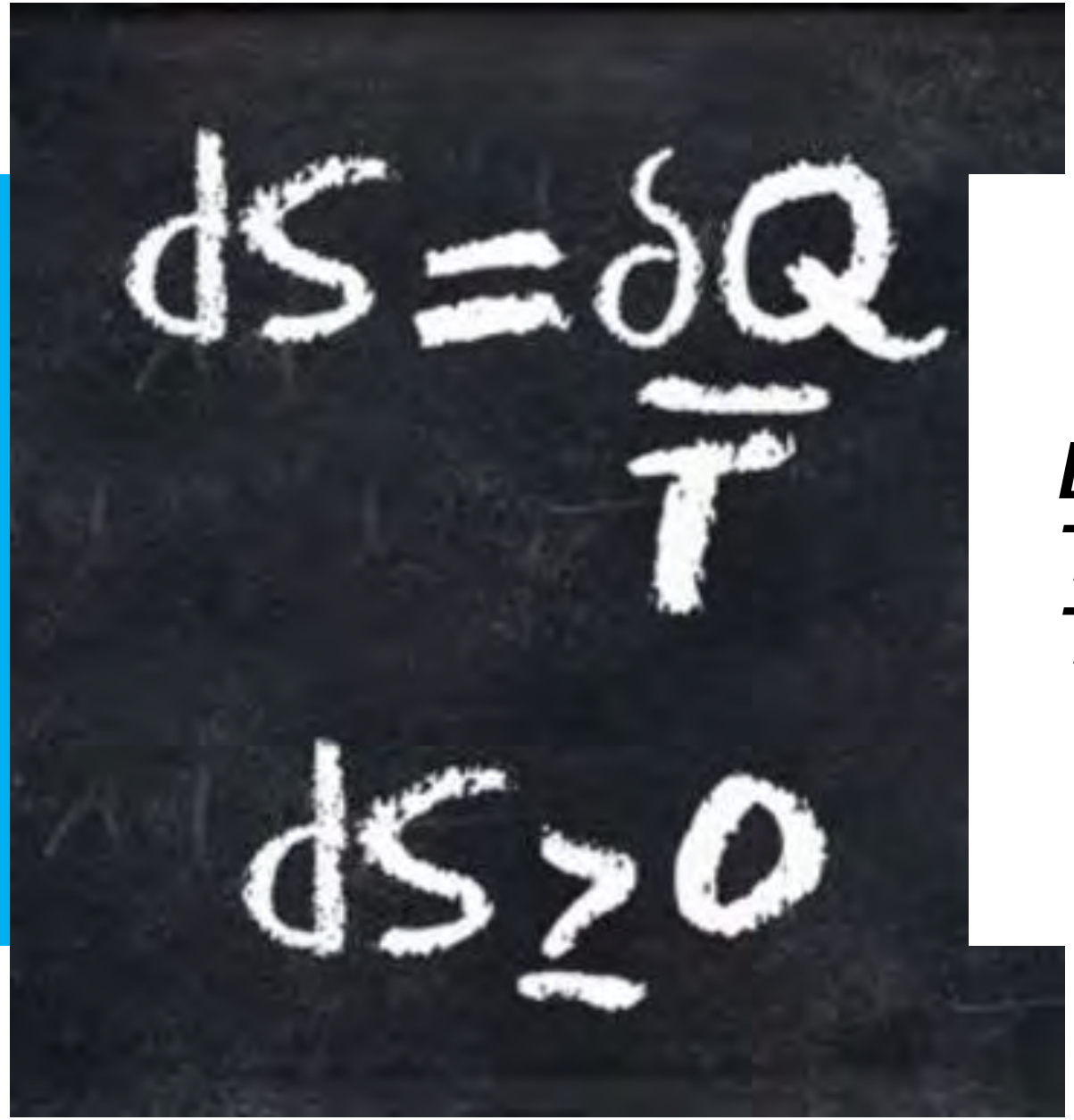
ORDER IN THE CHAOS

MARCO FIORAVANTI

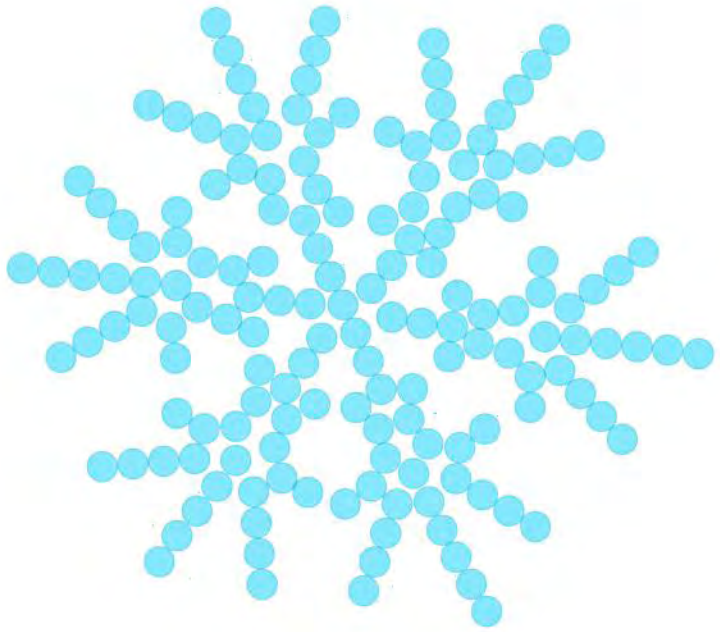
Vice President, Product Planning
– Nissan Europe



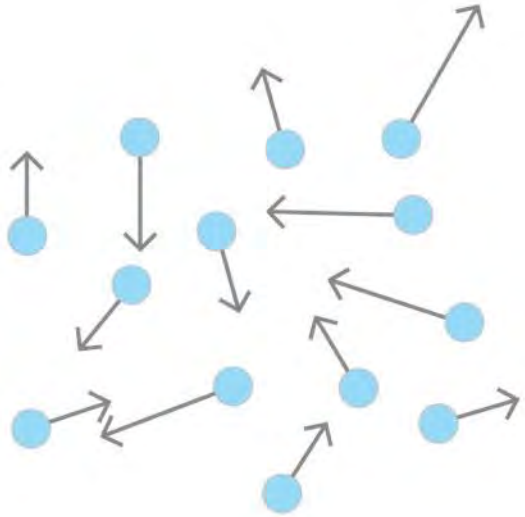
ENTROPY & THE 2ND LAW OF THERMODYNAMICS

ORDERED

DISORDERED



$\Delta S > 0$



ICE

WATER

SO WHY IS THIS RELEVANT TODAY?

