

WASHINGTON STATE MARKETING PLAN FOR NISSAN

Ria & Ethan



EV INCREASE IN WASHINGTON

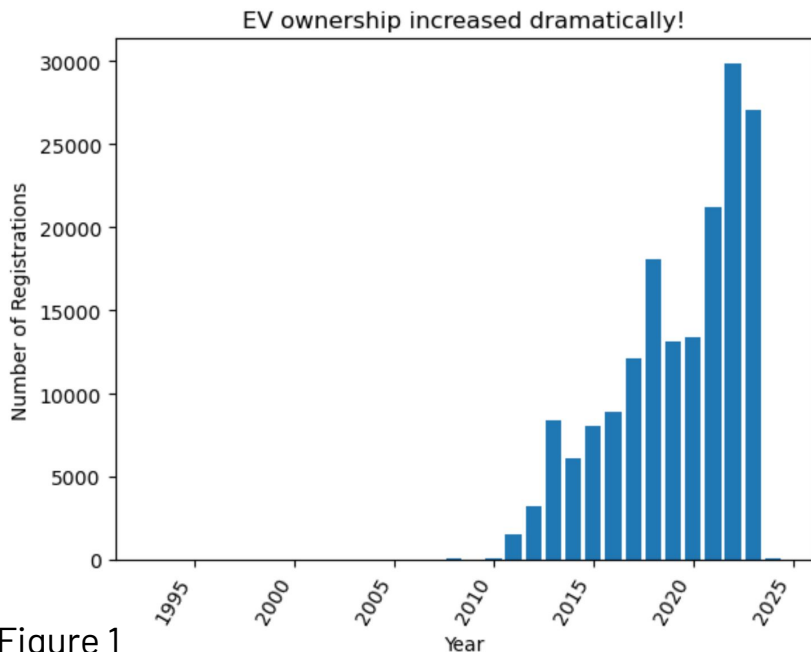


Figure 1

- EV's are important to us due to the large market share they currently and will continue to account for
- Environmental Benefits
- Low Maintenance costs

CONCERNING STATISTICS

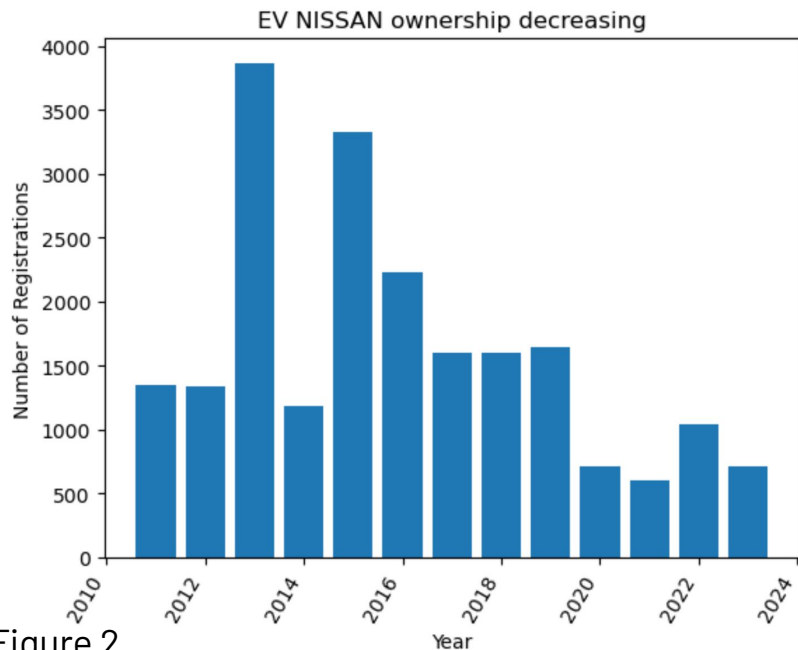


Figure 2

- Considering the general upward trend this downward trend for Nissan is concerning
- We lose market share
- EV's are a growing trend we want to follow

THERE'S STILL HOPE

- Nissan is still in second place
- Beat out notable competitors like Ford and Chevy
- Doing relatively well...How can we do even better?

