



25th August 2020

Nissan and AIB power a new sustainability drive

0% finance offer aims to put more Electric Vehicle drivers onto Irish roads

Nissan and AIB have come together as the new driving force behind an ambitious initiative to put more Electric Vehicle (EV) drivers onto Irish roads and help support the transition to a low-carbon economy.

The 'Power of Zero' initiative offers consumers the opportunity to buy a new Nissan LEAF with 0% finance and to avail of one year's free servicing. Customers who do so can save in excess of €13,000 in finance and running costs and 11 tonnes of CO₂ emissions over five years, which is equivalent to planting 181,887 trees.

The two organisations have united to support the Government's Climate Action Plan and to present motorists who want to take the road to a sustainable, greener future with an all-encompassing offer that is the first of its kind in Ireland.

"This integrated approach has been taken by Nissan and AIB in recognition of our joint commitment to creating a sustainable Ireland. We looked at what consumers required to make the switch to EV driving and responded with an initiative that delivers great value and a greener future for Ireland," said James McCarthy, CEO of Nissan Ireland.

"This is a golden opportunity to make the switch into an EV today and to make very significant savings now and into the future. The Government's environment policy is aimed at removing diesel and petrol cars from Irish roads and motorists already driving EVs will have a distinct advantage over customers trading in diesel and petrol engines in the years to come," he added.

Yvonne Holmes, Chief Sustainability Officer, AIB said: "The sustainability agenda is accelerating at AIB and for the last two years green lending has been the fastest-growing part of our balance sheet as customers seek to reduce greenhouse gas emissions and limit harmful air pollutants."

"We are delighted to be working with Nissan to help meet customers' growing demand for cleaner transport as they take this important step on the road to a more sustainable future. Electric Vehicles can help consumers shrink their carbon footprint, while improving the quality of life for all through cleaner air and less noise pollution," she added.

The 'Power of Zero' initiative is geared to be a 'win-win' for consumers who want to reduce their carbon footprint and motoring costs while playing their part in helping to create a sustainable greener future for Ireland.

"We are delighted to join forces with forward-looking businesses like AIB to help motorists make the switch to 100% electric driving. One in two Irish EV drivers already drives a Nissan LEAF and this is an incredible opportunity for all other motorists to join them in saving money and the environment," said Mr. McCarthy.

“Our ‘Power of Zero’ initiative with AIB is designed to encourage more families and businesses to switch to 100% electric driving, to become more sustainable and to make a very real impact in reducing Ireland’s CO2 emissions,” he added.

The Nissan LEAF is Ireland’s best-selling EV with 5,406 of Ireland’s 11,684 EVdrivers having already chosen the zero emissions vehicle as the most effective way to reduce their motoring costs and carbon footprint. It is firmly established as Ireland’s and the world’s favourite EV with more than 100 global awards and over 400,000 sales since its launch ten years ago.

“The Nissan LEAF has achieved this status because it offers a range of at least 270 kilometres on a single charge for a sub €30k entry price and because it is a very well spec-ed car with a good sized boot and spacious interior to meet the needs of any family or business,” said Mr. McCarthy.

ENDS

Note to Editor:

A table presenting a detailed example of the €13,000 savings in finance and running costs that can be achieved is attached and can also be viewed on the following link on the www.nissan.ie website: <https://www.nissan.ie/vehicles/offers/power-of-zero-finance.html>

Further Information

Graham Union
0852088343
Graham.X.Union@aib.ie