seven-year partnership with Black Entertainment Television (BET) continued in 2022 as Nissan showcased its award-winning [Next Up](#) campaign highlighting artists from the Afrobeats genre with a three-part digital concert series. The Next Up program was designed to provide an opportunity to educate and mentor aspiring Black artists in audio engineering, giving them the chance to work with legendary music producer Just Blaze. The 2022 BET Hip Hop awards aired on October 4, 2022, with Mannywellz winning this year's Next Up: Afrobeats' contest.



## HARLEM FESTIVAL OF CULTURE

INFINITI is the exclusive automotive presenting sponsor of the Harlem Festival of Culture, a reimagining of the historic festival of 1969, scheduled for the summer of 2023. The festival will feature indoor and outdoor music concerts, influencer dinners, moderated discussions and film screenings hosted at venues throughout Harlem and neighboring communities.



## SUPPORTING LGBTQIA+ COMMUNITIES

Nissan's LGBTQIA+ initiatives are evergreen, year-long initiatives that Nissan has been committed to for multiple years and counting. Nissan provides support to the LGBTQIA+ community through multiple initiatives, including the Chosen Family Scripted Video Series (a series created to show how LGBTQIA+ chosen families support each other), digital media, direct marketing, social media influencers and sponsorships of local Pride festivals in several markets. In our South America and Mexico markets, Nissan partners with Pride Connection to further drive inclusion.



## IHEART MEDIA

Nissan also collaborated with iHeart Media and the Black Effect Podcast Network to make possible the first "Black Effect Podcast Network's Thrill of Possibility Summit presented by Nissan." As part of the series launch, HBCU students came to Nashville and experienced a weekend filled with career development activities as well as networking opportunities with STEAM (Science, Technology, Engineering, Arts and Math) leaders.



## HUMAN RIGHTS CAMPAIGN

This year, INFINITI was the title sponsor for the Human Rights Campaign Nashville Dinner, a night of advocacy and celebration of the LGBTQIA+ community in middle Tennessee.



# Awards & Recognition

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We are proud our work has been recognized by external organizations. These awards speak to the commitment and support of our employees and partners and are a reflection of their dedication to drive diversity, equity and inclusion at Nissan Americas and in our communities.

Greater Jackson Chamber Partnership  
**2022 Diversity Excellence Award:** This award recognizes organizations that have demonstrated a commitment to the advancement of diversity, equity and inclusion within their organization

**Corporate Sponsor of the Year** from 100 Black Men of Greater Dallas Fort Worth chapter

Nissan Americas recognized for efforts in **building a diverse group of suppliers** by Black EOE Journal, Hispanic Network Magazine and Professional WOMAN's Magazine



Nissan México certified in the **Top Companies for Women** in 2022, ranking 8<sup>th</sup> place in the country

Center for Automotive Diversity, Inclusion & Advancement (CADIA) awarded Nissan Americas the **Systematic Change** category in the 2022 Impact Awards



Nissan Americas presented with the **America's Top Corporations for Women's Business Enterprises** by WBENC: Resiliency Edition for our dedication to supporting women-owned businesses

Nissan Americas identified by the Supplier Development Council as the **Regional Corporate OEM Of The Year** at the council's annual Leadership Awards event



Nissan Mexico identified by Expansión as a **Top Company for Women** in 2022

IGNITE **Corporate Partner of the Year** from TLACC

Nissan Americas won **Top Supplier Diversity Program** by DiversityComm

Nissan South America recognized by Women in Management/Red WIM for **commitment to diversity and intersectionality**

Nissan Canada certified as a **Great Place to Work®** for the fourth consecutive year; all Nissan South America countries, Argentina, Chile, Brazil and Peru certified for the first year

Nissan Mexico certified as a **Best Place to Work for LGBTQIA+** employees by the Human Rights Campaign Equidad MX in 2022



In 2022, Nissan Americas' executives were also recognized as DEI leaders. Examples of individual awards include:

Minority Business News USA recognized our Chief Diversity, Equity and Inclusion (DEI) Officer as one of **America's Top Chief Diversity Officers** in 2022



Our Senior Manager of Supplier Diversity was awarded as one of the **Top 25 Corporate Leaders Making Waves in Supplier Inclusion & DEI** in 2022 from the DiversityPlus Magazine



Nissan Canada's President was named a 2022 **Diversity Champion** by Automotive News Canada for our commitment to furthering the company's DEI strategy



# The Road Ahead

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As our journey accelerates, we will continue to make space to empower our colleagues, customers and partners. Having better conversations will create better outcomes and drive us all towards a brighter future. It won't always be easy, but our pledge is to invest and do the work.

**CHANDRA VASSER**  
CHIEF DEI OFFICER

**NISSAN**  
GROUP OF THE AMERICAS