Tesla wins the EV race in Washington State

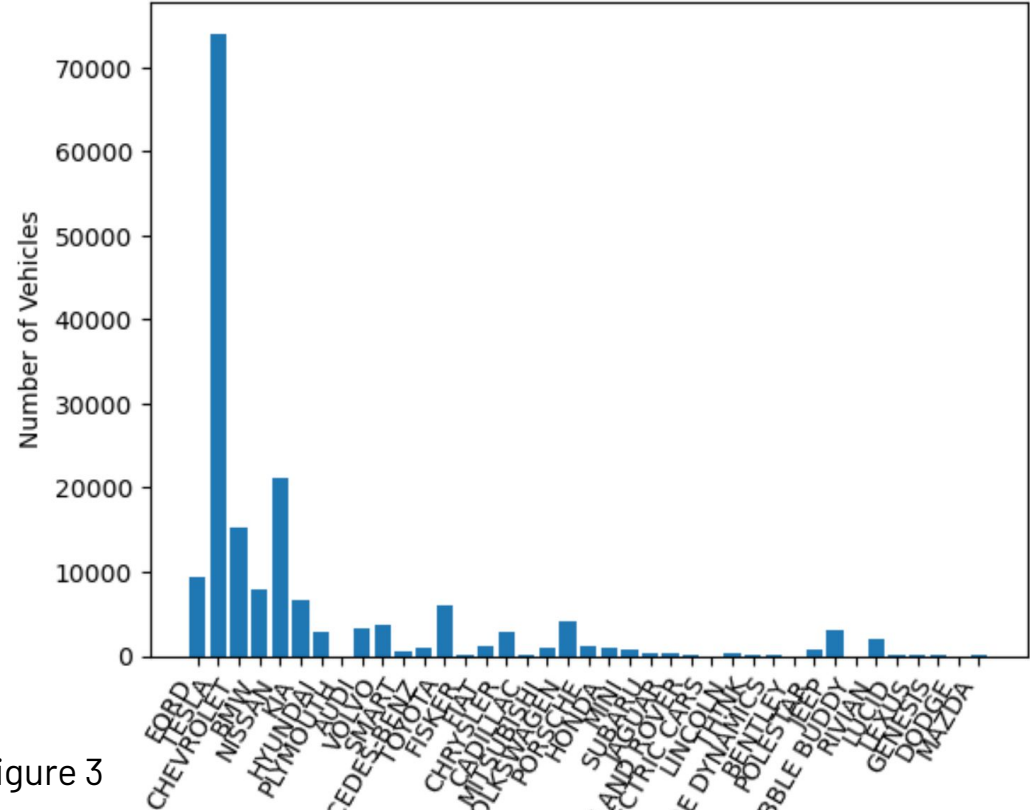


Figure 3

RE-EVALUATING OUR MARKETING PLAN



CASE STUDIES



ANALYZING THE DATA



TARGETING OUR AUDIENCE

We believe that by following these steps we can reach a more competitive status!

CASE STUDY 1

Where is Nissan doing well?

- This is the town of Ferndale located in Whatcom county
- Median county income: 70,463 (External Data)
- The average household in Ferndale brings in \$62,852 USD
- While still behind Tesla, doing relatively well
- What does this tell us?
 - Money Situation?
 - What may the average day of an EV user look like in this county? Work?
 - Needs in a car?
 - Status symbol?