DISRUPTION

A FAST CHANGING WORLD

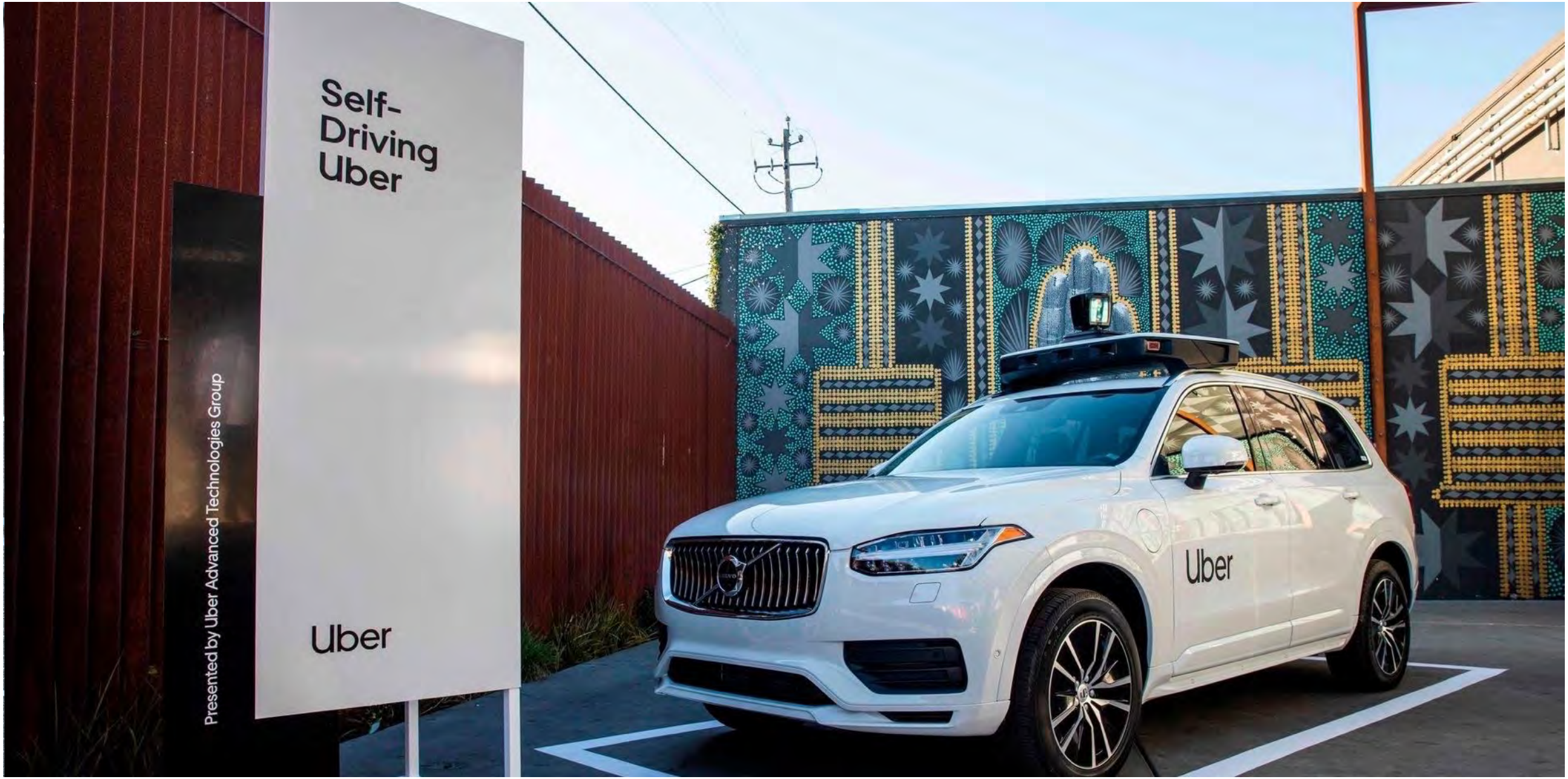
发热患者定点
诊疗医院
输液室
通知
院长接待日
投诉电

UNCERTAINTY

OUR GLASS OF ICE… (INCREASED ORDER)

IS MID-MELT…
(INCREASED CHAOS)

CHALLENGING TIMES IN AUTOMOTIVE


Self-
Driving
Uber
Presented by Uber Advanced Technologies Group
Uber
Uber

OLA

Mon - Fri
7 am - 6 pm
Ultra low emission
ULEZ
ZONE
At all times

LEFT TO ITS OWN DEVICES, LIFE WILL ALWAYS BECOME UNSTRUCTURED

HOW DO YOU CONTROL THE UNCONTROLLABLE?