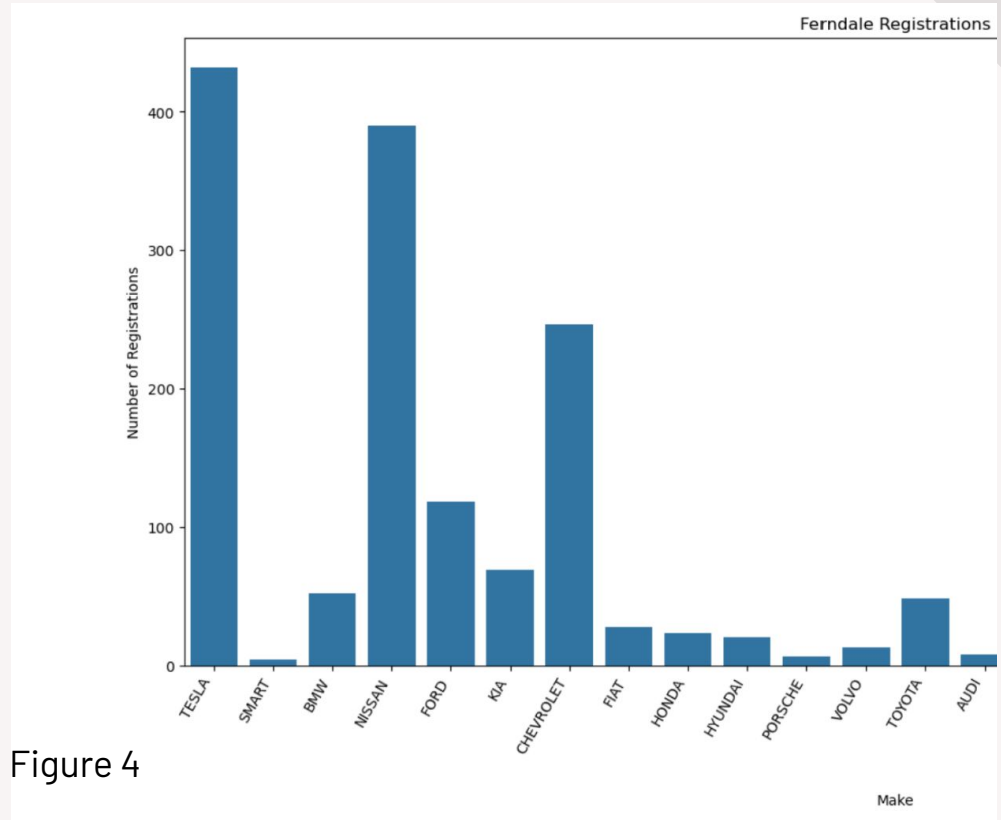


Figure 4

CASE STUDY 2

Where is Nissan doing poorly?

- This is the town of Yarrow Point located in King county
- Median county income: \$102,620 (External Data)
- The average household in this town brings in \$250,001 USD
- Doing very poorly in this town, not even close to second place
- Name brand cars seem to be doing well
- What does this tell us?
 - Money Situation?
 - What may the average day of an EV user look like in this county? Work?
 - Needs in a car?
 - Status symbol?

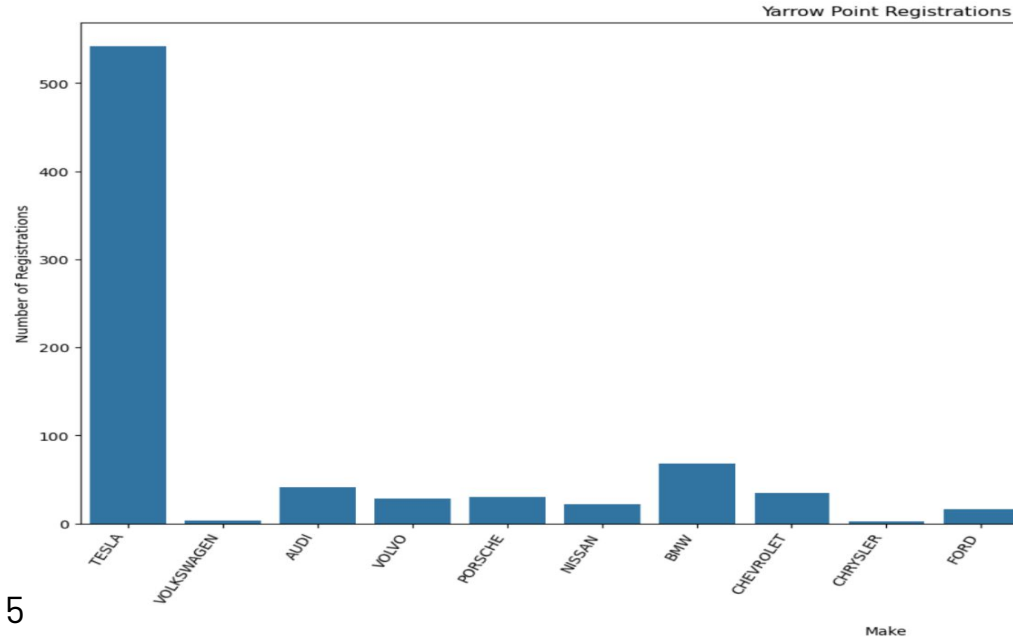
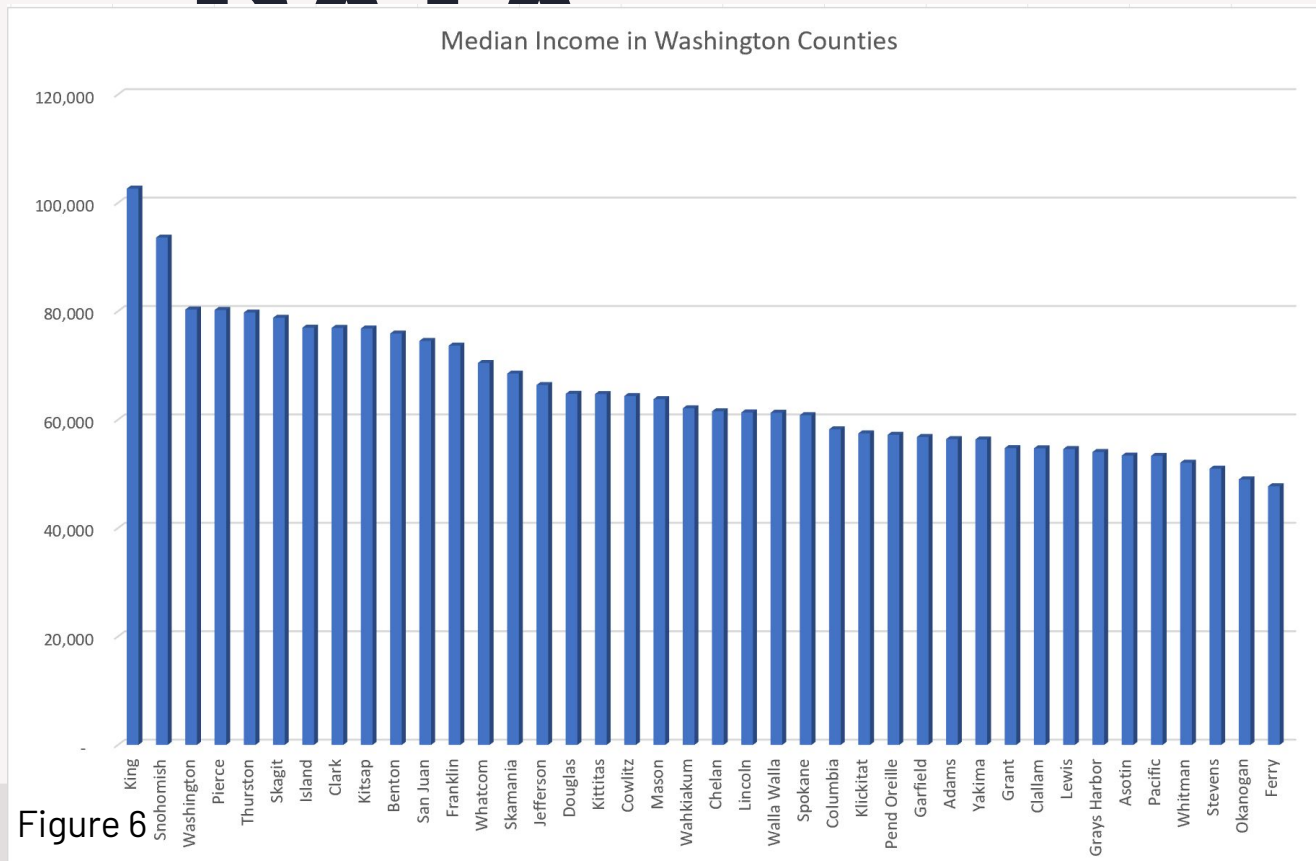