AN IMAGE OF AN
ORDERED STATE

AN IMAGE OF AN
ORDERED STATE

ENERGY

AN IMAGE OF AN
ORDERED STATE
VISION

ENERGY
STRATEGY

NISSAN INTELLIGENT MOBILITY

MOVING PEOPLE TO A BETTER WORLD

MOVING PEOPLE TO A BETTER WORLD

MOVING PEOPLE TO A BETTER WORLD

NISSAN INTELLIGENT MOBILITY

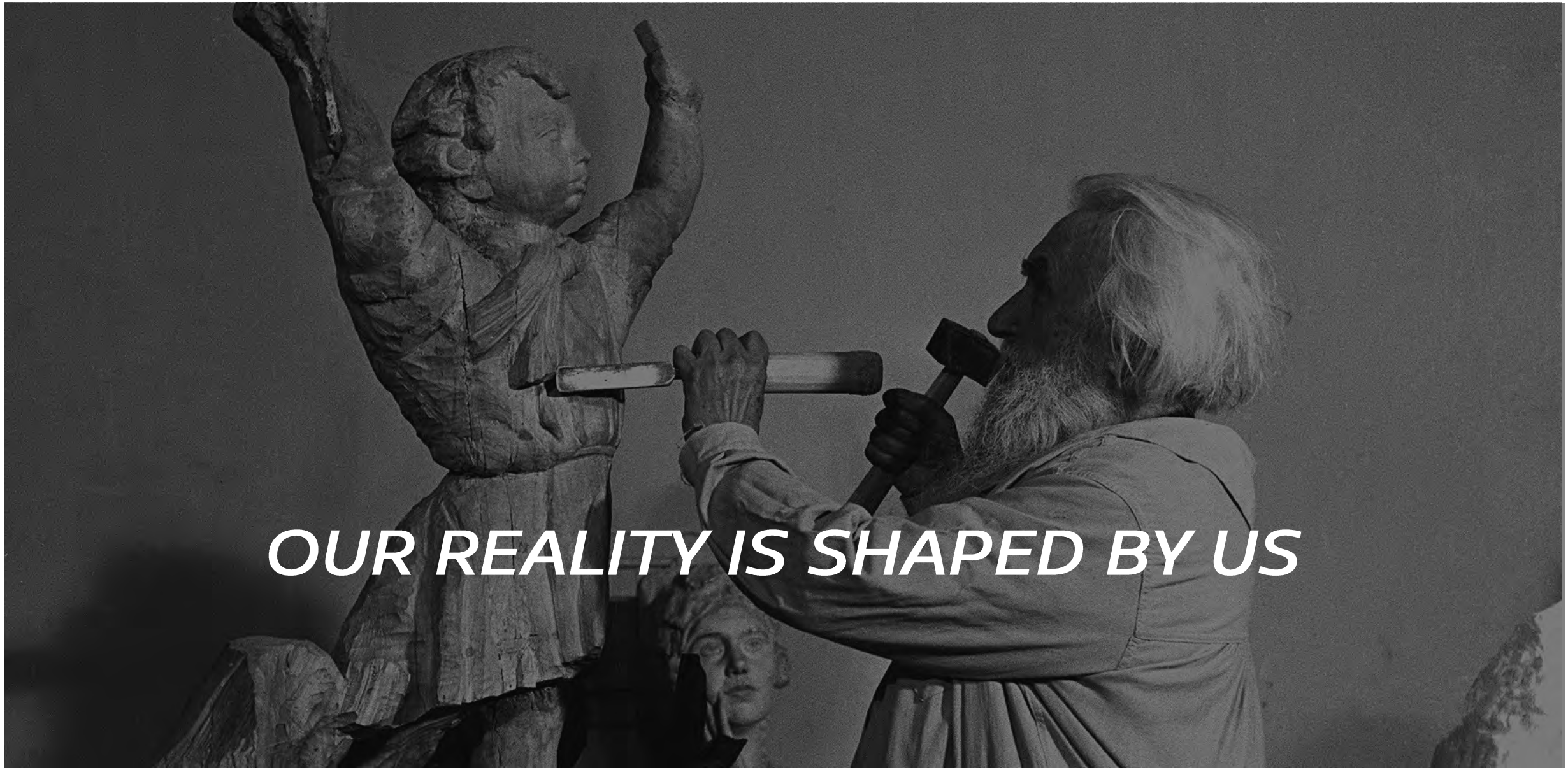
A more connected, more exciting, more sustainable way of living together

INTELLIGENT DRIVING

INTELLIGENT POWER

INTELLIGENT INTEGRATION

REAL WORLD VALUE


OUR REALITY IS SHAPED BY US

AN EXCITING ELECTRIFIED FUTURE

THE RIGHT PATH FOR NISSAN

WHERE THE CUSTOMER IS EVERYTHING