Figure 5

ADDITIONAL CENSUS DATA

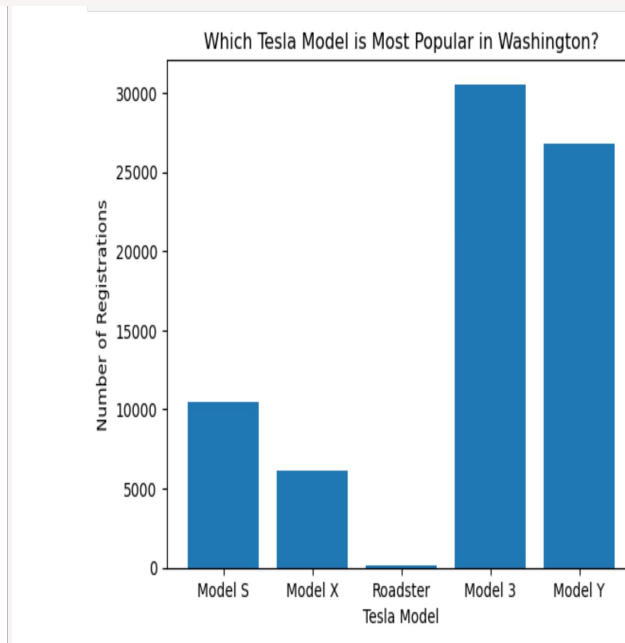
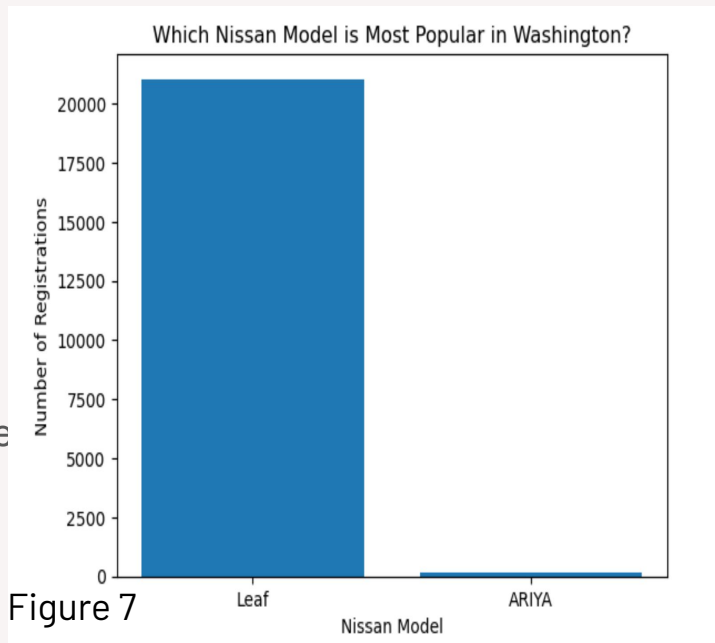
- Using 2020 Census data we ordered median income in Washington by County
- Our data supports our predictions
- King county is at the top
- Whatcom is more in the middle at 13th place
- Out of the 40 counties we appeal most to the middle ones
- A Nissan EV is the car for the average American



MOST POPULAR MODELS

- 28,140 USD starting price for new Nissan leaf
- 40,240 USD starting price for new model 3.
- This is Tesla's Cheapest make

What other ways can we appeal to the middle class?



INCREASE RANGE

- Tesla mode of 220
- Nissan mode of 84
- Save money and charging time for busy working Americans

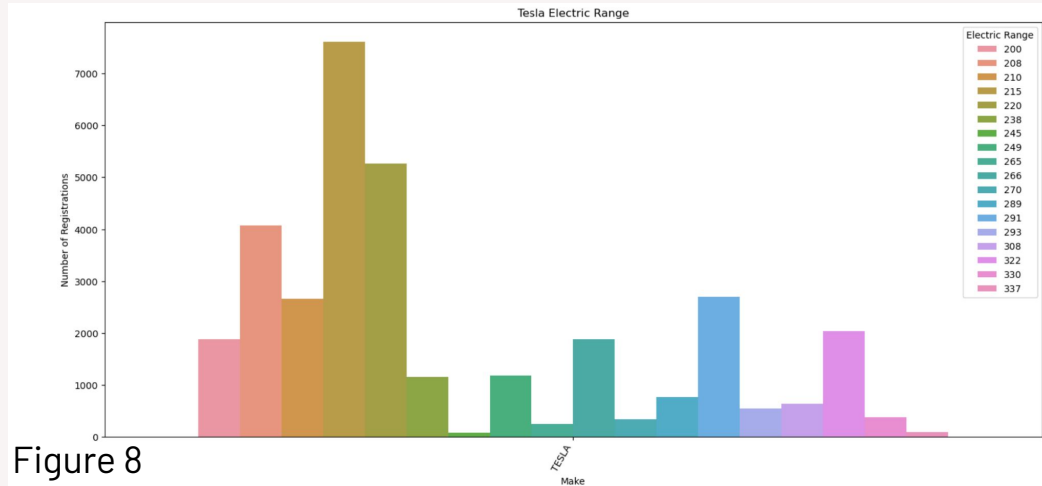


Figure 8

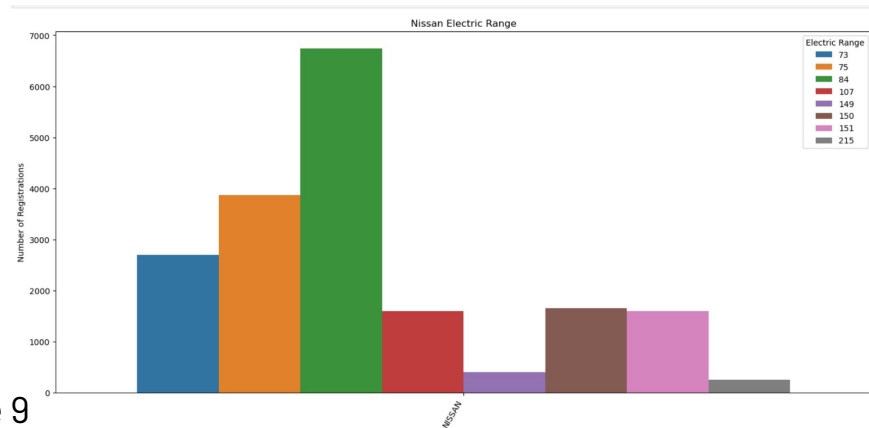


Figure 9

Charging Station Accessibility

- 7.73 mil pop WA= 358.7 Elec chargers per million
- 39.24 mil pop CA= 4,459.73 per million
- This could be increased for accessibility

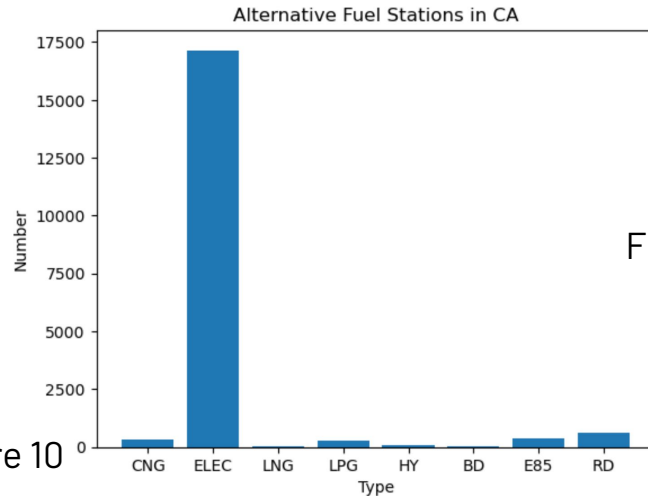


Figure 10

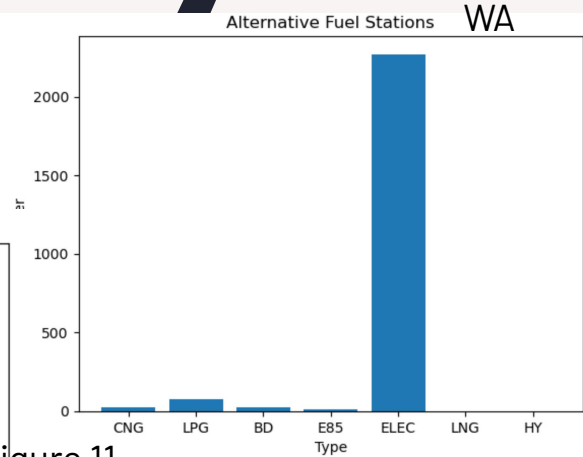
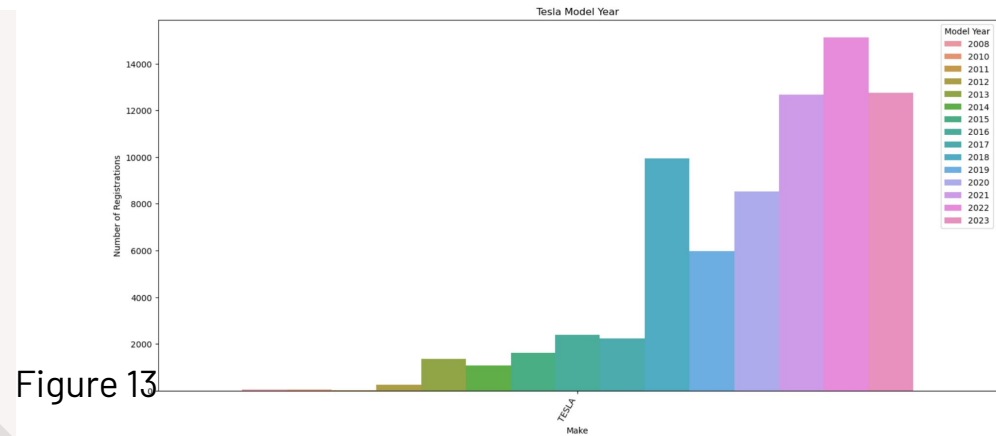
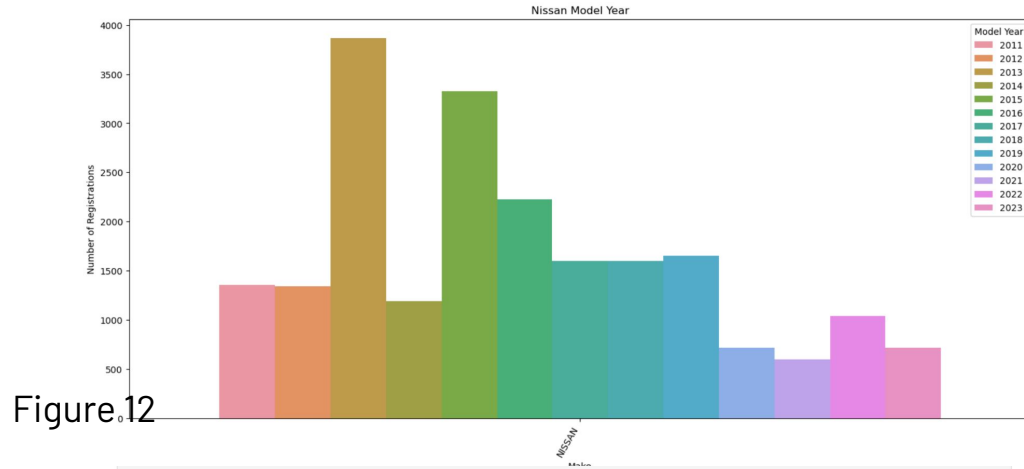


Figure 11

REGISTRATION YEAR

- Tesla more recent registrations
- Nissan older more obscure
- This could contribute to less new Nissans being purchased



NEW VS USED

- Tesla is mostly newer cars resulting in profit for the company
- Nissan mostly used cars - no new revenue

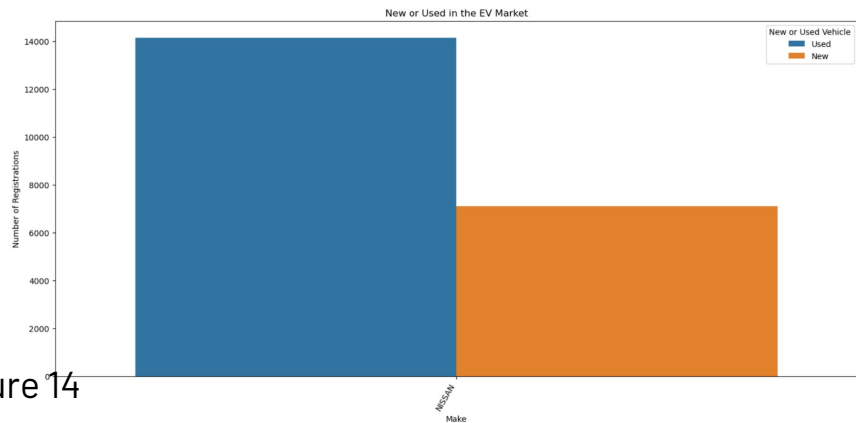


Figure 14

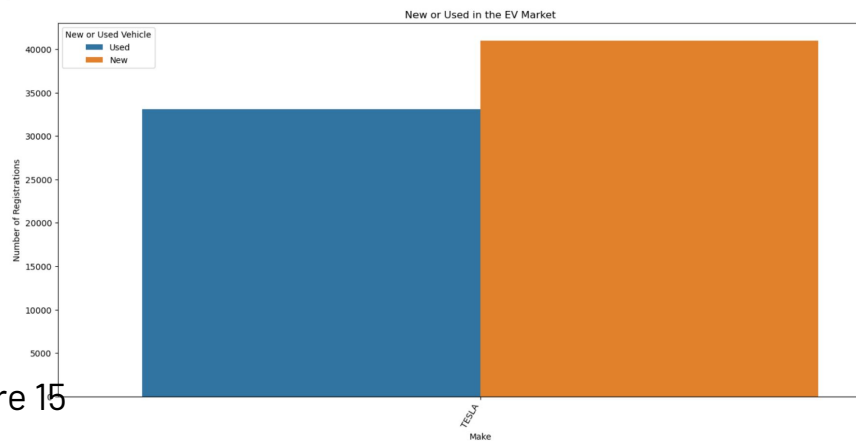


Figure 15

WHO SHOULD WE BE SELLING TO

Figure 16

HOUSEHOLD INCOME BY AGE OF HOUSEHOLDER	
15 to 24 years	42,712
25 to 44 years	85,782
45 to 64 years	93,563
65 years and over	54,055

Figure 17

▼ Families	92,422
With own children of householder under 18 years	90,447
With no own children of householder under 18 years	93,826
▼ Married-couple families	106,007
With own children under 18 years	113,205
▼ Female householder, no spouse present	45,261
With own children under 18 years	35,229
▼ Male householder, no spouse present	64,115